HELPING YOU POWER BACK YOUR PRACTICE

GVS | GENERAL VISION SERVICES
Network Provider
BEGIN WITH A WRITTEN PLAN

Plan for reopening. Document all of the changes, processes and ideas you plan to implement to reopen successfully. This doesn’t have to be in any particular format. It can be a narrative, a spreadsheet or any other form that works for you. Having a written plan will help you to implement each step. Review every week, if not daily.

STAY UP TO DATE

Stay up to date on the most recent recommendations from your state and local government and community leaders, as well as professional organizations such as the AOA & your state association. Updated protocol is listed on your gov/state website.

EVALUATE DAILY PATIENT LOAD

Consider the need for social distancing and how this impacts your daily patient load. You may not be able to see four patients or more an hour due to reduced demand and/or limited number of individuals in your office. Patients will understand and appreciate the social distancing measures. You may want to place a sign on your door explaining the maximum number of people permitted in your location at one time.

CONSIDER EXTENDED HOURS

Consider extending your hours later in the day or adding weekend hours as appropriate. The days are getting longer. This will allow you to accommodate your backlogged patients while still limiting the number of patients in the office at any time. You may also consider special early hours for seniors or high risk patients.
Begin planning your office sanitation and cleanliness protocols. Stock up on needed supplies. Make hand sanitizer available at every patient touch point – including front desk, pre-test, contact lens area, exam rooms and dispensary. Detail office protocol for preventing cross contamination. Be sure to post the offices protocols so patients know the steps you are taking to protect them. Don’t forget the restrooms and employee areas.

For a proper sanitization, it is suggested to use a solution of still water and Hydrogen Peroxide at a 50% concentration. When preparing the solution and during the sanitizing activities, we suggest to follow these instructions:

**Step 1:** Check the concentration and bottle size reported on the Hydrogen Peroxide retail packaging

**Step 2:** Mix 1 cup of Hydrogen Peroxide for every 2 cups of distilled water and put in an empty plastic container (e.g. spray bottle)

**Step 3:** Gently mix the solution

**Step 4:** Spray the final solution on the glasses to be cleaned

**Step 5:** Wait at least three minutes before wiping the glasses

**Step 6:** Wipe the frame and put it back on the shelf
Plan & procure personal protective equipment (PPE). Follow CDC Guidelines.

- Obtain a sufficient supply of non-contact thermometers for screening doctors, staff and patients.

- Don’t forget extra batteries.

- Set up a plastic barrier as a sneeze guard at the front desk and area where associates are showing frames to patients.

- Staff should wear masks, with doctors and opticians also wearing face shields.

- Staff should change their gloves or wash their hands after each patient.

- Have supply of masks on hand for patients if they request a new one.

- Post a sign at the entrance of your location, requesting COVID protocol be followed.

  **Patients should not enter the store without mask or appropriate face covering**
Vendors with PPE

**Milliken Medical**  
millikenmedical.com  
1-800-532-1356  
*Face Masks, Gowns, Touchless Thermometers*

**Frame Displays**  
Preston  
five1two@gmail.com  
512-777-9661  
*Frame Displays, KN95 Face Masks, Sneeze Guards/Shields*

**BDR Creative**  
Debra or Bruce  
orders@bdrcc.com  
516-942-7768  
*Posters, floor & window decals, COVID-19 messaging*

**Stormin Norman’s**  
800.288.4512 | storminnormans.com

**Liberty Sport**  
800.444.5010 | libertysport.com

**Match Eyewear**  
766.886.2824 | matcheyewear.com

**Rochester Optical**  
585.254.0193 | rochesteroptical.com

**Safilo Group**  
800.631.1188 | safilogroup.com

**Charmant Group**  
800.645.2121 | charmant-usa.com
**COMMUNICATE WITH YOUR STAFF**

Make staff communication a priority. Check in with your team and communicate your plan for reopening including the projected start date, even if it is tentative. Schedule a team meeting in person or on zoom from now until you open.

Offer reassurance that the safety of both staff and patients is your highest priority and advise that you have implemented a number of safety precautions. Talk specifically about your reopening plans and emphasize the need for flexibility as protocol continues to change.

**COMMUNICATE TO YOUR PATIENTS**

Ramp up communication to your patients, utilizing social media; Facebook, Twitter, LinkedIn, Instagram and/or perhaps do a video on YouTube and talk about how you are making your patients safe during their visit. Let them know of your plans to reopen and the tentative reopen date.

Advise them prior to appointment to wear a mask. Let them know that all patients will be screened for COVID-19 symptoms and risk of recent exposure upon entry, including temperature check using a non-contact thermometer. Assure them that the same screening steps will be followed daily for doctors and staff.

Be sure to update insurance information. Keep in mind the current economic environment and update all insurance information ahead of the appointment. Use secure messaging to capture insurance information and insurance card images to limit handling.

When scheduling appointments clearly communicate who may or may not attend appointments. Limit family members to one guardian or advocate, if necessary.
Establish a plan for Rep meetings. Conference calls or Zoom video calls can be a beneficial way to maintain communication, review frame boards and maintain supply inventory. Ask Reps not to visit office. Set up weekly follow up conference calls. Communicate your plan.

Evaluate and rearrange your waiting room and area. Social distancing is expected now and will continue to be the norm for the foreseeable future. Space your waiting room chairs appropriately. Separate your optical desks or stations as much as possible. Post signs encouraging maintaining appropriate distance. Place bins at each optical station and any other strategic points for patients to place frames after use for sanitizing, prior to returning them to the frame board.

Add floor decals and wall signage to promote office flow that helps limit traffic. In larger areas, you may want to consider one-way arrows. Friendly visual messaging will enhance the patient experience.

Consider asking patients to wait in their car or outside your office. Let them know they will receive a text message notifying them that it’s time to come in. Again, let your patients know your procedures through specific signage or messaging.

Evaluate your credit card payment procedure. Consider adding contactless pay (e.g. Tap to Pay, Apple Pay, Google Pay) contact your bank/merchant service company. This should be the preferred method of payment.
For more information contact Maureen Flaherty at mflaherty@gvsbenefits.com

HELPFUL VIDEO LINKS

How To Protect Yourself

Mask Wearing 101: How to Properly Use & Re-use a Mask
https://www.youtube.com/watch?v=JwPWdkbyizw&feature=youtu.be&t=26

Handwashing Video
https://www.youtube.com/watch?v=d914EnpU4Fo&feature=youtu.be

Social Distancing
https://www.youtube.com/watch?v=NhR2Nym7Pbo