

BEST PRACTICES TO GET YOU BACK TO PRACTICE



Embrace and Thrive with Telemedicine

Dr. Chris Smiley & Dr. Tiffany Lione
share their strategies for success.

- 1 Keep regular communication with your patients.**
Inform them about your telehealth services and expectations regarding how and when to use. Keep a consistent message through all your channels to reach patients.
- 2 Keep staff engaged in your visions and philosophies.**
Success starts with a solid plan that has staff buy-in. Intentionally schedule time to train and provide a forum for staff input in telehealth implementation to make it as successful as possible.
- 3 Implement more medical care into your practice.**
Continue representing to your patients and the community that you are a primary eye care provider and that your medical expertise, particularly in telehealth, can save the patient time and money compared to urgent cares or the emergency departments.
- 4 Continue to learn about telehealth platforms and their utilization.**
Telehealth is quickly evolving in the area of eyecare. Utilize webinars and other education to learn best practices and stay up to date.
- 5 Begin to view telehealth as an additional exam lane.**
Take time to brainstorm and think outside the box as to how you can best utilize telehealth in your practice, today and into the future, to increase revenue and improve the patient experience.



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