

Social Media for Telehealth Marketing Plan

BUSINESS & MARKETING OBJECTIVES

What are your goals and objectives for this telehealth campaign?

Example: Conduct 3 telehealth visits through Zoom Health conferencing by May 1, 2020.

TARGET AUDIENCE

Who are you primarily trying to reach through your telehealth social media posts? Be specific.

Example: Existing patients between the ages of 35 to 55 who are experiencing acute pain and need access to chiropractic expertise during the COVID-19 pandemic.

CONCEPT

Virtual care is a powerful tool in efforts to contain the spread of COVID-19. Phone consultations, emails, text messaging, remote monitoring and video visits allow chiropractors and patients to connect safely at a distance, minimizing the risk of community infection.

Under the direction of provincial regulators, many chiropractic clinics are closed, and some are providing emergency or acute care for patients. Now with recently updated standards to telehealth by chiropractic regulators across Canada, chiropractors can provide urgent care assessments and advice to patients through telehealth or virtual patient visits.

This new ability provides health and safety to both chiropractors and their patients under COVID-19 physical distancing directives. It also creates access to care for patients who need support and contribute to the necessary diversion of patient to emergency care or urgent care centres during the pandemic.

KEY MESSAGES

To contain the spread of COVID-19, [Insert name of clinic] is offering virtual patient visits – allowing our chiropractors and patients to connect safely at a distance and minimizing the risk of community infection.

Through telehealth or virtual visits, we can stay connected to provide self-care advice, offer resources for prescribed exercise, and support our most vulnerable patients.

Our telehealth or virtual services do not replace hands-on therapy. However, under the current circumstances of the COVID-19 pandemic, we can offer a diagnosis, exercise, nutrition and lifestyle advice to help relieve your symptoms.

Telemedicine and remote patient monitoring have been shown to benefit patients by:

- Engaging them to better manage their own health
- Improving patient experience, knowledge, satisfaction, and clinical outcomes
- Enabling better management of chronic neuromusculoskeletal conditions
- Reducing emergency room visits

CALLS TO ACTION

- Book an appointment
- Call us today
- Visit our website

TACTICS

Make a list of all your communications channels and then identify which ones you want to use to communicate about Telehealth.

Examples:

- Email
- Website
- Facebook
- Twitter
- Instagram

CONTENT

Draft your communications using the channels you identified above – making sure to reference the key messages and Calls to Action.

Sample Post: Starting today, I am pleased to be able to offer virtual visits to existing patients. If you are experiencing spine, muscle, and nervous system pain or discomfort, **call/email/send me a text** at **[Insert contact information]**.

Sample Post: As your chiropractor, I care about your wellbeing and am happy to be able to provide self-care advice, offer resources for prescribed exercise, and continue to support my patients through virtual visits. To make an appointment, **call/email/send me a text** at **[Insert contact information]**.

Sample Post: You are not alone – during the COVID-19 pandemic, I am here to provide virtual services for a diagnosis, exercise, nutrition and lifestyle advice to help relive your spine, muscle, and nervous system conditions at home. Get in touch at **[Insert contact information]** to book an appointment.

Sample Post: Are you looking for ways to better manage your own health at home during COVID-19? I'm offering virtual visits through **phone/email/Zoom/text** for existing patients. Book your appointment today! **[Insert contact information]**.

MEASUREMENT

Identify what success would look like for you. Depending on your communications channels, what metrics would make you satisfied that you reached your goals and objectives?

- **Website** (Pageviews, Referrals)
- **Facebook** (Likes, Comments, Shares)
- **Twitter** (Likes, Retweets)
- **Instagram** (Likes, Comments)
- **Email** (Open Rates, Click Rates)

Other Metrics:

- Appointments Booked
- Phone Calls Received
- Emails Received