

June 2020

A woman in a light blue medical uniform and a blue surgical mask is shown in profile, washing her hands in a white sink with a chrome faucet. The background is a soft-focus clinical setting.

# MARKETING YOUR INFECTION CONTROL PROTOCOL DURING COVID-19

# USE MARKETING TO REGAIN TRUST

## Provide the Reassurance Your Patients Need

You're getting back into the swing of things in your practice and becoming accustomed to the myriad new steps and precautions that have been added to seemingly everything you do. Chances are, using your marketing program to communicate all of these safety protocols to your patients is the last thing on your mind.

However, this marketing effort needs to be a top priority. Why? Because your patients are afraid. We are still in the middle of a pandemic and you must make them feel confident that it is safe to come back. You cannot assume that just because someone has been your patient for a long time that they will automatically trust you now.

Your patients are afraid

- Don't assume they'll automatically trust you
- You must reassure them

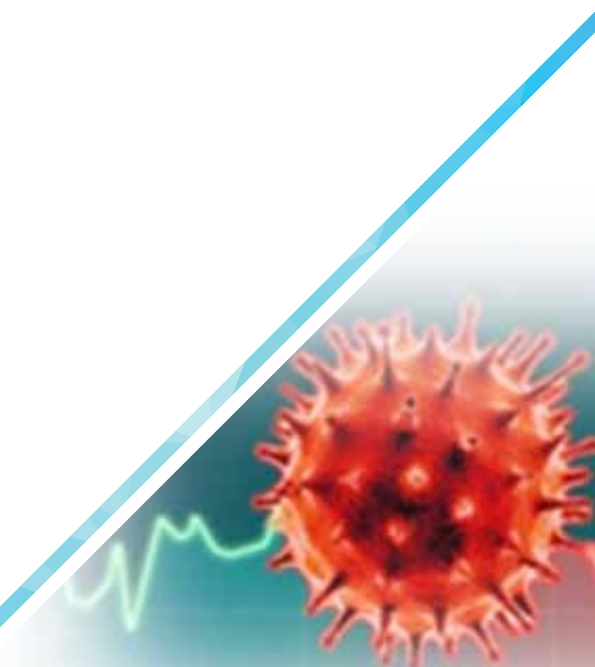
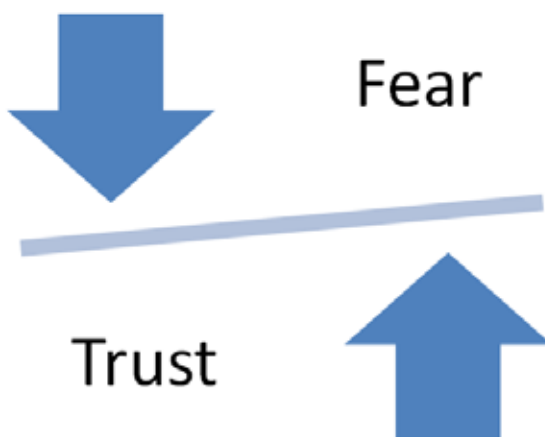
### Related Webinar

Marketing Your Infection Control Protocol During COVID-19



### Related Podcast

Marketing Your Infection Control Protocol During COVID-19



## Incorporate "Safety" into Your Identity

Your marketing needs to shout out the message that you take infection prevention very seriously. "Safety" needs to be a part of your core culture, brand identity and message.

Who you are is not just about excellence in care, excellence in customer service and being at the forefront of leading-edge technology. It's also about doing it all in a safe manner. Your patients need to know that when they come to your practice for treatment, they will not leave with COVID-19 or some other infectious disease.

## Protect Against it All.



### Tuberculosis

*Mycobacteria Terrae*



### Vegetative Bacteria

*Methicillin-resistant Staphylococcus aureus (MRSA), Vancomycin-Resistant Enterococci, Escherichia coli, Pseudomonas aeruginosa*



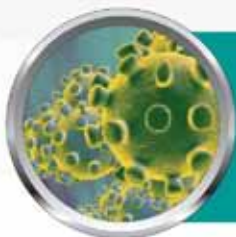
### Viruses

Poliovirus, Norovirus, Rotavirus, HIV, Hepatitis B, Hepatitis C, Influenza A



### Fungi

*Trichophyton mentagrophytes*



### Emerging Viruses

*Novel Coronavirus (Covid-19), SARS, MERS*

Learn how effective OPTIM<sup>®</sup> 1 is at  
[www.scican.com/us/protects](http://www.scican.com/us/protects)



## Be Sure You are Actually Following the Standards and Guidelines

Before you begin marketing your infection control protocols, double-check that you are following all of the applicable infection prevention and control standards and guidelines. While a few of these are new, most are standards you are already following.



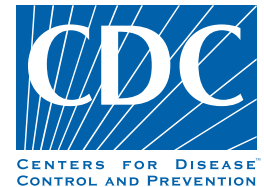
### 1 OSHA

- General Workplace Safety Standard
- Bloodborne Pathogens Standard
- Hazard Communication Standard
- Personal Protective Equipment Standard
- Respiratory Protection



### 2 CDC

- Guidelines for Hand Hygiene in Health Care Settings
- Guidelines for Infection Control in Dental Health-Care Settings
- Guidelines for Disinfection and Sterilization in Health-Care Settings
- Summary of Infection Prevention Practices in Dentistry
- Interim Infection Prevention and Control Guidance for Dental Settings During the COVID-19 Response
- Interim Reopening Guidance for Dental Settings



### 3 State Dental Board Rules

- Many state dental boards have special COVID-19 directives



There are many guidelines to follow, but only a few are new.

# EVERYTHING ABOUT YOUR PRACTICE MUST COMMUNICATE "SAFETY"

## Your Facility Must Communicate "Safety"

Your facility is part of your brand. What infection prevention and control message does it give? Does it visually represent safety by screaming "clean, organized, uncluttered, aseptic"? Or does it give visitors cause for concern?

Your office doesn't have to be opulent. It doesn't have to be brand new. But it must be clean, uncluttered and easy to decontaminate.



## The Way You Handle Instruments Must Communicate "Safety"

In their quest for efficiency, many practices will set up rooms ahead of time. Right now, when we're still concerned about the aerosol transmission of COVID-19, you should not do that.

To provide reassurance that your instruments are safe and sterile, keep them wrapped, in the pouches and cassettes, until the patient is in the chair. Then open them. It's an easy thing to do that can go a long way towards building trust.



Your facility should visually represent safety by screaming "clean, organized, uncluttered, aseptic."



## Your Culture Must Focus on Safety

Do you have a clearly-defined culture of excellence in care, service AND infection prevention?

It should be obvious to anyone who visits your practice that the answer is yes.

If “excellence in infection prevention” is not currently part of your culture, change your culture. The pandemic has given you a fabulous opportunity for a reset or do-over to make sure you stand out. Create a culture in which everyone in your practice—from team members to patients—feels confident in what you do to keep them safe.



# Standing Together Since 1988

*Through all past infection outbreaks,  
Cranberry has protected you with the  
best quality and trusted PPE*

# We Will Get Through This

 [cranberryusa.com](https://cranberryusa.com)  [cranberryusa](https://facebook.com/cranberryusa)

## Your Team Must Represent Your “Safety”-Focused Brand

There are many ways that your team members represent your brand. This includes:

Your staff represents your brand. All of their interactions with patients need to reinforce your brand’s safety message.

### 1 Verbal Communication

How do they talk to patients? What do they say? Do they use the right words to put patients’ minds at ease or do they cause anxiety?

### 2 Non-Verbal Communication

Is their body language communicating how much they dislike wearing all the new Personal Protection Equipment (PPE)? Patients don’t want to know that your staff finds the PPE uncomfortable.

### 3 Appearance and Grooming

Under all that PPE your team members still need to look professional. Things like wrinkled scrubs or dirty shoes do not broadcast a “we are professionals who take safety seriously” message.

### 4 Consistent Messaging

Everyone needs to be on point about the importance of your new safety protocols. No one should be pooh-poohing it and saying, “I think it’s overkill” or “It’s just a little bit of flu; not a big deal.”

Verbal communication 1

Non-verbal communication 2

Appearance and grooming 3

Consistent messaging 4



# WEAVE YOUR “SAFETY” MESSAGE INTO ALL ASPECTS OF YOUR COMMUNICATIONS

## Marketing Infection Prevention on Your Website

Update your website for a focus on infection prevention. Add a page that highlights the details of what you’re doing in this area.

**1**

### **Share pictures**

Showoff your sterilization area, treatment rooms, air filtration devices and other safety equipment and infection prevention measures.

**2**

### **Post a virtual tour**

Use video to walk people through your practice, explaining your infection prevention protocols as you go.

**3**

### **Use testimonials**

Let your patients and team members share their thoughts about the steps you take to keep them safe.

**4**

### **Introduce your Infection Prevention and Control Coordinator**

Explain that this designated go-to person is available to answer questions about safety matters.

Your website is now the most common way that new patients will find you. Even if a person has a personal referral to you, they will most likely go to your website to check out your practice before calling.



Add an “infection prevention” page to your website.



## Marketing Infection Prevention on Social Media

Social media is where people of all ages go to “hang out” online. You need to be there, too, using multiple apps in order to reach multiple demographic groups. For most practices, this includes Facebook, Twitter, Instagram, LinkedIn and YouTube.

Be sure to share lots of videos and photos, as social media is very visual. For example, post videos of the team getting “suited up” in their PPE. Show how you disinfect everything in between patients. Interview patients. Provide updates. Be creative and engaging!

Be aware that many people expect to be able to interact with a brand through their social media sites. Monitor your accounts and respond quickly when someone posts a comment or question.



Your practice needs to participate in social media.

- Use multiple channels
- Share videos and photos
- Respond quickly to comments and questions



## Marketing Infection Prevention in Your Other Communications

Now that you have incorporated “safety” into your brand’s identity, think of all your patient communications as opportunities to position your infection prevention protocols as a positive aspect of your practice. For example:



### 1 Phone system

Include a safety message on your “message on hold.”

### 2 Scheduling and confirmations

Thanks to the new prescreening questions, infection prevention must be part of your scheduling and confirmation process. To keep everyone on point, create short scripts that can be used for appointment scheduling and confirmation. Direct patients to your website to learn more about your protocols.

### 3 Direct mail

If you send out “it’s time to schedule an appointment” postcards, include messaging to assure patients that it is safe to come in.

### 4 Signage

Use in-office signage to continue to inform patients about your efforts to keep them safe.



Think of *all* your patient communications as opportunities to position your infection prevention protocols as a positive aspect of your practice.



## Assess Your Current Branding Strategy

Finally, go back to the tried-and-true SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis. Look at your practice in terms of branding your infection prevention protocols and ask yourself some questions. What are your strengths – what are you really good at? What are you already communicating well? What are your weaknesses – what aren't you communicating as well to your patients? Where do you have opportunities?

What are the threats? Are the number of COVID-19 cases increasing in your area? Are patients avoiding coming back in because they're afraid? Take some time to think this through and see what it is that will help you to market your practice in a very positive way.

Use a traditional SWOT analysis:

- What are you communicating well?
- What are you communicating poorly?
- What are the opportunities?
- What might derail you?





Reduces cross contamination risk by minimizing direct contact with critical surfaces of the gloves. Cranberry 1 Direction® technology layers gloves uni-directionally for optimal dispensing by the cuff.

Hygienic

Efficient

Less Waste



[cranberryusa.com](http://cranberryusa.com) [f](#) [cranberryusa](#)

[cranberryusa.com/1direction](http://cranberryusa.com/1direction)

# SciCan STATCLAVE™ G4

## Cutting edge sterilization.

With the reliability you've come to expect from your trusted STATIM, the STATCLAVE G4 Chamber Autoclave is designed to deliver speed, capacity, safety, and efficiency to your practice.

Its 11" chamber and vacuum assisted closed door drying efficiently delivers sterilized and dried wrapped instruments.

Experience cutting edge sterilization.

[www.scican.com/us/statclave](http://www.scican.com/us/statclave)

