

Note, Healthcare Success, LLC is providing these two free sample emails to you as a convenience, in order to help you respond to the COVID-19 epidemic. Keep in mind that Healthcare Success is an ad agency, not a medical provider or law firm. If you decide to use it, you accept all responsibility. Feel free to modify as you see fit.

Email Option 1 – “Flatten the Curve” email sample.

Subject Line: Save Lives – Take Social Distancing Seriously

Dear <<PatientName>>:

As your healthcare provider, we are committed to your health and the health of your family. During this COVID-19 pandemic, we want to stress the paramount importance of social distancing on not just your own health but on your community and the healthcare system itself.

Keep your distance, flatten the curve.

By now, you may have heard the term “flattening the curve.” This describes the need to spread out the number of COVID-19 cases over time. In other words, rather than having a huge number of cases all occurring—and overwhelming the healthcare system—in a short period of time, the goal is to spread the cases out over a longer period of time specifically so as to *not* overwhelm the system.

By maintaining recommended social distancing practices, you help reduce the spread of coronavirus infection. Doing that flattens the curve, thereby leaving the healthcare system capacity to respond to life-threatening cases. If the curve is not flattened, many who need lifesaving care will die as a result of a care shortage.

Please practice—and share—proper social distancing.

Protect yourself and the community by following—and sharing—these social distancing guidelines:

- Avoid congregate settings and group gatherings
- Maintain a distance of 6 feet from others
- No hugs or handshakes
- Avoid people who exhibit signs of illness
- Work from home, if possible

We cannot overstate the importance of practicing good social distancing and sharing these practices with friends and loved ones. There are numerous reports of people *not* following safe distancing and hygiene practices. It is likely that these people are unaware of the repercussions that can cost some lives and devastate others.

In addition to social distancing, follow these recommended guidelines on limiting virus exposure and what to do if you're sick:

Limit Your Exposure

- Wash your hands with soap and water – frequently and for at least 20 seconds each time
- If soap and water are not available, use hand sanitizer *that contains at least 60% alcohol*
- Avoid touching your face
- Avoid contact with people who are sick
- Cover your mouth and nose if you cough or sneeze (and immediately wash or sanitize your hands)

What should you do if you're sick?

- Stay home except to get medical care – avoid public areas, transportation, events, etc.
- If you're around or caring for others, wear a facemask (N95)
- Cover coughs and sneezes, wash/sanitize hands, and clean and disinfect all high-touch surfaces daily
- Monitor symptoms – seek prompt medical care if symptoms worsen
- Call your doctor before seeking care, including for appointments scheduled for other reasons
- Call 911 if you have a medical emergency

Rest assured that we at [Click to Type Business Name] are taking this outbreak, and our responsibility as your trusted provider, seriously. We will continue evaluating developments and taking appropriate actions to reduce exposure and keep you up-to-date.

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Email Option 2 – COVID-19 Notice

Subject Line: Important Notice About Coronavirus and COVID-19

Dear <<PatientName>>:

As your healthcare provider, we are committed to your health and the health of your family. We also understand that you have concerns about the novel coronavirus (COVID-19 pandemic).

At all times, we prioritize optimal health, safety and infection control, and we are continuing to do so with special vigilance and focus during this outbreak.

We are closely monitoring the evolving situation, following the [guidelines of the Centers for Disease Control and Prevention \(CDC\)](#), and taking specific measures to protect you, your family, our employees, and the communities we serve.

These include special precautions, such as intensive cleaning of our office and monitoring patients and staff for potential signs of illness. In addition, we have modified our hours to 0:00am to 0:00pm to help limit the exposure of patients and staff. Also, at this time we are only accepting medically necessary appointments.

As things change, we will adjust our policies and practices according to new developments. At the same time, we will keep you informed about best infection-control practices and what you need to know to keep yourself and your loved ones safe.

How can you limit your exposure to the virus?

The best way to prevent coronavirus disease 2019 (COVID-19) is to avoid being exposed to the virus, which at this time is thought to spread mainly person-to-person. How do you do that?

- Wash your hands with soap and water – frequently and for at least 20 seconds each time
- If soap and water are not available, use hand sanitizer *that contains at least 60% alcohol*
- Avoid touching your face
- Maintain “social distancing” between others (about six feet apart)
- Avoid contact with people who are sick
- Cover your mouth and nose if you cough or sneeze (and immediately wash or sanitize your hands)

What should you do if you're sick?

- Stay home except to get medical care – avoid public areas, transportation, events, etc.
- If you're around or caring for others, wear a facemask (N95)
- Cover coughs and sneezes, wash/sanitize hands, and clean and disinfect all high-touch surfaces daily

- Monitor symptoms – seek prompt medical care if symptoms worsen
- Call your doctor before seeking care, including for appointments scheduled for other reasons
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