

A Guidebook On Reopening Your Business After COVID-19

Information Sourced And Provided By ClearVision Optical

Questions? [Click here to contact
our Customer Care team >](#)

CLEARVISION

Like you, our world has changed drastically since the outbreak of COVID-19.

We've spent the last few weeks planning, re-planning, shifting our business strategies, listening to our customers, and forecasting for the future.

We understand that there is a lot of information out there on where your business should go next. We've created this ebook as a resource to provide considerations, recommendations, strategies and best practices on how to reopen your business again.

Because we know that as you plan for the next chapter in your business, it will likely look very different than you may have ever considered. Know that **we're here to help**, and we hope this guide book can be used as a tool for your reopening.



The information provided in this ebook does not, and is not intended to, constitute legal advice; instead, all information, content, and materials available on this site are for general informational purposes only. Information may not constitute the most up-to-date information. This website contains links to other third-party websites. Such links are only for the convenience of the reader, user or browser; CVO does not or endorse the contents of the third-party sites and the user should conduct their own research.

1

1: Plan

Financial, health, safety and marketing considerations as you plan for reopening.

pg. 3



2: Prepare

Key tactics, guidelines and factors to prepare for as your reopening procedures are developed.

pg. 13

2

3

3: Rebuild

Adapting and reorganizing for new standards in safety and staffing while building your schedule and ramping up marketing campaigns.

pg. 21

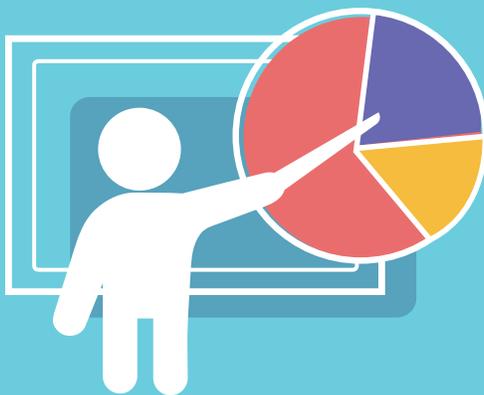


4: Restart

Keys to maintaining new policies, keeping staff engaged and ensuring ongoing sales for your business.

pg. 27

4



PLAN

Financial, health, safety and marketing considerations as you plan for reopening

Safety Supplies and PPE	4
Begin Formulating a Social Distancing Plan	5
Draft a Health Policy	6
Communicate with Staff	6
Re-Establish Your Business Plan.....	7
Re-Evaluate Pricing.....	8
Modify Your Yearly Budgets	9
New Services	10
Marketing	11
Frame Board Considerations	12

Safety Supplies and PPE

Think about what cleaning supplies and PPE you may need when your business reopens; you want to keep your staff and your patients safe while creating an environment that follows local and national guidelines.



Look into ordering these items now, as delivery times are often longer than usual.

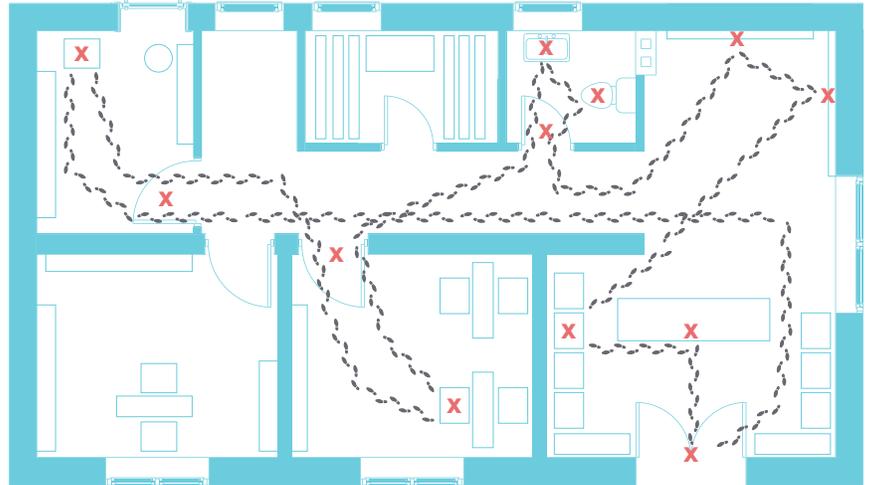
- Soap
- Cleaning agents for all machinery and tools in your office
- Hand sanitizer (motion activated if possible)
- Refuse receptacles (no touch if possible)
- Masks
- Gloves
- Breath shields
- Sneeze guards
- Wipes
- Disinfecting agents
- UV sanitizing wands or devices

Begin Formulating a Social Distancing Plan

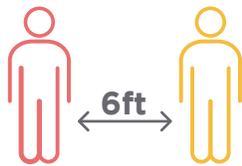
As we begin to return to work, our offices will likely look very different. By creating a Social Distancing Plan before reopening, your patients will return to your office feeling safe and comfortable.

1

Begin to draft a Social Distancing Plan for your business. Perform a mental walkthrough of the patient journey in your office and consider each of their steps through a social distancing lens.



2



What will your reception area, waiting room, exam rooms and dispensary look like? What changes will need to be made?

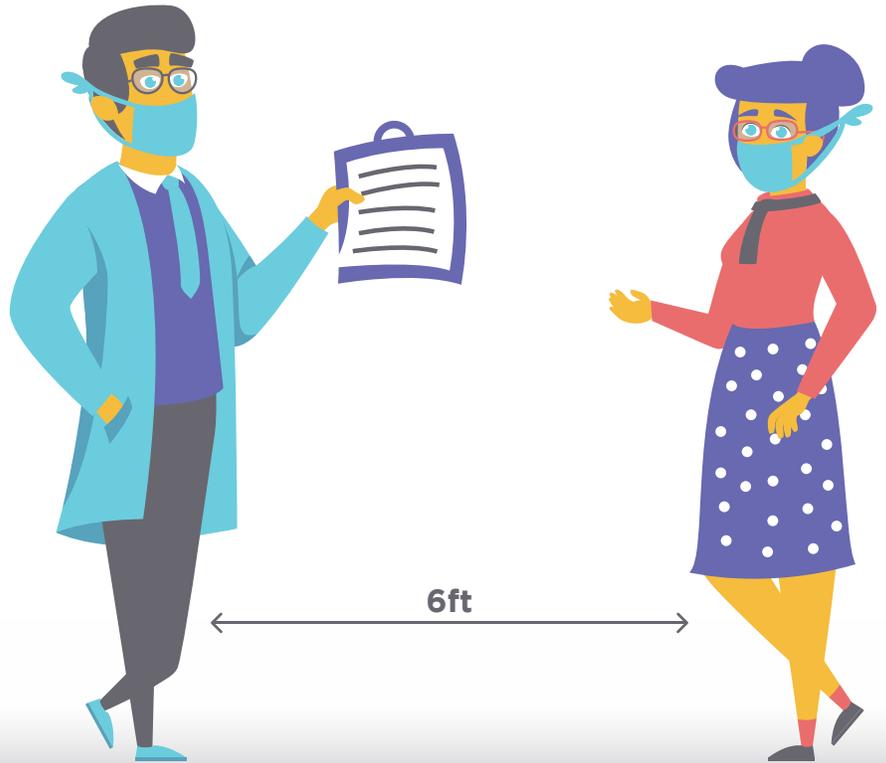
3

We'll outline some key considerations in **2: Prepare (page 15)**, but for now, begin to jot down what changes you may need to make in your business.

Draft a Health Policy

If your business does not have a Health Policy, this is a great time to create one. By having a policy in place for your staff, the members of your team will know what is expected of them, and be able to service your patients without worry of whether they should or should not be in the office for certain scenarios.

- 1 What will you, your staff and your patients expect in a post-COVID world?
- 2 How long will sick employees need to stay home? Will they be allowed to miss work in order to care for an ill relative?
- 3 Run your plan by an attorney who can provide guidance.



Communicate with Staff

It is extremely important that you keep in communication with your staff. Even if they have been furloughed, take this time to check-in on them and let them know what you have been up to.

Letting furloughed staff know that you expect to **rehire them** may create loyalty to your practice and discourage looking elsewhere.

Share your plans with your staff, as much as you feel appropriate, so they are assured you're planning for a successful reopening.

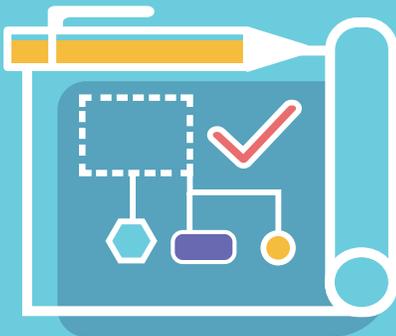
Re-Establish Your Business Plan

Take your initial 2020 business plan and modify it to reflect what's transpired in your business over the last few weeks. Begin to plan for your reopening, and beyond, knowing that this plan will likely need continued updating.

1 Begin drafting a post-COVID business plan, detailing 30 days after reopening, while being mindful that this plan may change.

2 Roughly plan for the remainder of the year after the initial 30 days.

3 Consider your patients, your staffing needs and yourself in your plan.



Market Analysis

1. _____
2. _____
3. _____
4. _____
5. _____

Competitive Analysis

1. _____
2. _____
3. _____
4. _____
5. _____

Management and Organization

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Breakdown of Products and Services

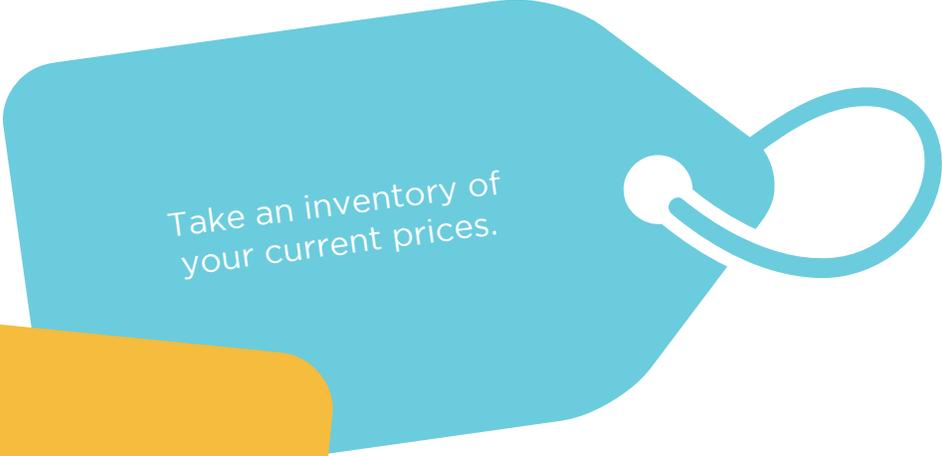
- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Marketing Plan

Sales Strategy

Re-Evaluate Pricing

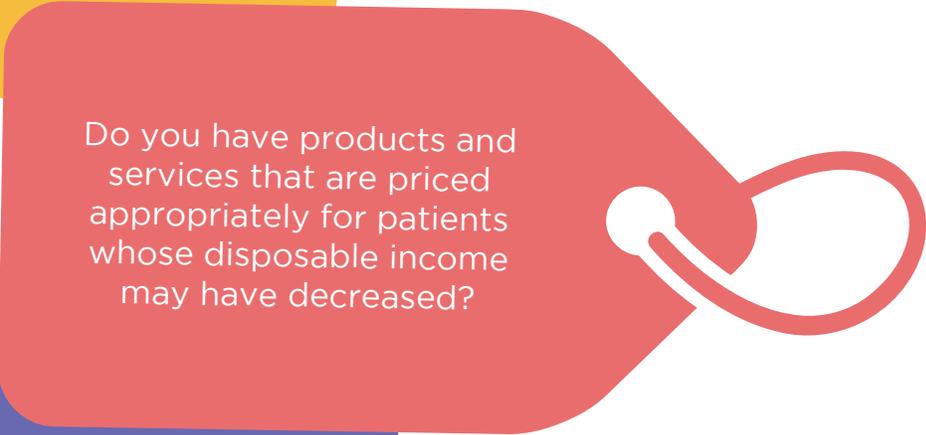
Taking the time to research and adjust your business's pricing on products and services will signal to your patients that you are tuned in to your local demographic and what their pricing tolerances are.



Take an inventory of your current prices.



Do your prices need to change in order to accommodate your local marketplace?



Do you have products and services that are priced appropriately for patients whose disposable income may have decreased?



Update new pricing on any relevant forms, databases, and so forth, before you open your business again.

Modify Your Yearly Budgets

Your 2020 budget has likely changed, so begin mapping out what your budget may look like for the remainder of the year with as much information as you can.



- Add any new loans.
- Calculate catch-up requirements for deferred payments your business made (factor into cash flow).
- Determine what your new costs will look like. Can you reach out to your vendors and lower any costs?
- Determine which vendors you will repay first.
- Perform an expected volume analysis.
- Anticipate what your patient revenue might be.
- Forecast staffing needs and budget accordingly.
- Adjust for any pricing changes you have made to your products or services to better serve your local demographic.
- If you eliminated services from your balance sheet, determine when you will add them back.
 - Sonos/Internet radio
 - Water/Coffee
 - Professional Subscriptions
 - Other

New Services

Set up new services now that will make your life easier, and help give your practice a competitive advantage in your local marketplace.

Implement New Services

1. Shipping directly to patient homes
2. Payment processing updates
3. Researching new/different insurance providers

These can be set up now!

Telehealth Services

1. See patients while your business is closed
2. This service can easily be integrated into your business model going forward

Selling your Products Online

Digitally augmenting the customer experience can allow your patients to shop from the comfort of their home and may help increase your capture rate in the future.

Do the research now and find a vendor that you can easily get set up with.

Contactless Payment Options

1. Texting invoices
2. Payment accepted via phone
3. Online payment portals
4. Apple Pay
5. Google Pay

Make these changes now so your business can start fresh with new technologies when you reopen.

Website and Social Media Pages

Update with any new services so your patients, both old and new, know what you offer.

Online Appointment System

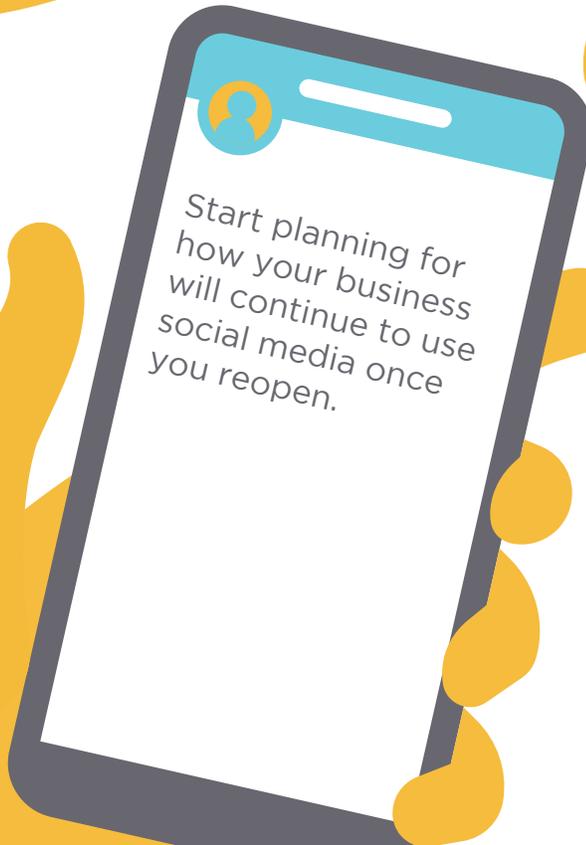
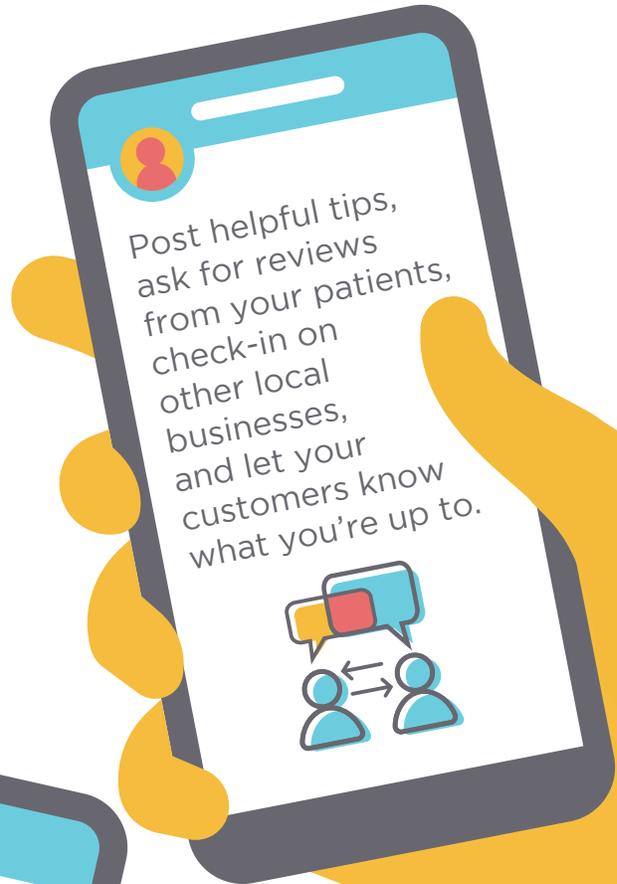
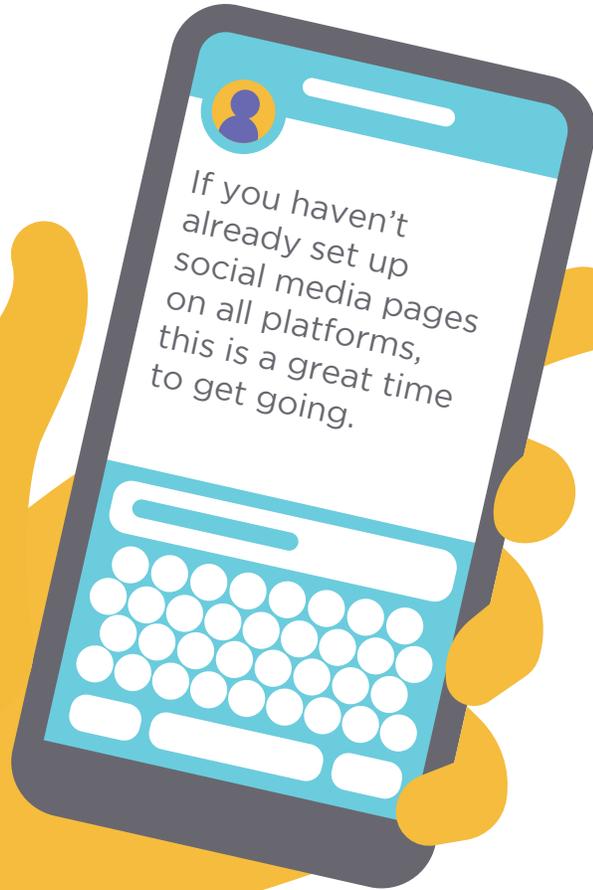
Helps reduce the number of calls coming into your office, especially if you are short staffed.

Professional Updates

Any new clinical skills or trainings you have recently completed should be added to your website.

Marketing

Stay in front of your patients in real time, while you may not be able to see them. This will keep your local business in the top of their mind, and help ensure that they will return.



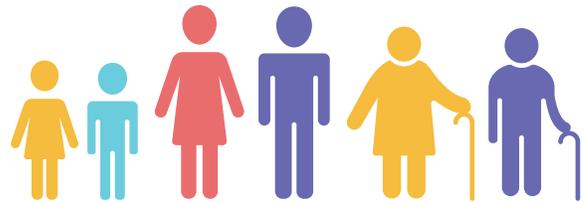
Frame Board Considerations

Having the right mix of eyewear on your frame board will be more important than ever, as many of your existing customers may be in a different financial state than before. Curating a well-rounded inventory of eyewear can also help you attract new patients who may have looked past your business before.

Do you have eyewear that currently falls within **managed care** for patients who want to use their vision benefits, and those that may not desire luxury eyewear?



Make sure you have the right mix of products based on your local **demographic**.



Reach out to new vendors! They may have products better suited for your patient's pricing considerations. These **vendors** may have some fantastic offers to help your business.



Will you merchandise differently? Dispensaries may change to discourage patients from trying on eyewear unassisted. Consider placing eyewear in a locked glass case and bringing selections to your patients.



Helpful Tip: We're here to help you manage the ideal balance of inventory for your local marketplace and assist with your dispensary changes.



PREPARE

Key tactics, guidelines and factors to prepare for as your reopening procedures are developed

Plan for Safety and New Standards in Cleanliness	14
Office Layout	15
Determine Staffing Needs	17
Modify Business and Financial Plans	18
Telemedicine Continuation	19
Begin Marketing	20

Plan for Safety and New Standards in Cleanliness

When you reopen, it will be important to have a clear idea of the cleaning standards you expect from your staff to keep your patients safe and comfortable. This is achieved with the creation of an Office Hygiene and Cleanliness Policy.

Frequency of Cleaning Considerations

1. What areas are cleaned throughout the day?
2. After each patient?
3. Before opening and before closing?

This can vary by room, so write down a list of instructions for each specific area of your office.

Designated Cleaning Kit

Will each room have it's own kit with the appropriate cleaning supplies, or will supplies be tucked away?

Sanitizing Steps

What steps will you need to take to sanitize each room?

New Cleaning Supplies

What new supplies will you purchase?

1. UV wands
2. Frame wash stations
3. Alcohol wiping pads

PPE Storage

Where will your PPE be stored in your office?

Responsibility

Whose responsibility will it be to perform the sanitizing measures you outlined above? Will it be shared amongst the entire staff? How will you hold employees accountable?

Contact Your Office Cleaning Provider

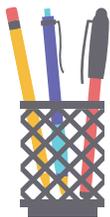
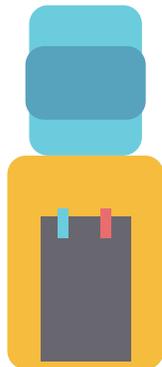
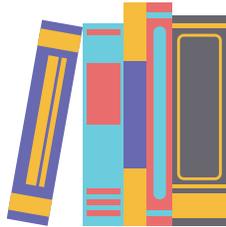
1. Discuss new standards going forward
2. Renegotiate your contract to include more frequent deep cleans, or electrostatic cleans



Helpful Tip: ClearVision has developed in-store flyers with helpful cleaning tips for you and your patients. [Click here to download the flyers and learn more >](#)

Office Layout

In a post-COVID world, your patients will want to feel comfortable when visiting your office. Remember, seeing is believing. What patients see during their visit will reinforce the health and safety procedures you have put in place.

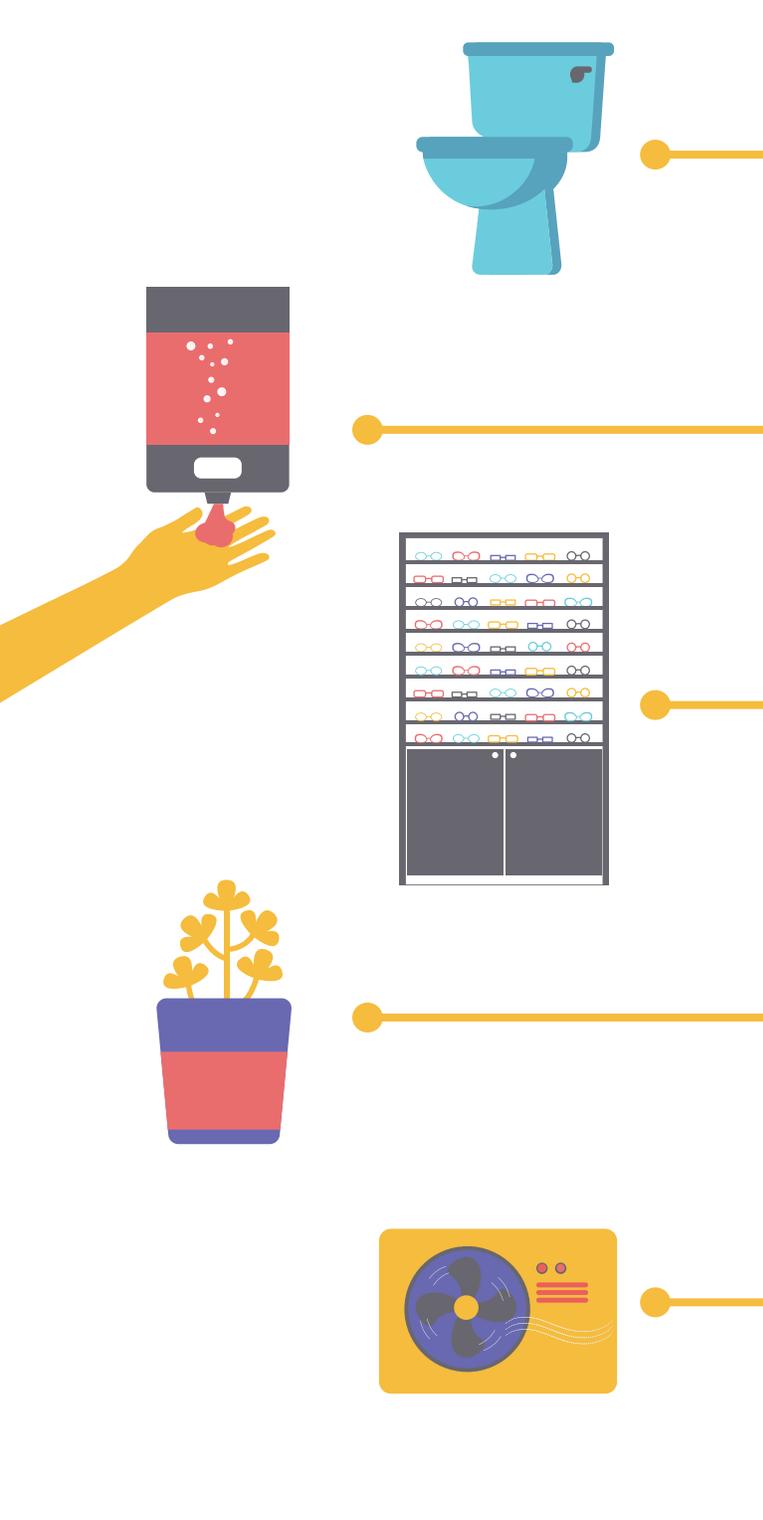


Create a list (or drawing) of how your office layout and furniture may change. Use your social distancing plan mentioned earlier as a guide.

- Remove anything extraneous or that cannot easily be wiped down
- Position chairs in waiting room to accommodate for social distancing
- Replace cloth chairs with plastic which can easily be wiped down
- Toss out anything communal (mints, coffee stands, magazines, pens, etc.)
- Rearrange your patient flow to reduce the number of areas they may come in contact with
- Create an environment where point-of-care products are accessible without having to leave the patient zone
- Install locks or modify the existing doors in your office
 - Consider locking your supply closet
 - Install doors that open automatically rather than manually

Continued on next page...

Office Layout



Checklist (Cont'd)

- Install touchless technologies
 - Faucets
 - Hand dryers
 - Soap dispensers
 - Toilets
- Install antimicrobial surfaces
- Purchase floor mats that can help sanitize and disinfect footwear upon entry
- If you will be dispensing differently, (perhaps patients will be brought frames to try on, rather than selecting on their own) consider placing a large table or barricade in front of your eyewear.

After you've figured out what changes need to be made to your office, begin to make the necessary purchases to accommodate these modifications.

Talk with your landlord (if applicable) if there are larger changes they may need to be notified of, or involved in. Also, ask your landlord about their air filtration system, and if they have any plans to upgrade to a system that captures airborne bacteria, spores and viruses.

Determine Staffing Needs

Determining your staffing needs, and plans for the future, will be critical to your business's success when you open your doors.



- 1 Reach out to the staff that you will be asking back, and see if they are available to work for you. Communicate what's changed with their employment status and with your business.
- 2 For those staff members that you won't be bringing back initially, let them know when they may be able to return.
- 3 Communicate with anyone who you will not be hiring back, and explain why.

Modify Business and Financial Plans

With an estimated opening date, begin adjusting your accounts payable, receivable, and income projections accordingly.

- 1 Finalize your pricing for products and services and add those numbers to your business plan.
- 2 Finetune your budget to include staffing.
- 3 Determine if your reopening timing overlaps with PPP loan staffing requirements.
- 4 Think about incentives you can offer your patients to collect payments more quickly. Or new procedures you can put into place to start generating income soon after opening.
- 5 If there are new services you will be providing, or new products that you'll be selling, work those into your budgets and projections.

Pricing for Products and Services

1. _____
2. _____
3. _____
4. _____

Staffing Budget

1. _____
2. _____
3. _____
4. _____

Incentives

1. _____
2. _____
3. _____
4. _____

Budget for New Services

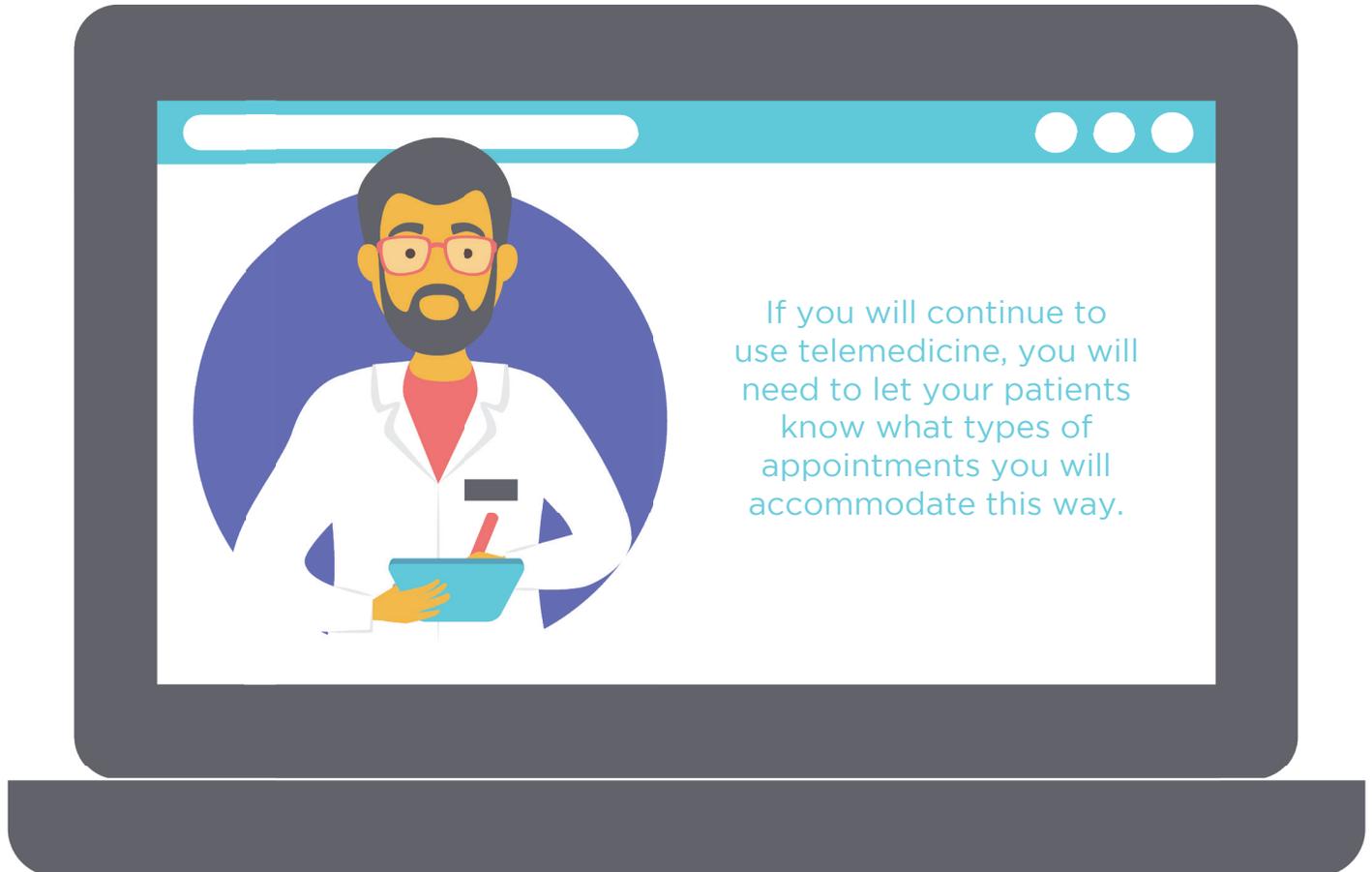
1. _____
2. _____
3. _____
4. _____



Helpful Tip: [View an Interactive Practice Spreadsheet >](#)

Telemedicine Continuation

If you've embraced telemedicine over the last few weeks, this is the time to think about whether you will continue to use these services once your office doors reopen.



Benefits of Integrating Telemedicine Into Your Business

1

Expanding your client base to new clients that may be outside of your practice travel radius.

2

You can take telemedicine appointments while your staff is sanitizing the office in between patients.

3

Offering to triage patients via telemedicine assists those who are uncomfortable coming into the office or who may not have child care options right now.



Helpful Tip: [Click here for Telehealth Resources and Information >](#)

Marketing

Begin your 'back to business' marketing campaign now! This will be a continuing effort, but at this time you want to make sure your patients know you will be reopening your doors.



Helpful Tip: We have created imagery to help you communicate your business status and available services during this time. [Click here to download >](#)

Let your patients know that you will be reopening via email, social media, text messaging, or however you typically contact them.

Advise patients that if they had a previously booked appointment, your staff will be reaching out to reschedule.

Work in messaging surrounding your status as a local business. There is tremendous support for local businesses now, so remind them that you are here for them.



REBUILD

Adapting and reorganizing for new standards in safety and staffing while building your schedule and ramping up marketing campaigns.

New Standards in Cleanliness	22
Staffing Requirements	23
Scheduling Appointments	24
Training and Retraining	25
Marketing Campaign	26

New Standards in Cleanliness

As you begin to reopen your business, new standards in health and safety will need to be top-of-mind. Build upon the Office Hygiene and Cleanliness Policy you started in the last chapter and finalize this document.

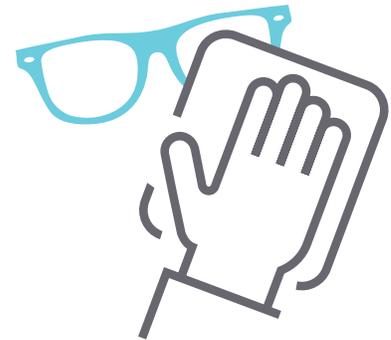
1 Include a section in your policy for employee's hygiene and cleanliness. Ideas include:

- Always washing hands immediately before and immediately after contact with a patient.
- Performed in front of the patient when possible.
- Mandate glove wearing and regular replacement of gloves.
- Hand washing after glove removal.

2 Include a section for your office's hygiene and cleanliness. Ideas include:

- A list of each room/area in your office, how frequently it should be cleaned and sanitized, by whom, with what tools/cleaners/supplies.
- Any machinery, seating, tools, etc. used on a patient must be sanitized in front of the patient immediately before they come into contact and immediately after contact has ended.
- Eyewear in your dispensary should be cleaned after each patient contact.
- Have roving technician (or shifts throughout the day) to clean/sanitize.

Frame Cleaning Recommendations



Use warm water and a mild soap!

Our customers love Dawn and even baby soap for cleaning.

To dry, use a soft cotton cloth.



Avoid non-diluted rubbing alcohol, ammonia, bleach or anything with high concentrations of acid.

Staffing Requirements

As you approach reopening, you will need to begin rehiring or hiring new members of your staff. Keep in mind that your former staff may not be available, so you may need to hire new individuals. Hiring practices and protocols may also be different now.



1

In the last chapter, you determined which members of your staff will be coming back. Reach out and give this group a firm start date.

2

If you need to hire new staff, consider holding initial interviews online or via phone.

3

Budget for your staff to begin working approximately two weeks prior to opening your business for scheduling and training.

4

Begin to plan staffing contingencies in case you become sick, or if one of your staff members were to become sick.

Scheduling Appointments

Once your staff is in place, they will need to begin scheduling appointments for your business.

Before you begin calling/emailing your patients, consider the following:

- Will you extend your business hours to accommodate certain patients (i.e. those who may be immune compromised, working in healthcare settings, etc.)? If so, you will need to identify these patients and book accordingly.
- Can you schedule visits that require less staff (contact lens checks, post-ops, follow ups, etc.) in the early morning or later in the day to reduce crowding in your office?
- Are there patients who are a priority for you to schedule first?
- Are there patients who had previously booked appointments that you can offer to see via telemedicine instead of in-person?
- Allow extra time in your scheduling template to clean in between patients.

As your staff is setting appointments, they will need to alert patients of new procedures:

- Consider validating as much information over the phone or emailing patient intake forms prior to the visit in order to reduce waiting room traffic.
- Notify patients of possible restrictions on having guests accompany them to their appointment.
- Communicate new check-in procedures (i.e. call/text us when you arrive, wait in your car to be called in, etc.).

As your staff performs appointment reminder calls/emails, consider the following:

- Ask COVID-19 screening questions during the appointment reminder, with an offer to reschedule for anyone who hasn't been feeling well or has come in contact with a COVID-19 carrier.
- Notify patients of late policies. If you are not accepting late appointments, as it may risk increasing the number of patients in your waiting room, notify patients that they must arrive early.

Training and Retraining

Whether you are bringing former staff back, or hiring new employees, you will need to meet with your staff before opening, and on a continued basis, to train everyone on new policies and procedures.



Training topics can include:

- New software or technologies that have been set up
- Patient check-in screening processes
- Patient flow once in the office
- Cleaning and sanitizing procedures
- Changes to frame try-on and dispensing
- Patient pick-up or ship to home options
- Changes to contact lens education (possibly watching a video vs. performing in-office)

Review the Office Hygiene and Cleanliness Policy with each member of your staff and consider asking them to sign off on the document, confirming that they have read it.

Distribute your Health Policy and go over details with each employee.

Continue Your Marketing Campaign

With your staff on board, you will want to continue marketing to your patients via email, on social media, and through your website.

- Let patients know what has changed at your business to help protect them
 - New standards for their health and safety
 - What has been cleaned at your office
 - Extended hours to help encourage a socially distant environment
- Let patients know when you will reopen and that you look forward to seeing them
- Advertise any promotional offers or incentives





RESTART

Keys to maintaining new policies, keeping staff engaged and ensuring ongoing sales for your business.

Maintaining Cleanliness	28
Staff.....	29
Seeing Patients Again	30
Increasing Capture Rate.....	31
Marketing the Right Products and Services.....	32

Maintaining Cleanliness

As you open your business again, and begin to see patients, your staff will need to maintain the new procedures and guidelines you have established for cleaning and sanitizing your facility.

Download, print, laminate and post **important signage** about hand hygiene and coughing/sneezing etiquette throughout your facility.



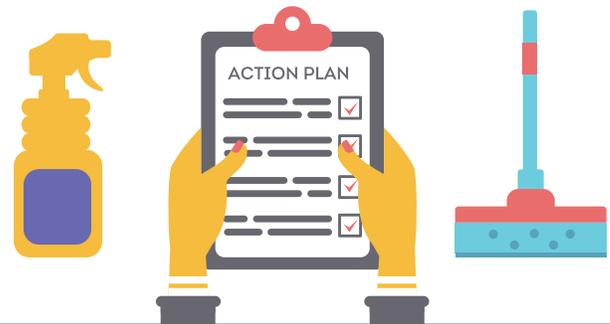
Set up signage reminding guests to **observe a 6' distance** between themselves and any other guests within the office.



Continue to **monitor each of your staff members** to ensure that they are performing their roles in keeping your office safe and clean.



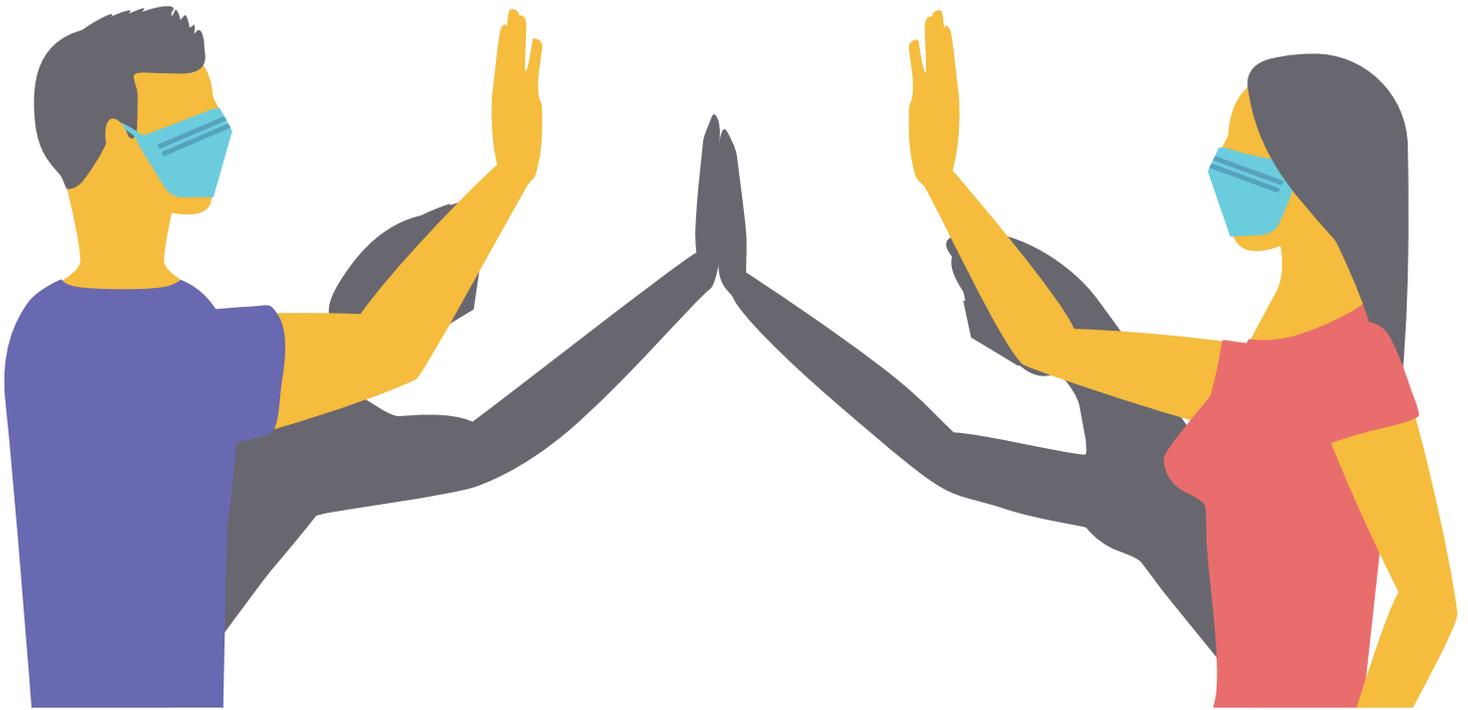
Review your procedures on a scheduled basis with your staff to determine what changes may need to be made.



Helpful Tip: [View CDC Recommendations for Cleaning/Disinfecting Your Office >](#)

Staff

With a trained team in place, you will need to be mindful of maintaining a healthy, safe and communicative environment in the coming months.



1

Check the Department of Labor and your local state's website for **new labor law posters** that should be mounted in employee common areas or break rooms.

2

Schedule 1:1 meetings with staff now. At these **touch-base meetings**, allow your employees to speak candidly with you about their concerns and how they are feeling.

3

Recognize that your staff is undergoing quite a bit right now... in addition to their normal responsibilities, they have likely been tasked with keeping the office clean and maintaining a sense of calm around your patients. **Reward** them, however you can, for their help.

Seeing Patients Again

As you reopen and begin to see patients in the first few weeks, your staff will be adjusting to updated processes along with new ways of treating and selling.



- Before reopening, consider having a “soft opening” with your staff playing the role of patients.
 1. Walk through your new check-in process, an exam, a contact lens fitting/eyeglass try on, and new payment options.
 2. Identify anything that needs to be fixed and make the necessary adjustments.
- Remind patients before their scheduled appointment of new protocols that have been enacted to keep them safe during their visit.
- If you plan on implementing a pre-screening process as a patient arrives to check for symptoms or exposure to COVID-19, firm up which questions will be asked, and give this list to your front desk staff.
- Offer your patients the appropriate PPE for their appointment so that they feel safe from the moment they walk in your door.
- Continue to deliver the customer service you are known for. Offering curbside pickup, or triaging patients via telemedicine, can go a long way towards keeping your customers safe and also easing their minds.

Increasing Capture Rate

Being mindful of the transition that may occur with your patient-base, and preferences towards online shopping, will allow your business to respond in a way that increases capture rate.

Online Shopping

Many of us have been encouraged to shop online in the last few weeks, as shelter-in-place orders were in effect, and non-essential visits to retailers were discouraged.

Demographic

Even our older demographic has become used to shopping online in the last few weeks in order to acquire supplies and keep themselves safe.

Comfortability

You may have patients that do not feel comfortable staying in your office after an exam to try on eyewear that others may have touched (despite your best efforts to assure them of your cleanliness policies). Offer online options or other solutions to keep the sale.

Price Matching

Consider offering to match online prices if patients are asking to leave with their Rx, or remind them that warranties are often limited online, and they cannot receive frame adjustments with online purchases.

Appreciation

Place signs in your dispensary thanking patrons for supporting you as a local business.



Marketing the Right Products and Services

In order to make sure that your business is capturing sales in the coming months, ensure that you have a healthy mix of products and appropriately priced services to capture each revenue opportunity while patients are in your office.

Managed Care Options:

Eyewear pricing tolerances may have changed in your marketplace.

Ensure that you have frame selections that fall within the managed care umbrella.

Blue Light Protection:

Many of your patients have spent the last few weeks undergoing large jumps in screen time.

Prescription or plano blue light blocking eyewear is top-of-mind right now, and should be offered to each patient.

Polarized Sunglasses:

An affordably priced polarized sun will give patients the opportunity to purchase their summer eyewear from you.

Offering a complimentary or low-priced sun as an add-on for a yearly contact lens subscription is also a nice sales incentive.

2nd Pair Sales:

Your patients may now know the importance of having a 2nd pair at home in the event that one pair breaks or goes missing.

They may also be sensitive to returning to your practice again very soon for frame repairs or adjustments if they are concerned about their safety.



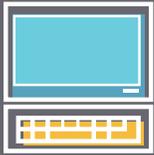
Helpful Tip: ClearVision can help with each of these initiatives. Speak to your local sales consultant or chat with us today to get started.

We sincerely hope that you have found the information in this digital guidebook to be helpful.

While the road ahead will look different for each business, and the path that you take will be unique to your practice, **know that we are here to help. Always.**

At ClearVision Optical, we are committed to listening to your changing needs and the challenges you face. We will continue to provide your business with innovative solutions, meaningful value, and best-in-class service.

Our well-developed programs and tools will help you get your business back up and running.



- Our digital **Resource Center** features links to pertinent industry information, while also providing materials and tips on topics such as financial resources, services available to the optical industry, health and wellness, human resources, legal, educational opportunities and digital trainings.



- Our fantastic sales team is prepared to deliver value-added programs to increase your profitability and make running your business easier.

We are here for you. Then, now and always.

#EyecareStrong



Contact Us

1.800.645.3733 • cservice@cvoptical.com
www.cvoptical.com



CLEARVISION