

HEALTHCARE LANDSCAPE IN COVID-19 TIMES: REGAINING PATIENT TRUST

It looks as though the impacts of COVID-19 are here to stay for a while. However, a crisis like this is a catalyst for change, and it's time to recognize the opportunities for growth. One thing is certain: Medicine keeps the world moving, no matter the circumstances. Here are five tips to help restore patient confidence, enhance engagement, and prepare for the foreseeable future.



1

ENGAGE AND EDUCATE YOUR COMMUNITY –

Patients respect expert advice. A visible role in your community is a MUST to restore confidence.



2

VIRTUAL VISITS –

Ensure your patients understand when to seek a virtual visit versus a physical encounter.



3

SAFETY PROTOCOLS –

Increased safety measures in emergency medicine and hospital medicine programs are necessary. This will be strategic to gain and sustain patient satisfaction.



4

COMMUNICATION –

Now, more than ever, you must adapt to be both a healer and family member to the patient. Visitors are limited, so delivering news compassionately will lead to a better patient experience.



5

PREPARE FOR THE FUTURE –

COVID-19 will continue impacting our communities, and acuity levels will change. Preparing a thorough plan for surges can foster patient trust.