

Patient Engagement Theme: Thankful Pumpkin

1. Here is the idea- using a small pumpkin at the front desk, patients can write one thing they're thankful for on the pumpkin. They could even take a photo with the pumpkin (or the included social sign if you prefer).
2. Purchase a small pumpkin (craft or real) and spray paint if desired. Provide markers for patients to use when writing what they are thankful for. (Check out the photos from last year's Patient Engagement Theme for ideas).
3. Place the counter card (with or without sharing instructions) in your document frame. If you choose to use the version with sharing instructions, edit it first with your specific information before printing.
4. Discuss implementation with your team- how will you notify patients of this theme and how will you put it into effect? Will you run a contest? If so, will you partner with a local business?
5. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use the hashtag #thankfulpumpkin or something you create to track shared photos.



Note: If your practice is not active on social media, you can include these photos in your monthly newsletter, on your website, in your office slide shows, etc. They can be used anywhere you feel they are appropriate!

Sample Posts and Other Ideas:

Feel free to use these suggestions or use your own.

- Remember, it's always best if the patient takes the photo with his or her device, posts on their account and tags you in it to avoid any HIPAA regulations. You can post photos of your staff on your own account without any HIPAA restrictions.
- Print additional counter cards for display in other areas of the office.
- Invite patients to “Like” or “Follow” you on your social media accounts and tag you in their shared photos and stories.
- Utilize the November calendar provided for other ideas on events and fun “holidays” in November!
- You could post something from the pumpkins each day or week to share with your followers and encourage the patients who have participated in the theme to tag you on social media with what they are thankful for and their photo. The more people that see the posts, the better!

See ideas below from last year's Thankful Pumpkin Theme:

