

Patient Engagement Theme: My Favorite Place to Smile...

With summer on the way, many patients will have at least one vacation planned in the next few months. We thought it'd be fun to let patients either take photos in these fun places (which don't even have to be a vacation- maybe their favorite place to smile is in their garden, or at the zoo) or write in their favorite place to smile!

1. 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?
2. If you run a contest, decide when you will choose a winner, how they will be announced, and what the prize will be.
3. Visit the online portal and edit your Display Card. I've made a note on the sample card you received to let you know where you will type- you can tell them what prize they'll win if you're running a contest, let them know they'll be featured in your newsletter, or whatever you'd like to mention.
4. Place the display card in your document frame.
5. We have also included a template for 2 half-page instructions. Edit this document in the portal and then print and cut- you can stuff these in hygiene bags and New Patient Packets to spread the word about your theme for the month.
6. Invite patients to snap their photo with the doctor, favorite staff member, solo or with a friend- whatever they choose!
7. Share photos of your staff and their favorite places to smile on social media and/or your newsletter. Invite your patients to share their photos on social media and tag you!

8. As always, you can increase patient participation by holding a drawing for anyone that shares your post or tags you in their post during the month. This can be something as small as a Starbucks gift card or something like a discount on a product or service in your office.
9. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use a special hashtag that 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!

Other Notes:

- 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 National Days calendar provided for other ideas on events and fun "holidays" during the month!
- If you will be taking photos on your device, be sure to let patients know to keep an eye out for your post featuring them and encourage them to "Share" to increase your reach to their followers as well. **Be sure that you have any signatures needed to share photos of your patients online- always be HIPAA compliant.**