ONLINE APPOINTMENT BOOKING COMMUNICATIONS ASSETS AND TIMING

Below are suggestions for communications assets and the timing of each asset to support awareness and adoption amongst patients and primary care organizations.

Communications Assets Guidelines

Type	Channel(s)	Audience	Timing of Communication
Website Content	• Clinic's website • (In a section re: booking appointments: example)	• Patients and website visitors • Physicians	Schedule to place website content ideally on go-live date
Social Media	• Twitter/Facebook	• Patients	Schedule to promote on social media on go-live date - once live, consider posting at least once a week
Voicemail Language	• Phone (an area of the clinic's voicemail call tree that pertains to booking an appointment)	• Patients	Schedule to add voicemail language ideally on go-live date
OAB Script	• Face-to-face (in person) • Phone	• Patients and clinic visitors • Clinic admin/staff	Prepare to use the script on go-live date and ongoing
Brochure, Handouts and Post Cards	• Face-to-face (in person) • Clinic's office in a visible location	• Patients and clinic visitors	Schedule to place these ideally on go-live date
Email Signature	• Email	• All email recipients	Can be placed in email signature before go-live (once date is confirmed)
Fax/Email Blast	• Email • Fax	• Internal clinic staff • Physicians • Nurses • Patients	Fax/email blast can be sent out a few weeks before go-live date
Newsletter	• Email • Fax • Clinic's intranet	• Internal clinic staff • Physicians • Nurses	Newsletter can be sent out a few weeks before go-live date
Case Study	• Email • Clinic's intranet	• Internal clinic staff • Physicians • Nurses	Case study can be beneficial to share either pre or post-implementation
Posters	• Clinic's office in a visible location	• Patients and clinic visitors	Schedule to place this ideally on the go-live date

For further support on the communication assets listed above, please reach out to us at info@ehealthce.ca