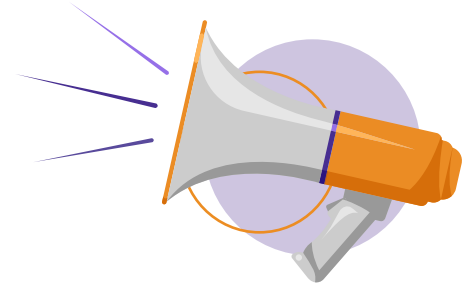


Marketing Your Practice During COVID-19



At Cutting Edge, we aim to offer continuous support to our partnering physicians, even through trying times such as these. As we all explore a new reality filled with unknowns, we wanted to share tips on how your practice can make meaningful connections with patients during difficult times.

Review Existing Campaigns

Make sure the messaging aligns with your clinic's current operations and is sensitive to the pandemic. While print ads might be out the door, make sure your new messaging is reflected in the digital space, such as your website, social media and local listings.

Communicate with Existing Patients

The pandemic has led to a shift in consumers' expectations of brands. Healthcare providers are no exception; It is essential now more than ever to serve and inform the public, starting with your patient base.

Ethical, transparent communication is key to building trust with both current and potential patients.

This situation presents the opportunity to build upon existing relationships. Show support and appreciation by directly reaching out to wish them health and safety during the pandemic.



Many of our partnering doctors are successfully engaging with their patients through fun videos on social media.

This can also be an opportunity to make them aware of changes in your procedures, including your efforts to ensure the health and safety of your patients and staff.

Focus on Brand Awareness

While health concerns aren't taking a break during COVID-19, patients may be reluctant to visit a clinic for a non-life-threatening condition in order to comply with the CDC's stay-at-home order.

However, patients may still be considering health-care options for the future and are using this time to do their research. Help them find your clinic by focusing your messaging on inviting them to your website to learn more about your services with no pressure to book an appointment.

Google and Facebook Ad Grants

To help businesses during this global pandemic, Google is offering \$340 million in ad credits to small and medium-sized businesses using Google Ads.

For more information on Google's COVID-19 Ad credits, visit support.google.com/google-ads.

Likewise, Facebook is offering \$100 million in cash grants and ad credits for small businesses to help them after facing disruptions during COVID-19. Visit facebook.com/business to see if you're eligible.