Patient First – *COVID-19 and Telehealth*

Situation

In late 2019 and into 2020, the world was drastically changed due to the COVID-19 pandemic. This deadly virus has taken hundreds of thousands of lives. Globally, people were encouraged to stay in place and conduct their normal day-to-day activities from home. Students were utilizing online learning. Workers were encouraged to set up home workspaces and telecommute into their offices. People were afraid to leave their homes for simple day-to-day errands. Patient First wanted to communicate that it was open to provide both COVID-19 testing as well as daily urgent care services.

Solution

Channel developed a suite of COVID-19 viral testing and antibody testing related pieces. The pieces were designed to inform the region that both testing procedures were available at Patient First. If needed, people were encouraged to go to Patient First for testing. All advertising was directed to the website where more service specifics and location information was available.

At the same point in time, Patient First launched a telehealth platform. This was an entirely new venture for the forty-year old urgent care provider. The infrastructure was set in place to “see” patients virtually while physicians were trained on the online process. Channel created a thirty second television spot (with shorter cut-downs) that was placed on broadcast and cable television as well as streaming on the internet. Companion online ads were developed.

Result

The campaign has been successful in educating the public that Patient First remains open every day from 8 am to 10 pm to take care of COVID-19 and non-COVID-19 healthcare needs. Patient volumes and awareness continue to increase.

- Presidents Email to Patients

Patient First

A Message About COVID-19

In these challenging times, please be assured that all Patient First centers remain open from 8 am to 10 pm every day for walk-in treatment of illness and injury. We encourage you to check our website for up-to-date information, including information about what to do if you have symptoms of COVID-19, and updates about COVID-19 testing. As always, if you are experiencing a medical emergency, please call 911 or go directly to your nearest emergency room.

Precautions Against COVID-19

All of our centers are taking extensive steps, based on guidance from the Centers for Disease Control (CDC), to provide a safe environment for patients who need care, as well as for our staff:

- A protective mask will be provided to each patient and essential visitor upon entering the Center. Please wear the mask correctly at all times while in the Center.
- Each staff member will be wearing a protective mask as well.
- Surfaces throughout each Center are thoroughly disinfected at regular intervals.
- Frequent hand washing is required.
- We ask any non-essential family members or companions of patients to please stay home.

Looking Ahead

Information from the CDC about COVID-19 and testing is changing frequently. We continually monitor new announcements and respond to guidance as quickly as possible. Please visit our website to see the latest information.

Finally, we give a heartfelt "thank you" to all of our Center staff members, as well as to health care workers around the world. We urge everyone to join us in supporting their efforts and recognize their dedication to bringing comfort and aid to all in need during this time.

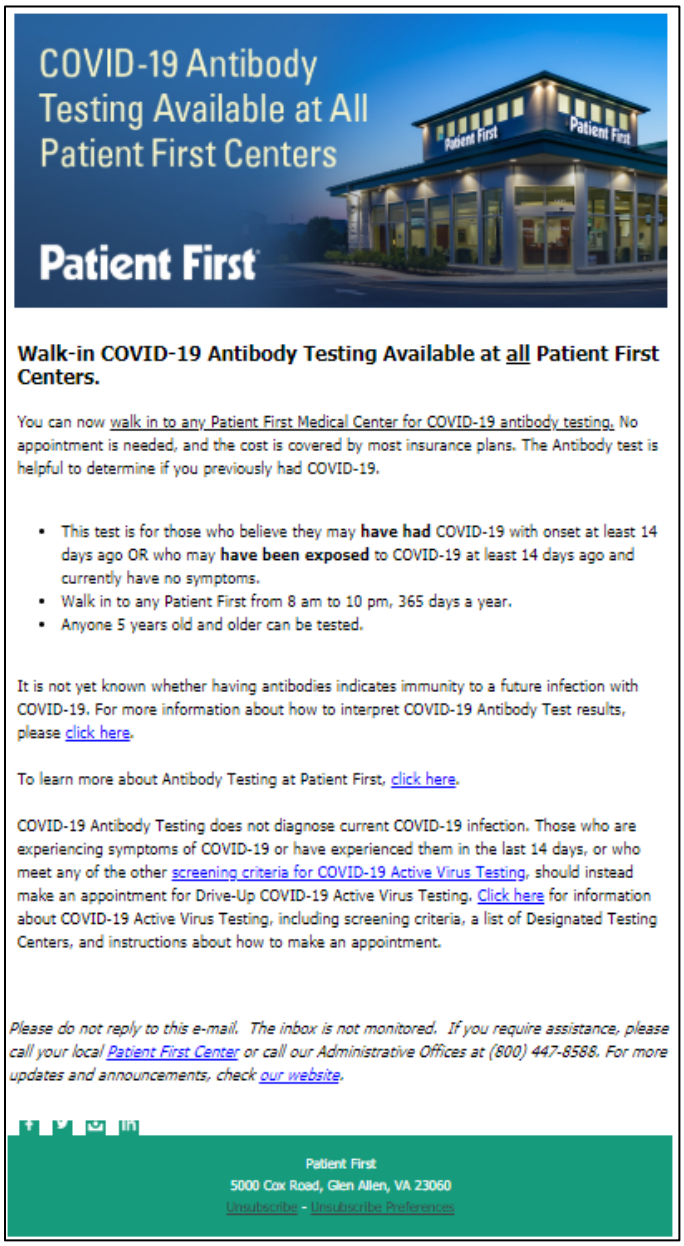
Sincerely,

George H. Morison

George H. Morison
President
Patient First

- Viral Testing Online

- Antibody Testing Email
- Antibody Testing Online



Walk-in COVID-19 Antibody Testing Available at all Patient First Centers.

You can now walk in to any Patient First Medical Center for COVID-19 antibody testing. No appointment is needed, and the cost is covered by most insurance plans. The Antibody test is helpful to determine if you previously had COVID-19.

- This test is for those who believe they may **have had** COVID-19 with onset at least 14 days ago OR who may **have been exposed** to COVID-19 at least 14 days ago and currently have no symptoms.
- Walk in to any Patient First from 8 am to 10 pm, 365 days a year.
- Anyone 5 years old and older can be tested.

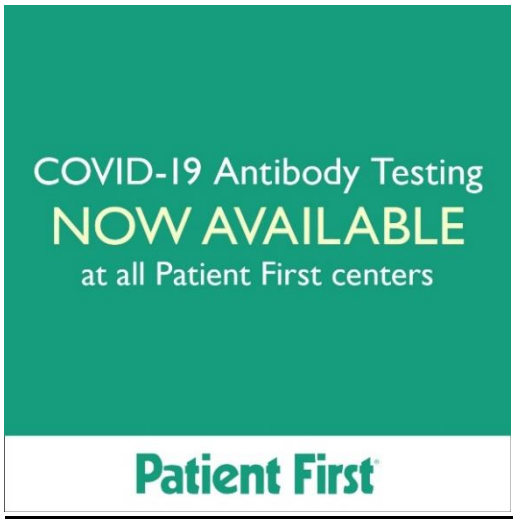
It is not yet known whether having antibodies indicates immunity to a future infection with COVID-19. For more information about how to interpret COVID-19 Antibody Test results, please click here.

To learn more about Antibody Testing at Patient First, click here.

COVID-19 Antibody Testing does not diagnose current COVID-19 infection. Those who are experiencing symptoms of COVID-19 or have experienced them in the last 14 days, or who meet any of the other screening criteria for COVID-19 Active Virus Testing, should instead make an appointment for Drive-Up COVID-19 Active Virus Testing. Click here for information about COVID-19 Active Virus Testing, including screening criteria, a list of Designated Testing Centers, and instructions about how to make an appointment.

Please do not reply to this e-mail. The inbox is not monitored. If you require assistance, please call your local Patient First Center or call our Administrative Offices at (800) 447-8588. For more updates and announcements, check our website.

Patient First
5000 Cox Road, Glen Allen, VA 23060
Unsubscribe - Unsubscribe Preferences



- Testing Television Live Read :05

Visual	:05 Audio
	Patient First now offers COVID-19 *and* antibody testing. Learn more at patientfirst.com.

- Television Screen Crawl

Visual	Audio
Walk-in COVID-19 antibody testing now available at Patient First. COVID-19 active virus testing also available by appointment at designated Patient First centers. No out-of-pocket cost for most patients. Learn more at patientfirst.com.	N/A

- Mask Usage Online, Display Cards and Signs

- In-Center Signage

COVID-19 VIRUS TESTING PARKING

BY APPOINTMENT ONLY

WELCOME!

- Please remain in your car.
- Have your photo ID and insurance card ready.
- Open your appointment reminder email.
- Click "I'm Here" and follow the prompts.
- We will call to register you.

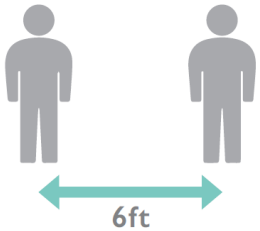
If you are having a Medical Emergency, notify a staff member immediately or dial 911.

CV_Test_072920

Patient First

THANK YOU FOR PRACTICING SOCIAL DISTANCING

PLEASE WAIT HERE FOR AN OPEN SIGN-IN KIOSK



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PLEASE HELP PREVENT THE SPREAD OF COVID-19

PRECAUTIONS

- **Use Hand Sanitizer**
- **Wear a Face Mask**
- **Maintain Social Distancing**
- **Limit Visitors** to essential family members or companions.
- Each staff member will also be **Wearing a Mask** and **Washing Hands** frequently.
- Surfaces are **Thoroughly Disinfected** at regular intervals.

Patient First

INSTRUCTIONS FOR COVID-19 TESTING

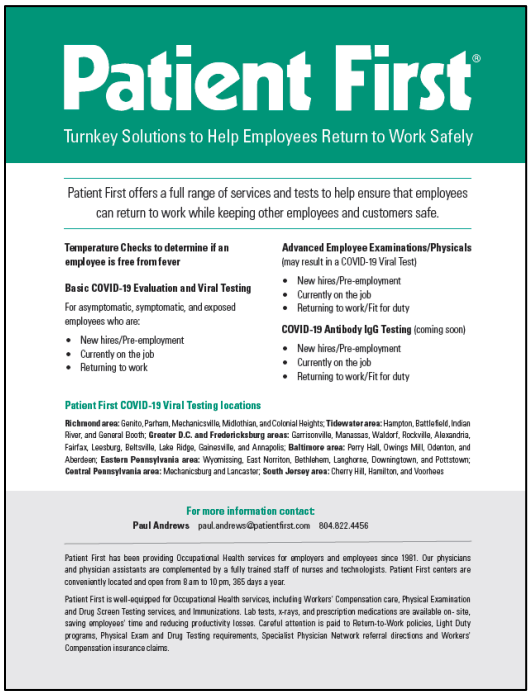
If you have an appointment for COVID-19 active virus testing, before entering, please:

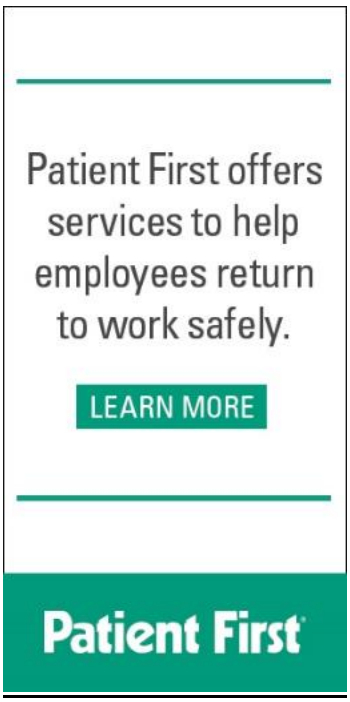
- Click "I'm Here" in the appointment confirmation e-mail that was sent to you one hour before your appointment time. We will then call you to complete your registration. Please have your insurance information on-hand.
- After registration, please proceed to the designated COVID-19 testing entrance at the side/rear of the Center and ring the doorbell for entry.

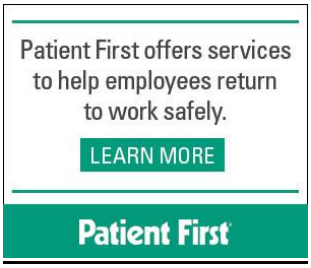
All other patients, including those visiting for COVID-19 antibody testing, please walk in for care.

Patient First

- Return to work services





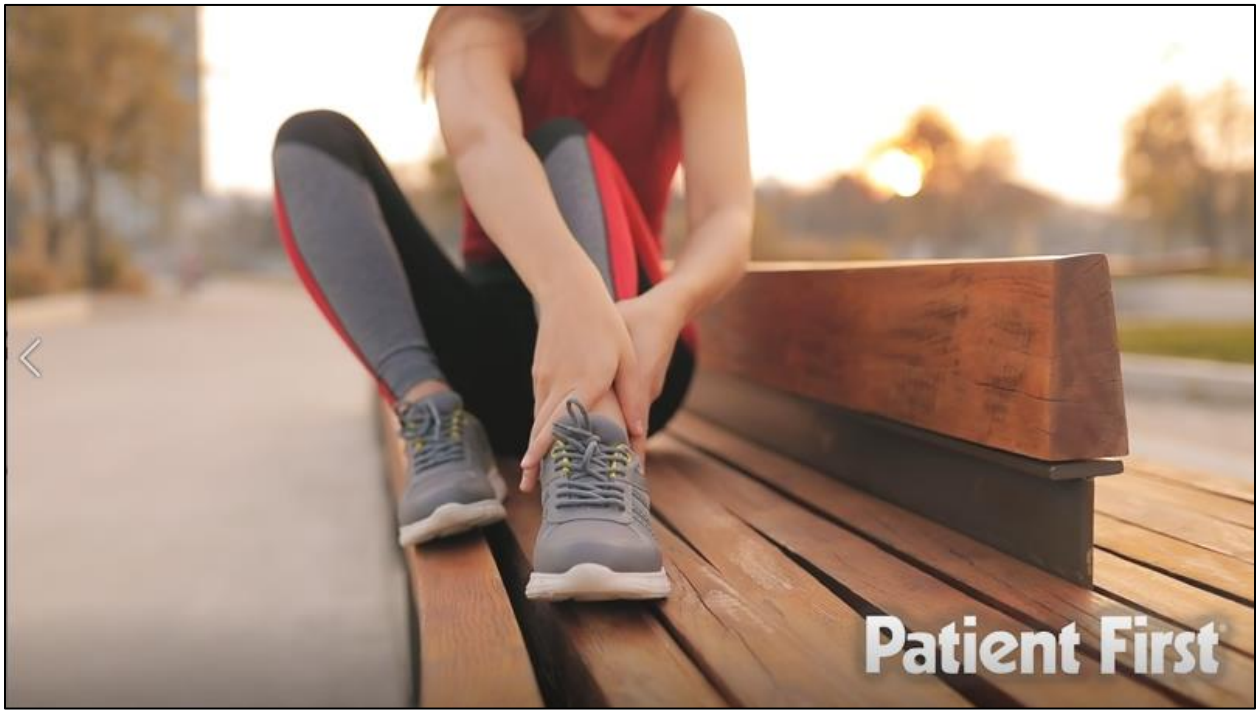


- Telehealth Television

https://www.youtube.com/watch?v=cJTSNz6bhAo

Telehealth

Telehealth visits are now available at Patient First. Speak with a physician you trust without leaving your home, using your smart phone, tablet, or computer. You can connect to a Patient First physician for a one-on-one consultation that's secure and private. Most insurance is accepted—and if a prescription is needed, your physician will send it directly to your local pharmacy. To get started, visit patientfirst.com or call 866-990-2533.



https://www.youtube.com/watch?v=79QaRFOMuuw

Because We're Patient First

When it comes to treating routine illnesses and injuries, and to ensuring your safety, one visit to Patient First will show you how we live up to our name. Among other precautions, our staff and patients wear protective masks at all times, and our Centers are arranged for social distancing. Surfaces are regularly disinfected, and COVID-19 testing and telehealth services are available. We're open 8 am to 10 pm every single day as always. Because we're Patient First—a friendly, caring team ready to treat you and your loved ones.

https://www.youtube.com/watch?v=K0iMNliIm2U

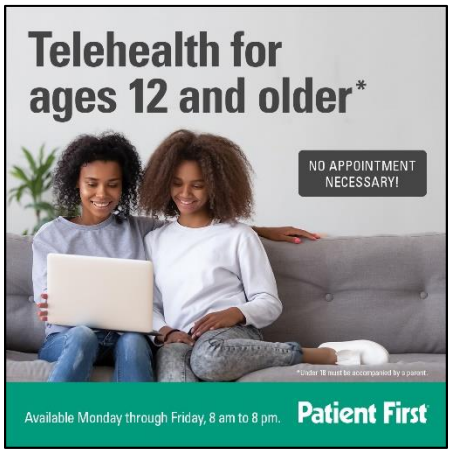
Patient Expressions

ANNCR: At Patient First we always aim to create a safe environment for treating your routine illnesses and injuries. And we're grateful that our patients have told us that we're delivering on that goal.

PATIENT 1: …very clean and COVID aware…

PATIENT 2: …appreciative of the care I received and how clean your facility is…

PATIENT 3: …they made me feel comfortable and safe while being treated…

ANNCR: As always, Patient First is open 8 am to 10 pm every single day and we continue to make your safety and peace of mind our top priority.

- Telehealth Online