FollowMyHealth®
An Allscripts Solution

COVID-19
Social Media & Website
Marketing Guide

Allscripts®

To help communicate and support your efforts during this time, we've put together a few suggested posts and videos to help patients navigate how to receive care from you. Videos can be embedded from Vimeo or YouTube for your website or share a link on social media. The below is simply a guide to help you get started. Be sure to personalize the copy to fit your own brand.

Updating your Website

Make sure patients have the latest information on how to reach you as well as a process for handling how to allow patients to connect using FollowMyHealth. If you have an email address on file, you can send invitations to anyone who is not connected. Update your invitation language using our platform messaging guide here.

You can also allow for patients to request access to your organization. You'll need to make sure the "Do not allow patients to request connections" box is unchecked in the FollowMyHealth Dashboard. You can find this under the Organization section > Details (Sync). Scroll down to find the section. You'll need to monitor the "Incoming Requests" area of the Dashboard and match patients who are requesting a connection.

General Website Copy:

We're sure you have concerns regarding the coronavirus. Your health is our highest priority. With that in mind, we're implementing new measures that allow you to receive care from home. Let's continue to practice social distancing and help limit unnecessary exposure. Here's everything you need to know as we learn how to navigate care during this time.

If you think you've been exposed to coronavirus or are experiencing a fever, cough and/or shortness of breath, click here. [LINK TO A NEW PAGE OR PROVIDE INSTRUCTIONS HERE SUCH AS CALL US OR SCHEDULE A VIDEO VISIT]

- If you have an in-person visit scheduled, it may be changed to a Video Visit to help reduce exposure for you and other patients. (Learn more about how we use telehealth) LINK TO A NEW PAGE
- If you have any questions, please reach out to our team. You can send a secure message using FollowMyHealth or give us a call at [xxx-xxx-xxxx].
- If you have not signed up for FollowMyHealth, you can request a connection. (Scroll down for details on how!)

About FollowMyHealth:
FollowMyHealth is our patient portal provider. They provide easy access to your medical record and give you a secure way to interact with us, your care team. You can review your health record, schedule

appointments, read notes, refill prescriptions, and more to help you better manage your health. It's available from a desktop computer or you can download their mobile app on your smartphone.

[GETTING STARTED VIDEO – EMBED FROM VIMEO: https://vimeo.com/402298795]

How do I sign up?
First, you'll need to create a FollowMyHealth account. Once created, you can:

1. Request a connection to our organization.
Once you have created a username, you will be taken to the "Request Connections to Healthcare Organizations" page. You can search by either zip code, provider name, or medical organization name. Use [HEALTHCARE ORG NAME] to find us quickly. Once you request the connection, we'll review the request and connect you to your record.

2. During your next visit, let our front desk team know you'd like to sign up for FollowMyHealth. They'll send you an email invitation that walks you through this process.

How do I log in to FollowMyHealth?
Once you have registered for an account and we've connected you to your health record, you can log in and view information two ways:

1. On a Desktop computer, go here: [LINK TO YOUR THEMED LOG IN PAGE]

2. Download the FollowMyHealth Mobile App on the App Store or the Google Play Store.

Need technical support?
If you have any issues, our technical support team is available [HOURS].
Phone Number: [XXX–XXX–XXXX]
Email: [EMAIL ADDRESS HERE]

You can also find frequent answers to common questions here.

Telehealth Page Copy

Sometimes you can't always make it in to see us. That's why we are pleased to offer telehealth visits through the FollowMyHealth patient portal. Now, you can see your trusted provider, wherever you are. All you need is your smartphone or a computer with a webcam and microphone.

Here's how it works:
1. Make sure you have a FollowMyHealth account and are connected to our organization. If you don't have one, find instructions here. [LINK TO YOUR FMH PAGE ABOVE]
2. Schedule a Video Visit through your FollowMyHealth account. From mobile, go to your appointments screen, tap the plus sign to create a new appointment, and tap "Schedule Appointment." Select our organization, your provider, and choose the appointment type most appropriate for your visit (such as a sick visit or follow-up visit).
3. You can also call us to schedule your appointment over the phone. Be sure to mention you'd like to schedule a Video Visit.
4. Once scheduled, you'll be notified to check in for your visit 15 minutes prior to your appointment time. This is to allow plenty of time to complete registration and test your system.

How to Join your Visit from your Mobile Device:
[HOW TO JOIN A VISIT FROM MOBILE – EMBED FROM VIMEO: https://vimeo.com/402619147]

Frequently Asked Questions:

What is a Video Visit?
A Video Visit is like an in-person visit, except done through a webcam. You'll receive care from your trusted physician through a video call and discuss any issues face-to-face.

How is care delivered?
Video Visits occur via webcam. Your clinician develops a treatment plan. When appropriate, a prescription is ordered. It's the same quality of care as if you were in the office.

How long can I expect my Video Visit to take?
Visits are generally 10-15 minutes once started.

Is my personal health information secure and protected during a Video Visit?
Yes. Video Visits use secure video conferencing technology developed for medical care. The software's security and confidentiality protocols meet the requirements of HIPAA. Your Video Visit is also not recorded. After the visit, you will receive a secure message with a summary of your care instructions.

What do I need for Video Visits other than a camera and microphone?
For the best experience, use your FollowMyHealth mobile app (either iOS or Android). On desktop, we recommend using Chrome or Firefox as your browser. You can use Internet Explorer, but you will be asked to download a plugin. You will also have a better experience with high-speed internet, but our platform will connect as long as speed is not below 1 Mbps. Once you select "Start a Video Visit," prompts will guide you through the setup process.

Can I get a prescription from a Video Visit?
When appropriate, yes. Your clinician will determine a best course of action just like an in-person visit. Controlled substances will not be ordered without an in-person visit.

What happens if I need to have blood drawn or some other test?
A lab can be ordered. Often times, prescriptions can be made based on the lab results.

Need technical support?
If you have any issues, our technical support team is available [HOURS].
Phone Number: [XXX-XXX-XXXX]
Email: [EMAIL ADDRESS HERE]

Social Media Message Examples:

Now more than ever, let's make sure we're connected. We use FollowMyHealth to share information securely. You can message us, view your health record, and have an online consultation with your physician using telehealth. Here's how to sign up and connect: [LINK TO YOUR WEBSITE INFO]

Stay home, but don't lose touch. We're now able to treat you virtually through FollowMyHealth. See your trusted clinician from the comfort of your home. Here's how it works! [https://vimeo.com/402611000]

Your health is our number one priority. If you have a question or aren't feeling well, reach out to us through FollowMyHealth. They're our patient portal provider and help us reach you securely. Never sent us a secure message? Here's a quick walk through! [LINK TO SUPPORT WEDNESDAY VIDEO– https://youtu.be/9L7SXTk9w-w]

Do you have a Scheduled Video Visit coming up? Here's how to join from your mobile device. Once you have the FollowMyHealth Mobile app, you just need to follow the prompts. Here's what to expect: [https://vimeo.com/402619147]

Did you know FollowMyHealth has a mobile app? Download it and stay in touch with us. It's the easy and secure way to access all your data. Schedule appointments, message us, and more. Stay home, stay healthy, and stay in touch with our patient portal provider FollowMyHealth.