



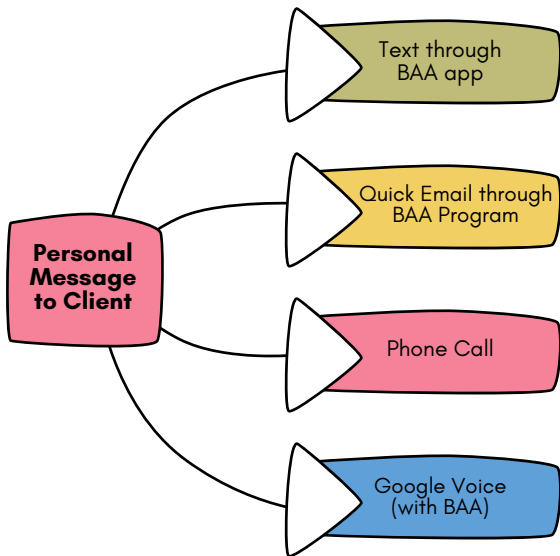
COMPLIANT

COMMUNICATION

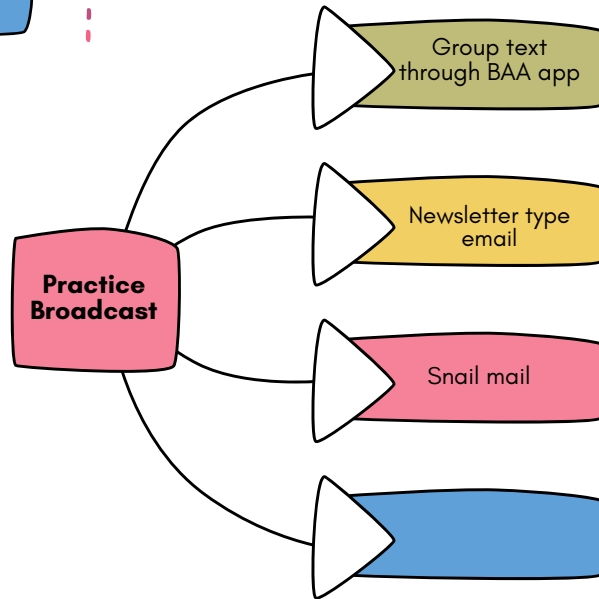
GUIDE

By Dr. Jodi Dinnerman 

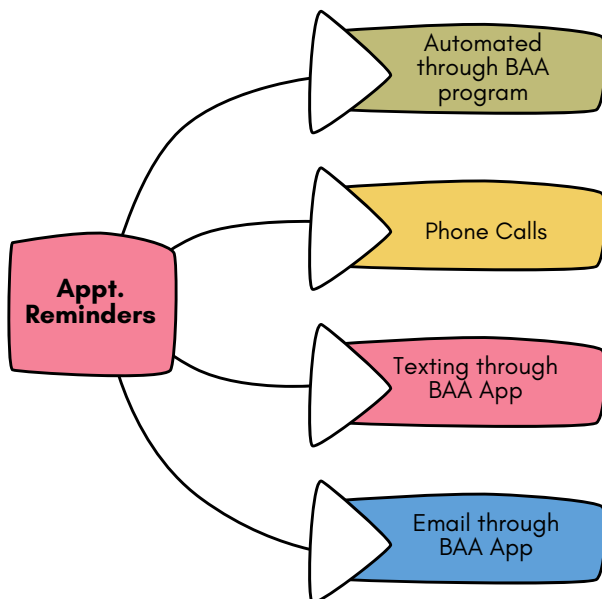
MESSAGE TYPES



Has to be done through compliant channels

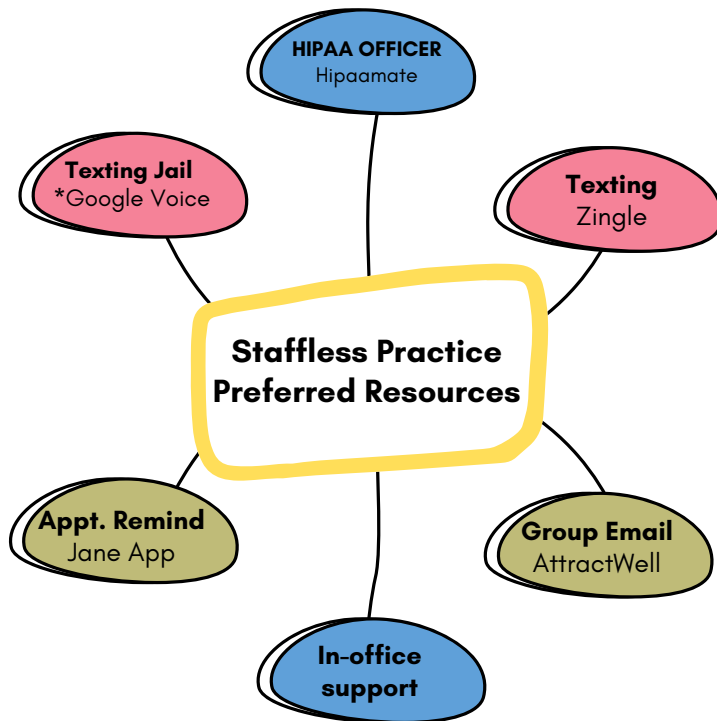


If the reminder is indicating a member of the practice, has to be done through compliant channel



If the reminder is indicating a member of the practice. has to be done through compliant channel

RESOURCE OPTIONS



Jane App

EHR and scheduling program that has patient reminders built in.

Zingle (Medallia Concierge)

Texting application - cloud based. Requires a compliance package, complete regulatory application, and follow standards of group texting.

AttractWell

Offers a full package of email, texting, course creation, etc. Texting channel is NOT HIPAA compliant, but email is.

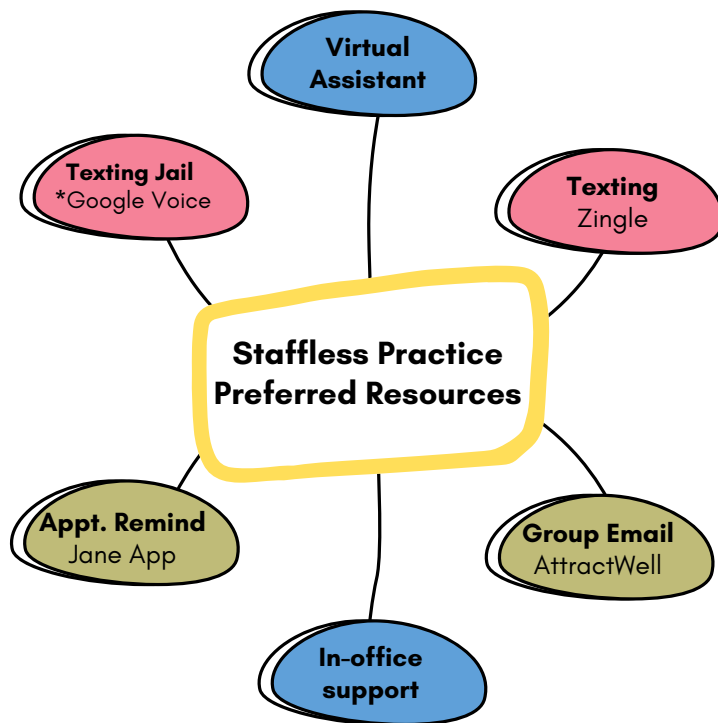
Google Voice

Must have BAA with Google set up. Can text up to 5 people at a time. Does not go through "regular" texting channels, so regulatory process is an exception.

HIPAA MATE

Great, simple HIPAA compliance program for private practices. Easy to use and affordable.

STAFFLESS PRACTICE HELP



Jane App - Club Members get first month free. We can build your Jane App account for you.

Zingle (Medallia Concierge) - Club Members get close to 40% off of an account. We can build the program for you, run the program for you, or show you how to do it on your own.

AttractWell - Club members get a steep discount. We can build the program for you, run the program for you, or show you how to do it on your own.

Google Voice - We can build the program for you, run the program for you, or show you how to do it on your own.

HIPAA MATE

We get you a great discount, we can set up and run for you.

TIPS FOR COMMUNICATION

Texting (from Chat GPT)

Maintaining compliance in private practice texting is crucial to protect patient privacy, adhere to legal regulations, and maintain a professional standard of care.

Here are some tips to ensure compliant private practice texting:

1. Obtain informed consent: Before initiating any form of communication with patients/practice members via text, ensure you have obtained their informed consent explicitly stating that they are comfortable with texting as a communication method.
2. Use a secure messaging platform: Utilize a HIPAA-compliant and secure messaging platform designed specifically for healthcare communication. Regular SMS texting is not secure and can lead to breaches of patient confidentiality. We recommend Zingle (discount for Club members)
3. Limit the use of sensitive information: Avoid sending or requesting sensitive information via text, such as medical records, test results, or detailed treatment plans. Reserve text messaging for appointment reminders or simple administrative communications.
4. Set clear boundaries: Establish clear guidelines with patients regarding what type of information is appropriate to discuss via text and when they should call or come in for an in-person visit. For Staffless Practice Students - think Boundaries and Appreciations!
5. Encrypt messages: Ensure that messages sent and received through the messaging platform are encrypted to protect patient information from unauthorized access. This happens with Zingle!
6. Avoid group texting: Group texting should be avoided in a healthcare setting, as it may inadvertently expose patient information to others who shouldn't have access. We get that you are going to be sending some group texts for your practice texting program, just don't go overboard.
7. Monitor access to devices: Keep your devices secure and monitor access to them to prevent unauthorized access to patient information.
8. Use authentication measures: Consider implementing two-factor authentication to enhance the security of the messaging platform.
9. Document communications: Maintain thorough documentation of all patient communications, including text messages, as part of the patient's medical record.
10. Train staff: If you have staff and they engage in texting with practice members, ensure they are adequately trained in compliance measures and aware of the importance of protecting patient information.
11. Regularly review policies: Stay up-to-date with HIPAA regulations and other relevant privacy laws, and periodically review your organization's policies and procedures regarding patient communication to ensure compliance.
12. Respond promptly: Although text messaging can be more convenient, ensure that you respond promptly to patient inquiries and concerns, just as you would with phone calls or emails.

Remember that the privacy and security of patient information are of the utmost importance, and it's essential to maintain compliance with all relevant laws and regulations. When in doubt, consult with legal experts or your local health authority to ensure you are following the appropriate guidelines.

TIPS FOR COMMUNICATION

No-No's when texting a practice member (from Chat GPT)

When texting a patient as part of your healthcare practice, it is essential to maintain a professional and respectful approach while ensuring patient privacy and compliance with relevant regulations. Here are some things you should never do when texting a patient:

1. Discuss sensitive or confidential information: Avoid discussing sensitive medical information, test results, or treatment plans via text. Use secure channels or encourage the patient to schedule an appointment for such discussions.
2. Use unsecured messaging platforms: Do not use regular SMS texting or unsecured messaging apps for patient communication. Always utilize a HIPAA-compliant and secure messaging platform.
3. Text without patient consent: Never initiate text communication with a patient without obtaining their explicit consent for texting.
4. Be informal or unprofessional: Maintain a professional tone and language when texting patients. Avoid using emojis, abbreviations, or language that might be misinterpreted.
5. Send marketing messages without consent: Avoid sending marketing messages or promotional content to patients without their prior opt-in consent.
6. Ignore patient inquiries: Respond promptly to patient inquiries and concerns. Ignoring or delaying responses can be frustrating for patients and may lead to dissatisfaction.
7. Text during non-business hours: Respect your patients' privacy and personal time by refraining from sending text messages outside of regular business hours, unless it is an emergency.
8. Send excessive messages: Avoid overloading patients with unnecessary messages. Only send relevant and essential information.
9. Use group texting without permission: Do not include patients in group texts without their consent, as it may breach their privacy.
10. Forget to include opt-out instructions: Always provide clear instructions on how patients can opt-out of receiving text messages, and promptly honor their request if they choose to stop receiving texts.
11. Engage in unprofessional behavior: Maintain professionalism at all times, and never engage in inappropriate or unprofessional behavior in text messages.
12. Text while driving: If you are a healthcare professional, avoid texting while driving or in any situation where it could be unsafe to do so.
13. Make promises you can't keep: Be honest and realistic in your text communication with patients. Avoid making promises or guarantees that you cannot fulfill.

Remember, text messaging should complement your overall patient communication strategy, not replace essential in-person or phone conversations. Always prioritize patient privacy and safety while adhering to legal and regulatory guidelines. If in doubt, consult with legal experts or your organization's compliance officer to ensure you are following the appropriate protocols.

TIPS FOR COMMUNICATION

Texting Opt-in Examples (from Chat GPT)

When it comes to wellness practice texting, obtaining explicit opt-in consent from patients is crucial to ensure compliance with privacy regulations and build trust. Here are some examples of opt-in messages you can use as a template:

- Appointment Reminders: "Dear [Patient's Name], to improve your healthcare experience, we offer appointment reminders via text message. Reply 'YES' to opt-in and receive appointment confirmations and reminders. Standard messaging rates may apply."
- Health Tips and Updates: "Hello [Patient's Name], would you like to receive wellness tips and updates via text message? Reply 'OPT-IN' to stay informed and motivated on your wellness journey. Msg & data rates may apply."
- Special Promotions: "Hi there, [Patient's Name]! We occasionally offer exclusive promotions on our wellness services. To receive these offers via text, reply 'YES' and stay tuned for exciting deals. Standard rates may apply."
- Health and Wellness News: "Hello [Patient's Name], would you like to stay up-to-date with the latest health and wellness news? Text 'SUBSCRIBE' to receive informative articles and tips on living a healthy life. Msg & data rates may apply."
- Exercise and Nutrition Tips: "Dear [Patient's Name], we are excited to offer exercise and nutrition tips via text. To opt-in and receive valuable insights, reply 'YES.' Remember, standard messaging rates may apply."
- Mindfulness and Meditation Alerts: "Hi [Patient's Name], if you're interested in mindfulness and meditation reminders, reply 'OPT-IN' to get messages that promote relaxation and well-being. Msg & data rates may apply."
- Personalized Wellness Updates: "Hey [Patient's Name], would you like personalized wellness updates tailored to your needs? Reply 'YES' to receive customized messages that support your health journey. Standard rates may apply."

Remember to always include clear instructions for patients on how to opt-out at any time if they no longer wish to receive text messages. For example: "To stop receiving messages, text 'STOP' at any time." Additionally, comply with applicable laws and regulations related to text message communications, such as the Telephone Consumer Protection Act (TCPA) and the Health Insurance Portability and Accountability Act (HIPAA).

TIPS FOR COMMUNICATION

Email Tips (From Chat GPT)

Patient emails are an important form of communication in healthcare, and they require a thoughtful and professional approach.

Here are some tips for effectively communicating with patients via email:

1. Obtain informed consent: Before sending any patient-related emails, ensure you have obtained the patient's explicit consent for electronic communication. Include information about the type of information you will be sharing via email and the importance of keeping their email account secure.
2. Use a secure email system: Utilize a secure and HIPAA-compliant email system designed for healthcare communication. Regular email services may not be adequately protected, so it's crucial to use a platform that encrypts patient information.
3. Maintain patient privacy: Avoid including sensitive or personal health information directly in the email subject line. Instead, use a general subject and save detailed information for the email body.
4. Use a professional email address: Use an email address that is professional and associated with your healthcare practice. Avoid using personal email accounts for patient communication.
5. Keep it concise and focused: Be clear and concise in your emails. Stick to the relevant information and avoid unnecessary details.
6. Use plain language: Write in clear and straightforward language that patients can easily understand, avoiding medical jargon or technical terms whenever possible.
7. Double-check recipients: Verify the email addresses before hitting "send" to ensure you are sending the message to the correct recipient.
8. Include your contact information: Provide your contact information in the email signature, making it easy for patients to reach you if they have further questions or concerns.
9. Respond in a timely manner: Aim to respond to patient emails promptly, preferably within one or two business days.
10. Set expectations for response time: Inform patients about the typical response time for emails in your practice, so they know when to expect a reply.
11. Secure attachments: If you need to share documents or reports with patients, password-protect or encrypt the attachments to ensure their privacy.
12. Be respectful and empathetic: Show empathy and understanding in your email communications, just as you would during an in-person visit.
13. Provide alternative communication options: Offer patients other means of communication, such as phone calls or in-person appointments, for more sensitive matters or when a detailed discussion is required.
14. Include an opt-out option: Include an option for patients to unsubscribe or opt-out of email communications if they no longer wish to receive emails from your practice.
15. Keep a record: Document all patient-related emails in the patient's medical record for continuity of care and accurate documentation.

By following these tips, you can enhance patient engagement and satisfaction through email communication while ensuring compliance with privacy regulations and maintaining a professional standard of care.

STAFFLESS PRACTICE OFFERINGS

FEATURES	THE CLUB (GROUP)	SPA TRI (BY YOU)	SCALE (WITH YOU)	SCALE ELITE (FOR YOU)	SCALE-UP
Description	Group coaching	12-week self-runner	6 months hybrid support	12 months all-inclusive	Graduate Program - includes Club
Weekly Group Coaching with Member-Only Community	✓	✓	✓	✓	✓
Access to Staffless Practice Academy Course Programs	✓	✓	✓	✓	✓
Accountability Program		✓	✓	✓	✓
Personal team - support communication channel and program-success board		✓	✓	✓	✓
Texting and Email Program Build Done For You			✓	✓	NA
Partnership Gifting for Wellness and Practice Growth Care			✓	✓	✓
1:1 Coaching with Dr. Jodi Dinnerman			✓	✓	✓
Virtual Assistant Package			✓	✓	✓
Practice Website, EHR Program, and Online Course Build Included				✓	

Joy-Filled Practice Club Perks

Ongoing club benefits include:

- A private community for brainstorming and sharing with like-minded practitioners
- Club Member Onboarding Huddle for newbie gifting, details, course-directions and next-steps discovery planning
- Live, weekly group coaching with Dr. Jodi Dinnerman with focus on relevant practice joy-sparking topics
- Regular Q&A sessions with Dr. Jodi Dinnerman to ensure your specific practice needs are met
- Self-Care in Practice Trainings with Dr. Kent Drever
- Club-only Canva Decks for Practice Creative
- Access to uniquely designed and beautifully crafted practice client forms
- Access to practice organization tools and forms including time charts, client progress charts, recall system charts, to-do list organizers and more
- Club-only Weekly Practice Growth Texts - practice growth ideas and joy-sparkers
- **Club-only Partners** (the Rockstars of Wellness Practice Circles) discounts and offers
- Direct access to Dr. Jodi Dinnerman (through group Q&A)
- Group Guides Archives - past Masterclass recordings focused on practice growth, front-desk organization, time management, team training and more
- Live special guest experts and interviews with Club Partners (industry leaders)
- Club-only discounts and offers to The Staffless Practice Systems and Programs
- New ideas, new content, new practice game-changers released regularly
- No-strings cancel policy - you say NO MORE, we cancel

Time-released content-based club perks include:

- Course: The Wellness Practice Facebook Group System
- Course: Time Study and Time Mapping
- Access to practice organization forms
- Course: Ideal Day in Practice
- Course: Perfect Practice Member Discovery
- Course: The Ultimate Practice Checklist
- INTERVIEW: Practice Branding Made Simple with Coach Ashley
- INTERVIEW: Communication Styles with Martha Krejci
- INTERVIEW: Podcasting with James Chester
- INTERVIEW: Jane App Founder Aly Taylor on Balance and Consistency
- INTERVIEW: Dr. Danielle Angela on Success in Practice
- INTERVIEW: The Policy Panel Interview: Experts on Practice Compliance and Finances

www.joyfilledpractice.com/the-club

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