

# Garnering Patient Trust During a Pandemic

*By the WDS Practice Advisory Committee*



## ***From Dr. Mona Sadeghpour:***

Provide clear signs throughout the office, as well as on your website and your Google Business page, about what your COVID-19 policy entails and provide masks to patients at the entrance if they do not have one available to them.

## ***From Dr. Lori Fiessinger:***

With the ever changing landscape of COVID-19, make sure to keep your website, front desk staff, and nursing staff all up to date on what your official office policies are so that patients get a consistent message.

***From Dr. Catherine Tchanque-Fossuo:***

In any patient-doctor relationship, trust is essential. The Covid-19 pandemic has definitely shaken that trust and put it to the test. Nonetheless, the key in any relationship is to have an open line of communication. This begins with the front office staff who are at the front line. As such, the front desk needs to be adequately prepared and trained. Indeed, the staff handles upcoming appointments and provides an active listening ear to patients, while communicating effectively with them in regards to health policies of your practice, such as screening questions, hygiene practices with free masks/coverings readily available, and updates on Covid-19 testing/recommendations prior to scheduled in-person patient visits.

The [Women's Dermatologic Society \(WDS\) Practice Advisory Committee](#) supports Dermatologists at any stage of their career looking to manage or start their own practice by offering resources on navigating the practice environment. Visit the [WDS blog](#) for more tips and advice.