ABMP Back to Practice Guidelines

Business Practices & Marketing Readiness Checklist

COMMUNICATING WITH CLIENTS:

- ☐ Share an overview of your sanitation protocols with clients via your website, client eblasts, and social media posts.
- ☐ Create a client education document about scheduling guidelines, reopening guidelines, and any new protocols clients need to follow.
- ☐ Update cancellation policies on forms, website pages, and booking platforms.
- ☐ Revise your hours as appropriate to accommodate changes to your pre- and post-treatment protocols, and to eliminate the overlap of clients in your space.
- ☐ If your tips typically come in cash, leave discrete envelopes in the treatment room or at the front desk for clients to deposit tips into.
- ☐ Revise your Health Intake form and include COVID-related questions.
- ☐ Revisit your client's Health Intake form at EACH client session.
- ☐ Revise your Consent to Treat form to include informed client consent language about the risk of infection.
- ☐ Establish a prescreening process either by phone or in an automated email.
- ☐ Reschedule appointments without penalty if the client reports any red flags during the prescreening.
- ☐ Reach out to any at-risk or vulnerable clients about your ability, or not, to see them at this time.
- ☐ Plan on a post-session check-in with clients 2-3 days after their appointment to ask typical session follow-up questions and to ask about their overall health.

PREPARING TO REOPEN:

- ☐ Check the latest guidance from your state and local regulatory agencies before reopening.
- ☐ Temper your expectations and come back slowly.
- ☐ Experiment with the new protocols, the use of personal protective equipment (PPE), and sanitation guidelines.
- ☐ Leave 30 minutes between clients for proper cleaning.
- ☐ Invest in a touchless pay system.