

# Setting up and implementing video consultations



## DO'S

- 1 Be open-minded about video consultation.** Spend some time researching how other professionals in your field are approaching this topic and get inspired.
- 2** Check to see if your practice management system **includes a video consultation feature.**
- 3 Update all of your online and offline** communication channels to let your clients know about your new offer.
- 4** Consider if it would be worth your while to **target a new audience** if you're not bound to specific locations.
- 5** Provide detailed **step-by-step instructions** so your clients know how to access the video consultation.
- 6** Be as **relaxed and natural during the session** as possible (while still being professional) so your clients feel more at ease.
- 7 Ask for feedback** on the video consultation at the end of each session and discuss whether the client would like to continue with this format in the future.
- 8** Take the opportunity to use video consultation to continue **helping and supporting your clients** during a period of great uncertainty and anxiety.

## DONT'S

- 1** Don't view video consultation as One-Size-Fits-All. Spend some time thinking about **who should and shouldn't** be able to participate.
- 2 Don't invest heavily in technology.** A good internet connection, a webcam and your built-in mic is all you need.
- 3** Don't pick a location where you could be **interrupted or overheard** and remove and confidential information that could be seen in the background.
- 4** Don't forget to **train everyone in your clinic** on the new procedures and provide all the required tech before you start offering video consultation.
- 5 Don't leave your clients in the dark.** Tell them what they can expect from the video consultation so they can feel less nervous.
- 6 Don't stare into the camera the entire time.** Comfortably looking at the screen will come across way more natural.
- 7 Don't forget that you're having a virtual conversation.** Speak clearly and slowly. Leave enough time for your clients to speak and if possible, use props whenever you're explaining something.
- 8 Don't schedule too many video consultations** back to back. Allow enough time for tech difficulties, explanations and note-keeping after the session.

**Streamline your practice,  
save time & connect with  
your patients**

