

Current & Proposed Marketing Language

Communication	Current	Proposed
Appointment Reminder Text (ClientTell)	Due to the coronavirus, please contact us before your visit if you have any cold or flu symptoms. No companions are allowed into the practice at this time.	Please call us before your visit if you have cold or flu symptoms. You must wear a face covering (or one will be provided) and no companions are currently allowed.
Video Visit Reminder Text (ClientTell)	You have a video visit scheduled at [date/time], download the MyChart app and check-in before you appointment: https://www.mountsinai.org/videovisitinstructions	N/A
Hold Music	Your doctor at Mount Sinai cares about your health and well-being. Due to the coronavirus outbreak, we are rescheduling all routine visits and offering video visits. Patients with non-coronavirus related urgent concerns will still be seen. If your call is for a routine matter, please utilize MyChart for such needs as prescription refills, to pay a bill or to message your provider.	Your safety is important to us, Mount Sinai’s doctors are available to provide you with ongoing clinical care via video visits as well as in person appointments. If your call is for a routine matter, please utilize MyChart for such needs as prescription refills, to pay a bill or to message your provider.
Zocdoc Video Visit Email Confirmation <i>Practices using more than one scheduling system</i>	<i>Video Visit Appointments:</i> The doctor's office will contact you to provide the link to your video visit and instructions on how to get started. Please check in 15 minutes prior to your video visit to ensure your device is set up properly for the video visit. <i>In-Office Appointments:</i> Please arrive at the office 15-20 minutes early. You must wear a mask and no visitors are currently allowed.	N/A
Zocdoc Video Visit Email Confirmation <i>Epic Only Practices</i>	<i>Video Visit Appointments:</i> An hour before your video visit, you will receive a text message with instructions on how to get started. Video visits require the MyChart App. If you do not have an active MyChart account with Mount Sinai, please call the practice to enroll. For more information, visit Mount Sinai’s MyChart webpage. <i>In-office appointments:</i> Please arrive at the office 15-20 minutes early. You must wear a mask and no visitors are currently allowed.	N/A
Zocdoc In Person Visit Email Confirmation	N/A varies by practice	