

Patient education for the Jade Air Purification System

Proactive communication to your existing patients and referrals about your infection control and safety efforts is essential in this unprecedented, post-pandemic world we are now faced with. This media toolkit is designed to help you inform patients via traditional and digital channels about the extra efforts you are going through to improve air quality with the Jade air purification system. Your patients will appreciate your concerns and your communication informing them of the extra precautions you are taking will help them feel more comfortable when returning to your office.

You can utilize this toolkit in many ways, including:

1. Draft an email or letter and send it to everyone in your active patient base.
2. Communicate with patients via your SMS system.
3. Post on any and all of your social media channels.
4. Include [this patient video](#) on your website or social media posts.
5. Update your website to include a page about the Jade air purification system. Make sure to include the video provided and hyperlink from your page to <https://patients.biohorizons.com/surgicallycleanair.aspx> to boost your website SEO. Google loves videos and backlinks!
6. If you are a surgical specialist, make sure to also include your referring dentists in your communication efforts, so that they too can take comfort in referring patients to your practice.
7. Place the patient education poster in your office to highlight the safety precautions you are taking to patients visiting you for treatment.



Detailed description for email or letter communication

Your smile deserves to be protected™

Patient health is our top priority and we have always maintained the highest level of infection control in our office. As we reopen, we will be implementing additional measures to take our infection control protocols even further by installing Jade air purification systems from Surgically Clean Air.

Hospitals, medical labs, dental clinics and surgery centers throughout North America are using Surgically Clean Air Purifiers to improve the quality of their indoor air for their patients and their staff. The Jade air purification systems we are installing feature a 6-stage filtration process to capture air pollutants, filter 99.998% of particles down to 0.1 microns and are capable of cleaning the air within our office several times per hour.

In addition to this new technology we have implemented several new protocols to ensure your safety, including *(select which applies to your office)*:

- *enhanced PPE for all team members.*
- *temperature checks for team members and patients*
- *waiting rooms are closed to maintain social distancing*
- *signage to help maintain social distancing*
- *contactless payment*
- *appropriate doors are propped open to avoid unnecessary contact*
- *deep cleaning of the entire office at the end of each day*

[Images are available to download here.](#)

SMS communication

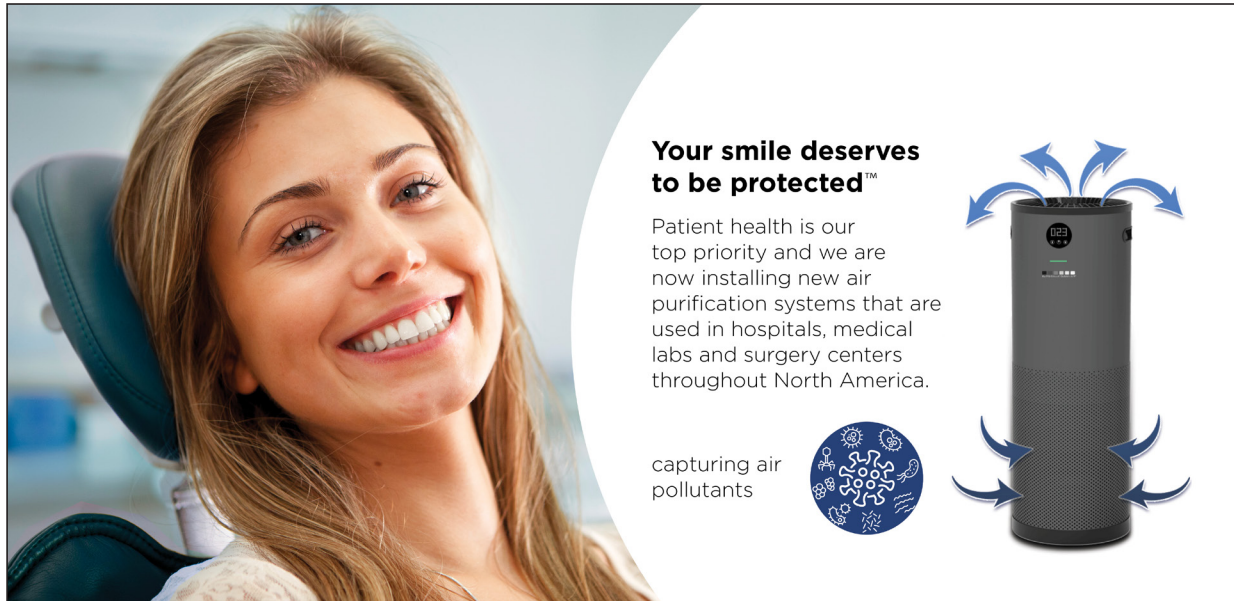
Our office proudly uses the JADE Air Purification system

Patient health is our top priority and we are now installing new air purification systems that are used in hospitals, medical labs and surgery centers throughout North America. These air purification systems are designed to improve air quality by capturing and filtering air throughout the entire office several times per hour.

Images to use for social media posts

[Download images here.](#)


Facebook



Your smile deserves to be protected™

Patient health is our top priority and we are now installing new air purification systems that are used in hospitals, medical labs and surgery centers throughout North America.

capturing air pollutants



Instagram



Jade Air Purification System

purified air



capturing air pollutants

Text to accompany posts

Patient health is our top priority and we are now installing new air purification systems. The Jade air purification systems we are installing feature a 6-stage filtration process to capture air pollutants, filter 99.998% of particles down to 0.1 microns and are capable of cleaning the air within our office several times per hour.


In addition to this new technology we have implemented several new protocols to ensure your safety, including (select which applies to your office):

- *enhanced PPE for all team members,*
- *temperature checks for team members and patients*
- *waiting rooms are closed to maintain social distancing*
- *signage to help maintain social distancing*
- *contactless payment*
- *appropriate doors are propped open to avoid unnecessary contact*
- *deep cleaning of the entire office at the end of each day*

Poster

Use this poster in your office to promote the benefits of the Jade air purification system to patients visiting you for treatment.

[Download the poster here.](#)



Your smile deserves to be protected™

The multi-stage filtration system captures air pollutants, filtering 99.998% of particles down to 0.1 microns (the typical size of a virus).

Our office proudly uses the **JADE Air Purifier**, an air purification system by Surgically Clean Air™.

SPMP2014 REV A MAY 2020

Patient video

[Download the video here](#) or view the video on [YouTube](#) and use the link for your website, email or social media posts.

