



<PRACTICE NAME> PROVIDING ESSENTIAL CARE, SHARING NEW RESOURCES TO PRIORITIZE PATIENTS' SAFETY

During COVID-19, <PRACTICE NAME> is taking the necessary steps so patients can return to getting the essential care they need with My Health Can't Wait

<CITY, STATE> – Date XX, 2020—<PRACTICE NAME> is open and providing essential healthcare services and is encouraging patients to put their health first and talk to their doctor about resuming important appointments. Research shows that many patients are nervous about returning to hospitals and healthcare facilities due to COVID-19.¹ While 88% of Americans surveyed consider their overall health a major priority during COVID-19, only 31% say the same of elective surgery or medical procedures.¹ In fact, more than two-thirds of Americans surveyed have deferred healthcare treatment due to COVID-19.¹ Here in <INSERT STATE AND CORRESPONDING STATISTIC>.

<PRACTICE NAME> is implementing the latest safety protocols in response to the COVID-19 pandemic and continues to value the safety of our patients above all else. "It is important for patients to be informed and feel comfortable returning to healthcare facilities for essential care as postponing surgery and routine care for too long could potentially be dangerous and negatively impact patient health in the long run.² We are following the procedures recommended by The Centers for Disease Control and Prevention including, comprehensive cleaning and disinfecting procedures, thorough personal protective equipment (PPE) training for healthcare professionals, offering telehealth visits/consultations, and more," said <SPOKESPERSON NAME, TITLE>. For more information on the measures we are taking visit <PRACTICE WEBSITE>.

We are also pleased to offer patients key resources to help make decisions to prioritize their healthcare in [My Health Can't Wait](#). My Health Can't Wait is a patient education effort and resource hub which includes a comprehensive collection of materials to help patients communicate effectively with their healthcare professional about how and when to prioritize needed care. Resources include:

1. **A Patient/Caregiver Checklist and Discussion Guide** to help people have conversations with their healthcare professionals
2. **Safety FAQs** detailing safety measures taken by hospitals and surgery centers to protect patients from COVID-19
3. **Telehealth 101 Resources** to help patients understand the use of telehealth for routine and pre-/post-op care, as nearly three-quarters of the survey participants (73%) say they would be comfortable using telehealth services as a way of managing their healthcare¹
4. **Stories**, and more.

Many patients are also turning to telehealth to begin the process of receiving the essential care they need—nearly half of Americans surveyed (48%) have used these virtual services to manage their or a family member's health during COVID-19.¹ We at <INSERT PRACTICE> are proud to offer telehealth services. To schedule a telehealth appointment, patients can visit <WEBSITE>.

If patients are considering returning for essential care or rescheduling an appointment, they can visit <PRACTICE WEBSITE> for information.

About <PRACTICE NAME>
<ABOUT PRACTICE>

About My Health Can't Wait

My Health Can't Wait is a patient education effort and comprehensive resource hub developed by Johnson & Johnson Medical Devices Companies, aimed to inspire people to prioritize their health and



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pursue deferred healthcare with confidence. My Health Can't Wait will provide patients with key resources and information to communicate effectively with their healthcare professional about how and when to prioritize needed care. For patient resources and to learn more, visit www.myhealthcantwait.com.

About the Survey

This survey was conducted online within the United States by The Harris Poll on behalf of DePuy Synthes, part of the Johnson & Johnson Medical Devices Companies, from July 9-13, 2020 among 2,016 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

For media inquiries, contact:

- <INSERT NAME, EMAIL, PHONE NUMBER>
- <INSERT NAME, EMAIL, PHONE NUMBER>

References:

1. Johnson & Johnson Medical Devices Companies Elective Surgery Survey. Accessed August 4, 2020. About the Survey: This survey was conducted online within the United States by The Harris Poll on behalf of DePuy Synthes, part of the Johnson & Johnson Medical Devices Companies, from July 9-13, 2020 among 2,016 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.
2. The Atlantic. "What It Really Means to Cancel Elective Surgeries." Accessed July 22, 2020. Available at: <https://www.theatlantic.com/science/archive/2020/03/patients-whose-surgeries-are-canceled-because-coronavirus/608176/>.

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