






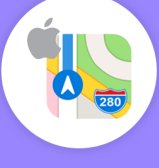



COVID-19 Features for Online Healthcare Listings

New features are constantly being introduced to online listings to help businesses manage the coronavirus outbreak’s effect on hours and operations. To help your healthcare organization capitalize on these newly available tools, we curated a list of the most important COVID-19 listings attributes and how to use them.

Here are healthcare-related COVID-19 features that are now active on listings platforms and third-party directories.

Platform	Feature	Description	Use Case
	COVID-19 Google Posts	COVID-19 Google Posts stay posted for 28 days and are displayed on mobile search, maps and other apps.	These can now be submitted via API (posts for chain businesses were previously barred from API access).
	Attributes	Healthcare brands can add “COVID-19 info link” and “virtual care” attributes to their GMB profiles. These are displayed on mobile search only (may expand in the future).	These are available only to healthcare brands in GMB, and can be submitted in bulk or API.
	Schema	Special Announcements for COVID-19 from health and government agency sites are highlighted in Google Search results.	Announcements can include: Facility closures, event rescheduling, and new availability of medical facilities, such as testing centers.
	COVID-19 Advisory Alerts	A COVID-19 Advisory Alert is displayed at the top of all Yelp Business Pages. If you don't provide a custom message, a generic banner will be shown.	Edit this alert to communicate specific updates about your business in response to COVID-19.
	Virtual Service Offerings	Choose from new virtual service offerings that will be displayed on your Yelp Business Page within the Services Offered section. Search results can be filtered to show virtual offerings.	Including, but not limited to: Virtual Classes, Virtual Consultations and Virtual Tours.
	Temporary Service Changes	Indicate locations are "Open With Service Changes" or "Temporarily Closed" to announce temporary service changes on your Facebook Page and in searches.	The information can appear on the Page, the Page preview, in search and in curated lists of local resources on Facebook.
	COVID-19 Account Verification	Twitter is prioritizing Verification for Twitter accounts that have an email address associated with an authoritative health organization or institution.	The information can appear on the Page, the Page preview, in search and in curated lists of local resources on Facebook.
	Urgent Hiring	Healthcare-related organizations can post new mission-critical jobs free for three months (April 1 to June 30). Jobs will receive extra promotion to highly relevant candidates through a special “Urgently Hiring” job category.	Companies include hospitals, medical device, medical practices and mental healthcare, disaster relief nonprofits, warehousing, supermarket and package delivery.
	Telehealth Services Badge	Add a new telehealth services badge to profiles for physicians, NPs, and PAs. Consumers will be able to use telehealth as a filter to quickly find providers they can see remotely.	Healthgrades will also support links from healthgrades.com directly to the physician’s website/landing page for the telehealth service.
	COVID-19 Info Links	Add special announcements of hours and closures for local businesses, information on risk assessment and testing centers, and travel restrictions and guidelines.	Bing pulls in announcements from local businesses, hospitals, schools and government offices that use the schema.org markup for SpecialAnnouncement, gettingTestedInfo and CovidTestingFacility.
	COVID-19 Testing Locations	Healthcare providers, labs and other businesses that would like to provide information on COVID-19 testing locations can now do so through Apple Business Register.	Searches for nearby testing information may include information on whether getting tested is recommended and, if so, how to locate a nearby testing facility and find instructions for getting tested at that center.
	Provider Telehealth	Healthcare organizations and facilities can use new API telemedicine support features to let patients know about availability for telemedicine and schedule appointments.	An indicator will appear on all telemedicine provider profiles. Telemedical status can be activated via individual dashboard or through a bulk upload tool.

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