


Title X Clinic Closeout Client Notification Job Aid







As clinics prepare to notify clients about clinic closure, it's important to consider how to reach clients in a way that is timely, clear, and respectful of their needs. No single communication channel will reach everyone—using multiple approaches increases the likelihood that all clients are informed and supported. Consider an approach with a primary method, reinforcing method(s), and method(s) for supportive follow-up.

This news may be distressing or disruptive for clients. Clinics should frame messaging in a way that acknowledges the impact of the closure and emphasizes continued support—for example, by offering help to identify a new provider or how to access medical records.

With the exception of communicating one-on-one with the client, clinics should avoid sharing protected health information (PHI). For clients receiving confidential services or who request confidential billing, clinics should adjust the notification strategy as necessary to maintain confidentiality. These clients should be notified via the method agreed upon in their communication plan. **Be mindful of confidentiality when using notification methods marked with .**

Below are potential notification methods along with some considerations to help guide decision making.

Notification method	Why use it	Best for	Plan for
Real-time notification (e.g., during appointment scheduling, at check-in, during appointment)	Enables staff to deliver the message compassionately, answer questions, and provide tailored next steps	Clients with upcoming visits; those with ongoing care needs or complex conditions	Staff talking points or scripts, time to respond to client concerns, and documentation of who has been notified
Signage	Reinforces messages in a physical space where clients are already receiving services	All clients visiting the site; reaches those who may not engage through other communication channels	Plain, compassionate language that includes dates, next steps, and process for asking questions and accessing assistance; process to update signage if timelines or procedures change; multilingual signage
Notification by mail 	Reaches clients who may not engage digitally and provides a tangible notice to refer to	Clients without portal access or those with unstable or no phone/internet	Confidentiality concerns (e.g., not sending for clients receiving confidential services, no identifying language on envelopes), accurate address lists, and plain language content
Notification by email 	Fast, inexpensive, and allows for more detailed content, links, or attachments	Clients who regularly engage through email or who use online health tools	A neutral subject line, confidentiality concerns (e.g., not sending to clients receiving confidential services), and translation if needed

Notification method	Why use it	Best for	Plan for
Notification by text 	High open rate and great for alerts or reminders (e.g., “Check your portal for important information”)	Quick outreach or follow-up after other notifications	Brief language, links to more information, and ensuring client opt-in
Notification through portal 	Secure, allows detailed messaging, and can include guidance on next steps or links to transfer documents	Clients who already use the portal	Confidentiality concerns (e.g., not sending to clients receiving confidential services), clear notification within the portal and secondary prompts (via email or text) to alert clients to check
Website and social media	Many clients and community partners search online first. A website notice ensures the message is available even when phones are off and allows for real-time updates, detailed FAQs, and downloadable forms	Clients searching for clinic information online	Plain, compassionate language that includes dates, next steps, and process for asking questions and accessing assistance; process to update language if timelines or procedures change; posting in multiple languages; monitor posts and comments for misinformation or confusion and respond accordingly
Outgoing voicemail message	An outgoing voicemail is a direct, accessible way for people to hear critical information when they call	Clients calling the clinic at times when voicemail is on	Plain, compassionate language that includes dates, next steps, and process for asking questions and accessing assistance; process to update message if timelines or procedures change; multilingual messages; calm, supportive tone