



6-Step COVID-19 Recovery & Re-Opening Protocol

Overview

We agree. These are unprecedented times. At the same time, we believe it is time to get moving. It is time for analysis, planning and action to replace paralysis.

While we have never run a dental practice, we believe in the power of numbers. We have a unique advantage. We are able to learn from 800 of the best dental practices in the United States on a daily basis, and we are good listeners. This 6-Step R&R Plan is a compilation. By no means is it comprehensive. It is just a start, but you have to start before you can finish.

What we hope you will find in the subsequent pages is a basic road map. It is not intended to replace the work of consultants. It is not intended to supersede the advice of lawyers, accountants and coaches. We are not that smart, and we do not want to misrepresent anything. We have a simple goal.

We want to share some of the "really good" ideas we have heard. We want to get you thinking. We want to make it as easy and efficient as possible for you to recover and re-open. It is a different form of R&R, but we think it is going to be equally (or more) rewarding.

If there is anything you would change about this document, let us know. Anything to add? We are all ears. Anything we missed? Tell us, please. Again, this is a living, breathing document that will change with the times. It will get "better" as we all continue to learn together.

These are unprecedented times. More importantly, they are times where you can separate yourself from the crowd. They are times when patients will notice what you are doing to make their lives better. They are times for action and to work together. They are times for us all to come together to help more people smile!



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The 6 Steps

- 1) Team Meeting & Commitment
- 2) Website & Social Media Update
- 3) Homemade Video
- 4) Patient Scheduling Plan
- 5) Patient Communication Plan
- 6) New Patient Promotions



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Step 1) Team Meetings & Commitment

- Nothing is more important
- If your team is not 100% on-board, engaged and motivated; you are not ready to re-open
- If your team is not yet working together, use a Zoom meeting to get the process started
- Create your *Commitment to Safety*
 - Review what other practices are doing
 - [Important Reference Link to List of 32 Ideas](#)
 - Discuss what you can do – realistically
 - [Important Reference Link to Select Your Ideas](#)
 - Believe in it and share it
- Should include an extended presentation and discussion about coronaviruses and COVID-19. Team members will be more comfortable once they have a solid understanding of the relevant facts, figures and science from reputable sources.
- Set a specific re-opening date based on local, state and national guidelines
- Think in terms of a ramp-up. It is a marathon, not a sprint
- Discuss hours of operation
 - Expanded hours may be required / possible as a result of:
 - Sequenced scheduling (fewer patients at any given time)
 - Reduced staffing to improve distancing
- Expanded hours (with reduced staffing) may allow you to keep more people employed and fully utilize PPP fund, if available
- Create a specific plan with deadlines and clear responsibilities
 - Must include specific training activities
 - PPE plan for at least 90 days
 - Equipment availability and installation



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Step 2) Make it Public

- Safety will be the #1 decision factor for patients for the foreseeable future
 - Existing patients will look elsewhere if it appears you are not taking it seriously
 - It is the litmus test for new patients
- Place your *Commitment to Safety* prominently in your practice
 - Print it, frame it – make it noticeable
 - Is there a place for an outside sign or notice to gather attention?
- Update the banner on all pages of your website
- Add to your Facebook and Google My Business pages
- Update the meta description (what shows in search listings) on select website pages
- Add a new page detailing your Commitment on your website



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Step 3) Homemade Video

- Utilize TNT Video Tips for Homemade Videos
 - [Important Reference Link to Guide for Making Your Own Videos](#)
 - [Important Reference Link to Guide for Smartphone Settings](#)
- No better way to make your Commitment personal and direct
- Authentic and genuine are all that matters
 - "Too professional" might not be as effective
- Can be a series (as things progress) or a single video
 - No video should be more than 45 seconds (total)
- Should feature "direct" message from the dentist
 - Can include staff
 - Can include family
- Office tours showing each part of your Commitment (or the highlights) are great
- Appropriate humor only – it is a serious situation (obviously)
- Let TNT edit your video
- Can be used in so many ways
 - Website
 - Social media
 - YouTube
 - Facebook
 - Patient Eblast



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Step 4) Patient Scheduling Plan

- Develop a plan for the first 30 days to be filled with existing patients
 - [Important Reference Link to *Dental Practice Masters Patient Scheduling Video*](#)
- Mine your database with tools like Dental Intelligence
- Set a daily production target then work to meet it
- Incorporate “completion” of recent patients with dental emergencies
- Individual patients and their treatment plans need to be previewed by the dentist(s)
 - “Old” lab work might be involved
 - Treatment plans may no longer be appropriate
 - Scheduling priorities should be established
- Separate protocol for “at-risk” patients
 - Follow the lead of our friends in the grocery business
 - These could become your “best” cases and biggest advocates
- Separate scheduling column for emergencies
 - Still going to be above-average demand
 - Must be seen same-day
- Separate scheduling column for teledentistry
 - May be first step in treatment plan / relationship-building with concerned patients



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Step 5) Patient Communication Plan

- Every patient should receive a personal invitation from a staff member to schedule
- Have plans and specific wording in place for various circumstances & concerns
 - Financial
 - Unemployed
 - Safety
 - Insurance
 - Friends and/or family members impacted by COVID-19
 - Family members working on the front lines
- Prepare a “cheat sheet” of answers and responses to go by every phone so team members have it as a resource for all calls
- Role play, role play & role play
- Starts with updates made in Step 2
- Patient eblasts critical to keep patients informed / build comfort & confidence
 - Share your *Commitment to Safety*
 - Feature your homemade video
 - Share personal anecdotes from staff and patients
- People are starved for good news
- Frequent Facebook posts showing activity, smiles and safety



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Step 6) New Patient Promotions

- Safety will be the #1 decision factor for patients for the foreseeable future
- Incorporate appropriate messaging into all marketing
- Series of Facebook & Instagram ads
 - Feature the individual elements of your *Commitment to Safety*
- Google Ads
 - Emergencies will still be prevalent
 - Update wording and landing pages
- Video consultations for “larger” cases
 - Start the relationship by building a connection with little commitment
 - People will be nervous for many reasons
- Share your expertise and actions with media outlets
 - Your actions are newsworthy
- Identify platforms for “guest blogs” to discuss reasons for visiting the dentist