

Business Credit Line- Establish or extend your line of credit with bank. Its responsible to have one and use it before depleting any cash on hand. You can pay a low interest loan back in order to feel confident in your cash flow over the next 3-6 months. This is deductible debt.

Student Loans- Request interest only options for 3 months.

Building Loans- Request interest only options

Building Leases- Relief from association fees, rent etc. are becoming available.

Equipment Loans- Companies are offering delayed payments and interest only payments right now.

Professional Insurances- Business, professional liabilities coverage. (understand your policies and what all is covered)

Subscriptions- Delays on payments

Marketing- You are still planning on working and reopening correct? Marketing is important to keep your phone ringing long-term. Use this time to plan out your plan of action to leverage your presence in the community. Others are stressing, you can stay calm and optimize this time.

- a. **Online Ad's-** Call and pause or adjust your Google ad's, Facebook ad's to direct towards what your dental office is doing during this time. (Are you opened for emergencies? You may choose to attract emergency patients and want to adjust your ads, if you are closed completely you would want to pause them)
- b. **TV Commercials-** Many TV stations are offering commercials to run more frequently so you have an opportunity to leverage the market during this time

and increase the awareness of your business. Your cash flow and financial security will better guide your decision making here.

- c. SEO and website still need to continue on in order for you to continue to attract patient's long term. Adjust your blogs, adjust your social media posts, work on your website updates during this time.
- d. Update your website (content, before/after's, about you, team bios, new services)
- e. Videos- make all your videos for post op care, services you offer etc.
- f. Update your Google page, Facebook and Instagram pages
- g. Patients have time to do some google review. Why not send out your review link!

Computer Support- Do not pause any I.T support. You cannot afford to have computers down or your practice without support. Right now is the best time to get all your updates on your computers done, ensure all your electronics are properly connected (something is always broken or disconnected it seems) Streamline!

Data Tracking Software – Pause or request delay payments options. For many of you there is a ton of value training and using the information to help as you are rescheduling patients, filling future schedule and connecting with patients. If by chance you're not an expert in your software. It's time to use this time and learn it. Every software that supports your business has training on their websites or YouTube channels.

Supply Companies- Call your supply companies and see what they are doing for you their customers

Business Documents- Time to get organized. Get your Dropbox up and all your important documents scanned, organized etc.

Office Documents- Review all your employee files (update) consent forms, office manuals, post op instructions, brochures etc.

Wills and Trusts- Now is the time to get all your personal wealth organized

Online C.E's- Work to get in all of your C.E's during this time down. (maybe you're not due however you must think ahead and do it before you need it. You should plan on being extremely busy after this is over.

Professional Meetings- You have professional support such as accountants, financial advisors, partners and business ventures outside of dentistry. Get all your meetings done virtually while you have some time.

Coaching and Consulting- Now is the time you need them most. Plan, Train, Post virus plan.

Employees - Be smart with your team and keep your phones answered, accounts worked, schedule moved to alternate days in April. Training on services, caring for emergencies (they will be higher) and create training manuals

Equipment - Get your equipment maintenance completed (small and large) suctions, mills, traps, autoclaves and instruments.

Rest and Rejuvenate- Taking a break to prepare for the heavy workload to come is important. High stress is happening and being healthy is important now! Maybe you cancel a third quarter vacation and take it now.