



## **Back to Business-Refocus your administrators for the Remainder of 2020**

Priority has been getting your business reopened and providing your team with a safe environment. You have spent weeks securing PPE and ensuring that your team will be prepared to return to work. Many are still waiting to reopen. For those who are opened, and you are finding your “new normal” it’s important to remember the future of the business depends on what you are doing in the next 2 months. (those not opened yet, get your business opened and through week one, then visit these items)

### **Administrative Team:**

#### **1. Customer Service**

- a. Connecting with your patients is critical during this “new normal”. We want all of our patients to still feel the same high touch. Here are ways to keep that feeling:
  - i. Waving at the front desk upon entry and exit.
  - ii. Asking same relationship questions,
  - iii. Add positive message to your receipts and statements (Thank you for your loyalty during this pandemic. We appreciate your business and your kindness!
  - iv. Instill loyalty program
  - v. Consider “Patient of the Day” posts
  - vi. Pandemic “Waitless Waiting Room” selfies and “Check in to Win” contests for social media. (give away customized mask, to go mugs or community gift cards to support your community daily. If none of that works, how about just recognition on social media for being the most creative or a great patient)
  - vii. Post Op text messages from the office. (use your confirmation system to fabricate a lovely message of loyalty 1 day after appointment)

#### **2. Keeping the schedule full at all times.**

- a. Your schedule has always been valuable, and now it’s the life of the business. Ensuring profitable procedures are schedule priority to generate income.
- b. Treatment follow up and recall calls still need to be made each and every day. Don’t wait until your schedule falls apart to make calls. (10 a day out is not a hard ask, schedule time in the admin day to make calls)

#### **3. Phone Skills**

- a. Review the language you want used to best serve patients.
- b. Have your managers go back and spot check calls to review quality. This is the new normal and it still requires excellent phone skills to make your customers feel safe, secure and cared for. Poor communication on the phone create negative feelings towards your business. We don’t need to lose patients right now.
- c. Internal cancelation guidelines. Please ensure the entire team understands the back log and the importance of each appointment. If patients cancel last minute, we suggest not rescheduling for 2-3 month to ensure you provide patients waiting with an appointment. This is not the time to fall back into old habits.

#### **4. PPE and Pre-rinse Fees (D9999 and D1999)**

- a. We suggest charging the insurance company and providing a professional courtesy to the patient if not paid by insurance.
  - i. Set up in computer with auto narrative. (do not submit without narrative)
  - ii. Review process with your team to ensure everyone is following the same steps and has the same language.
  - iii. Communicate that these charges will be submitted to insurance
  - iv. There is no out of pocket charge to your loyal patients that have stuck with you through this pandemic. Patients will appreciate this.
  - v. Use proper language and legal language. Courtesy vs. Discount. (we cannot provide discounts if we are in a contracted network with insurance)

## 5. Statements and Statement Message

- a. Do not forget to get your May statements out on time and stay on track.
  - i. Adjust your message to fit your new guidelines
  - ii. Provide a positive customer message to recognize loyalty

## 6. Claims Follow up

- a. Claims follow up must be aggressive. We may be back to business however not all insurance companies are back to work
  - i. Electronic submission only
  - ii. Must have all proper attachments
  - iii. Must be aggressive to recapture your money. We are suggesting following the same “business interruption plan system” of follow up by phone on all claims that have been out to insurance for more than 10 days. (do not wait and delay follow up) Generating income in the business will allow you plan ahead properly.

1. **Student Loans-** Request interest only options for 3 months.
2. **Building Loans-** Request interest only options
3. **Building Leases-** Relief from association fees, rent etc are becoming available.
4. **Equipment Loans-** Companies are offering delayed payments and interest only payments right now.
5. **Professional Insurances-** Business, professional liabilities coverage. (understand your policies and what all is covered)
6. **Subscriptions-** Delays on payments
7. **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 ads 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!
8. **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!
  9. **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 You Tube channels.
  10. **Supply Companies-** Call your supply companies and see what they are doing for you their customers
  11. **Business Documents-** Time to get organized. Get your Dropbox up and all your important documents scanned, organized etc.
  12. **Office Documents-** Review all your employee files (update) consent forms, office manuals, post op instructions, brochures etc.
  13. **Wills and Trusts-** Now is the time to get all your personal wealth organized
  14. **Online C. E's-** Please ensure that your employees report CE acquired
  15. **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.
  16. **Coaching and Consulting-** Now is the time you need them most. Plan, Train, Post virus plan.
  17. **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
  18. **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.

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