

Financial Tool Kit

Stabilize and Prepare

Immediate – 90 Day Plan (always seek appropriate professional advice for your circumstances)

Personal Financial Budget Plan (See **90-Day Budget Workbook**)

- Determine Personal Financial Budget Plan for the coming 90 days using the process of looking at bills, cash, and available credit. The goal here is to lower your monthly personal cash outlay for at least 3 months.
 - Drawing on available home equity lines is an option for low interest cash (only if necessary), then credit card availability, then cash on hand.
 - Call mortgage company & inquire about delaying home loan payment.
 - Call Credit Card Company to see what arrangements they are offering for delayed payment w/o penalty

Professional Financial Plan

- Understand your business cash position & other alternate revenue sources
 - Estimate the expected **AR** cash payments & **AR** insurance payments (practice revenue) from the existing AR Report for each of the next 3 months.
 - Understand that even after starting back full-time there will be a natural lag in collections which will be different for every practice. This should be considered in any long-range financial planning.
 - Check your credit availability on business credit cards. Consider raising the limit on those cards. This “second bucket” should be considered for 30 day “loans” with the idea to pay in full from a lower interest source (LOC).
 - A low interest Small Business Administration Loan (**SBA EIDL Loan and/or the SBA 7a (PPP) Loan**) should be considered for bridging the gap between office closure & office reopening/ramping back to full production.
 - If you do not have a Line of Credit with your bank, inquire about obtaining one. Unlike the 2008 Recession, banks are in good shape & should be able to help their clients. If the interest rate is reasonably low, consider using this money as a “first bucket” from which to pay for immediate critical business expenses. If you **take** the LOC & do not need it you can repay the LOC a little later from existing cash reserves with a minimum of interest payment.
 - Have an accurate accounting of your cash position (business checking account balance, cash savings).
- Determine your 30-Day Business Expense needs including all bills/payroll/debt payments due by due date in the coming 30 days
 - To reduce expenses in the short term (30-60 days) negotiate with landlords/banks/vendors for a delay in payments. Landlords, banks, supply/equipment

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- vendors are extending terms by not requiring payments for 30-60 days. Be proactive and contact all vendors & lending institutions to negotiate terms.
- As payroll is typically the largest expense, creating a contingency payroll plan is critical
 - Seeking advice from a reputable Labor Lawyer or HR firm would be a good first step as laws vary by the state. Understanding your rights & obligations as an employer is a necessity.
 - The most expedient and fair short-term payroll consideration is to pay accumulated PTO (sick leave, vacation leave) in lieu of regular payroll. This first line of strategy will buy time/greater visibility as to the immediate future. As mentioned earlier, the Federal Government is fashioning unemployment legislation intended to help Small Businesses bridge this time period.
 - Extend the process out, monthly, to 60 & 90-Days accounting for declining revenues from the business AR & payment schedule leniency from landlords/ banks/vendors.

Total Financial Overview (90-Day Budget Workbook)

- Add the monthly cash requirements for Personal & Professional needs for each 30-day period to arrive at a Total Cash Requirement for the 90-day period.
- Align the *renegotiated* 30-Day, 60-Day, & 90-Day Business Expense needs with available Revenue/Credit/Cash position and be prepared to extend your liquidity by paying critical bills by Credit Card, first (to be paid in full on the due date to avoid interest), payments from a LOC or SBA Loan, second (if short on cash), & cash, third. The goal here is cash preservation in this 90-day period.

Revenue

- Consider Tele dentistry for **Limited Exams**
 - ADA has shared there are several insurances are paying
 - Ask written permission to communicate via email or text (HIPPA)
 - Have them take photos with their phone of their concerned area
 - Document all text, emails, photos shared during this exam.
- Consider Virtual New Patient Consults
 - Zoom, WhatsApp, Facetime, Google Duo, etc. all offer virtual communication

Marketing

Let the world know who you are

- Evaluate our Logo/ Packaging/ Marketing?

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- Read or create your Tag Line
 - What is your Brand?
- Update Your Website
 - Add “How to Know if I need emergency care” page
 - Add online forms
 - Add online payment option
 - Update gallery
 - Update Doctor and Team bios
 - Add new offerings
 - Add new completed trainings by you and your team
 - Running Site Optimization Report SEO
 - Look at HIT report to see where there may be inadequacies
 - Detox your website- looking for other links attached to your website
- Respond to Reviews
- Create a Social Media Calendar
 - Post weekly to Facebook and or Instagram
 - New trainings
 - CoVid-19 up to date information
 - Personal updates
 - Encouragement
 - Video Challenges
- Consider Google Ads only for Emergency Dentistry at this time.

Websites for Resource

Inspiro

ADA

SBA

CainWatters

Covid19 Marketing Resources

Teledentistry