



Operations Tool Kit

Preparedness for the Future

Full Team

Do everything that “You have not had the time for in the past”

- Go Paperless
- Update Practice Software
 - Training on software features
 - Set up home access to practice software for those who will benefit
- Update Health History
 - Sleep Issues
 - Respiratory Health
 - Oral/Systemic Health
- Declutter office
 - Get rid of anything not working
 - Get everything repaired that needs it
- Update and upgrade OSHA Requirements
 - Validate your patient and your team’s fears
- Update HIPAA Requirements
- Training for new skills
 - Lab, Photos, Impressions, Practice Software, etc....

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- Declutter Reception Room
 - Reduce Clutter in Reception room (easier to keep clean)
 - Thorough cleaning of reception room
 - Reduce # of magazines

Administrator Focus

- Continue to manage phone calls
 - Committed times to check voicemails
 - Take turns 'on-call' answering forwarded calls
- Notify patients of closure or changed hours
 - Voice Mail, Yelp, Google, Social Media
- Turn off automatic confirmations Applications
- Accounts Receivable
 - Review of all unpaid insurance claims
 - Take the time to ask about their current financial situation
 - Discuss with Doctor other payment options you could offer at this time
 - Flexible Financing Options
 - Consider Membership Plans
 - Payment plan with low interest
 - Care Credit or other 3rd party options
 - Set up online payment portal on web page

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- Run Treatment Query Reports
 - Treatment Pending
 - Hygiene
 - Unscheduled Periodontal Treatment
- Reduce Clutter in Administrative area
 - Finish all projects
 - Thorough cleaning

Assistant - Hygiene Focus

- Reduce clutter in the Operatories
- Thorough cleaning of all countertops, drawers, etc.
- Organize drawers and cabinets to reduce cross contamination and accessibility
- Detailed inventory of supplies
 - Are there supplies in stock that are no longer used?
 - Are there things needed that are not in stock?
- Sharpen Instruments
- Thoroughly Clean the Lab and Complete outstanding lab work
- Update and add Templates for all procedures.
 - Add Temperature
 - Add Pre and Post Rinses and other additional preventative measures
 - Other possible additions or changes

Building a Caring Community

All Team- Including Doctor

- All team members call 10-12 patients per day with only the intention to check in on their personal wellbeing.
 - each person take a letter of the alphabet, then let others know which letter you are on as you move through the list
- Stay in contact with all patients
 - In active treatment
 - That were cancelled
 - With your elderly
 - With severe health conditions
- Write a Practice Newsletter including recipes, family entertainment ideas, updates on practice and team members.

Marketing

Let the world know who you are

- 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

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Preparedness for the Future

- 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.

Prepare for Re-Opening

(About one week out)

- Turn off closure alerts and information
 - Remove pop up on web page
 - Record new voicemail
- Reactivation calls instead of emails/texts
 - Call patients to offer new appointment
- Write and Practice Patient objection scripts
 - Listen to their comments during the down times

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- Add infection control page to your webpage
 - Be OK with transparency
 - Infection protocol video tour to post on website
 - You can use your phone to video
 - Ideally the doctor speaking or long-term employee
- Brainstorm ideas to bring in new patients
 - Extend any marketing offers you had prior to the closure
- Consider special hours for high risk patients
 - First thing in the AM on certain days
- Add a buffer time to existing procedures
 - HH update, Extra discussions with patient
 - Cleaning iPads, pens, etc.
 - Extra time to Disinfect the Operatory suites

Websites for Resources

Dental Marketing Resources

OSHA

CDC

OSAP