

P&S COACHING
PRACTICE  EXCELLENCE



**MAXIMIZE
YOUR OPPORTUNITY
IN A TIME OF UNCERTAINTY**

A SUCCESS BLUEPRINT
FOR YOUR PRACTICE

With all the overwhelming information coming to us hourly, what can you do now to protect your practice when you are limited to emergency care only? The ***Success Blueprint For Your Practice*** is a list of actions created to assist you through these unique times and remain productive while planning your future.

Things will return to normal and understand, the ***decisions and actions you take now will Determine Your Destiny.***

So, what are you doing at this moment? Are you hanging out and complaining to friends and family or are you taking this time to Maximizing your Opportunity?

This is your time to emerge as a leader!

Remember, there are many people out there “predicting” what is going to happen and what our future holds. Many of the predictions being discussed are conflicting and filled with doom. Stick to the facts and focus on solutions for you and your practice.

We are here to serve you and help you create the practice you deserve.

Contact us if you have questions or would like to discuss the health of your practice and ways to safeguard your success.

To Your Success,

Patrice Bonnell &

Shelly Goff

P & S Coaching
602-980-3322



FINDING FACTUAL INFORMATION

World Health Organization (WHO)

<https://www.who.int>.

The Centers for Disease Control and Prevention (CDC)

<https://www.cdc.gov/>

The National Institutes of Health (NIH)

<https://www.nih.gov/>

National Dental Association: For updates on how the pandemic impacting our dental community

<https://ndaonline.org/>

Johns Hopkins University:

<https://coronavirus.jhu.edu/map.html>

FINANCIAL

Sign the ADA petition urging Congress to include relief packages for Dentists regarding loans, student loans, deferrals, etc.
<https://actioncenter.ada.org/urge-your-members-of-congress.../>

Stay informed of relief packages being offered for small businesses

Phone your bankers and discuss what options they are offering for relief of your loans

Apply for an SBA disaster relief loan. Even if you do not need it now, things are changing quickly, and it is better to be prepared in case you need monies sooner than expected

Ask for a deferment for 3 months (until June/2020) on your Equipment loans

Contact your credit card companies to lower your processing and interest fees

Speak to your accountants and labor attorneys regarding unemployment filing by your employees

Discuss options, with your broker, regarding health insurance during lay off if you offer health insurance

Consult your vendors, supply companies, landlords and labs to discuss payment options available to you during the coming months

Call vendors you have warranties with and ask them to extend your warranty another 2 months since you are closed now

Query your accountant on filing your personal tax return sooner versus later. If you have a refund coming to you, get it as soon as possible. If you owe on your taxes, you will have until July 15, 2020 to pay on them

Preserve your cash

PRACTICE MANAGEMENT

Be aware of phishing Attacks on COVID - 19. If you get an alert or message regarding COVID-19, don't trust the content. Look up the page online and get information there or go directly to your Government, CDC and ADA websites.

Use Covid-19 waive with patients. If you do not have a waiver, we will email you one

Follow CDC guidelines when treating patients

Contact your auto-confirmation software to pause confirming appointments

Offer Virtual Consults for lead generation
<https://www.yourvirtualconsult.com>

Work on accounts receivable insurance claims recovery

Renegotiate your fees with the insurance companies

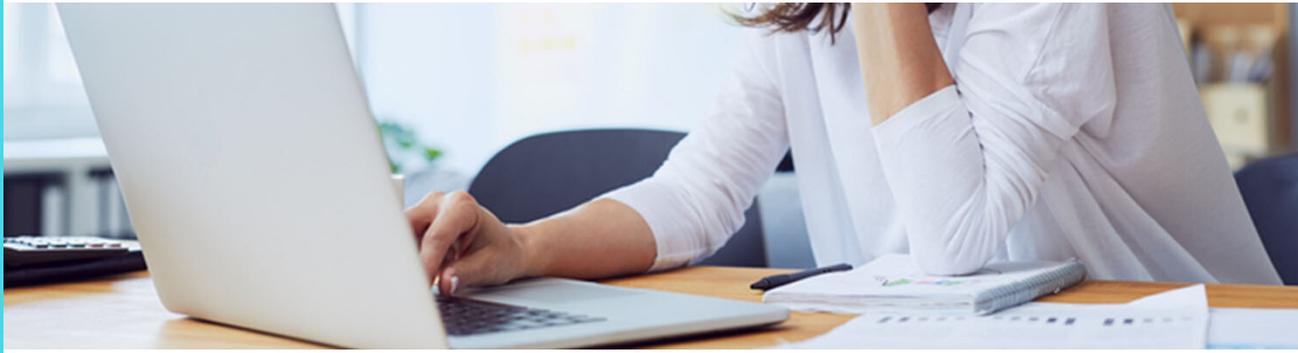
Work on/Update your before and after gallery pictures, content and video

Provide virtual team training on a procedures to provide further effectiveness

Have your team trained virtually from your coaches on answering phones, most common questions, etc.

Virtual team training on communication and 5-Star Service of patients

PRACTICE MANAGEMENT



Learn a new skill during this time, whether clinical, business, marketing or self-development

Sell products online with mail delivery or at the door pickup

Choose a book to read for the growth and mindset of the team and practice: The 4 Agreements, The 7 Habits of Highly Successful People, Think and Grow Rich, Working With Emotional Intelligence

Freshen up the look of your practice. Paint, fix holes, clean all rooms, replace lights, make repairs, etc.

Run software updates

Inactivate old providers and staff

Clean up insurance plans

Reevaluate job descriptions

Write protocols and manuals

Update OSHA

Deep clean the entire practice

Organize & inventory supplies

Earn CE's through webinars

Prepare your practice for re-opening: Equipment, supplies, phone lines

Consider extending financing for patients who have been out of work

SCHEDULING & MINDSET

Expand your hours the first 2-4 weeks you are open because many patients will have utilized their sick time and will need hours available before and after work

Create verbiage for your team to use, so they are consistently sharing the same message, once patients start coming back into your practice

Schedule extra time for all of your appointments because your patients will want to talk about what has been going on and what you are doing regarding OSHA guidelines, ADA guidelines and hygiene guidelines.

Prioritize patients with higher clinical need

Be intentional with your schedule and have high production appointments scheduled during the first 2 weeks

Discounts: If you are considering offering discounts to patients over the next couple of months, determine your discount in advance with your manager and treatment coordinator. Decide the % you will offer and remind patients this is a one-time courtesy discount so they do not expect it at future appointments.

MINDSET

Take the time to examine your future and what you want it to look like

Take this time to get to know yourself and your personal why

Encourage your team to collaborate on ideas to instill when your practice opens

Be proactive about how you plan your days

Be part of the solution ... not the problem

Stay in constant contact with your team

Gain control of your work-life balance and redefine how you want to live

Practice gratitude daily

Understand, positive thinking improves your perspective and increases your capacity and ability to overcome obstacles

Positivity improves your resilience. decision-making and leads to positive actions....

SOCIAL MEDIA & MARKETING

Do Not Stop Marketing Your Practice! Just change the way you are marketing. You have your most captive audience now looking at social media, utilize it

Build your reputation as a community leader and convey up-to-date information to your patients and potential new patients. Create an image of Reliability, Consistency and Trust

Dentistry, for many people, has been considered "optional". Constantly emphasize to your patients that investing in themselves, investing in a healthy mouth, is vital to their health. Remember, this is not a logical decision for your patients, it is emotional. Speak to them emotionally about their whole-body health

Establish your ideal patient and what procedures you want to perform the most and design your ads around those avatars

Doctors, call your patients who are scheduled in the next few months and connect with them

Call your favorite patients and tell them how much you appreciate them

Call and ask your patients how you can make their experience exceptional, take notes

Get a list of patients over the age of 75 and personally call them to see how they are doing and if they need anything. This compassion will go a long way towards good will

Make "We miss you" videos from you and your team to your patients on social media

Connect with your community and make "Challenges to stay healthy" videos that you and your team are doing daily to stay healthy & challenge your patients to do them & post themselves

Have your team share your social media postings to their personal pages for viral impact

Acknowledge every person/patient who responds to your postings and engage them in conversations

Take pictures of you and your team doing virtual trainings. This shows patients you are working on making your business better

SOCIAL MEDIA

CONNECTING WITH YOUR PATIENTS

Post on Facebook Live that you are doing virtual consultations

Create a "Who we are" video for your website & social media

Have your team members create a video about themselves and what they love about their job. Edit the video & upload to your website and social medias

Create a video of how you are helping your community during this time

Utilize your social media now and book posts throughout the month.

67% of people say they are more likely to purchase a product or service after a friend or family member shared it via social media

74% of consumers allow social media proof to influence their purchasing decisions

Seek influencers that will post about you and repost your videos and stories

Consider utilizing tele-dentistry consultations and builds trust and rapport with potential new patients. Create that initial connection and have your team schedule them once your practice opens

If you are treating emergency patients, create a small and limited PPC campaign for emergencies

Aggressively market, using paid advertising, 2-3 weeks before practices open and let your community know you are the Most corona-free dental practice in the metro area

Create Google and Facebook ads offering a post corona virus new patient special

Create your social media calendar for the next 30 days

Distinguish who your top 10 referrals are and position yourself as The specialist to them. Send them emails, informations, books, etc to reinforce your expertise (Chiropractors, MD's, NMD's, etc.)

SOCIAL MEDIA

CONNECTING WITH YOUR PATIENTS

“

Realize With All Challenge Comes Solutions With All Disruption Comes Opportunity...

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PATRICE BONNELL

Add/Update content to your website, add amenities list, update team bio's and include why all of you chose dentistry (Make it more personalized)

Create 12 months' worth of blogs and have your marketing company edit them to utilize google key words

Look at your bio's on social media platforms and creatively update them. Use groups like linktree to add your website to them

Use hashtags on your posts to attract more followers and target your audience

Go to Google my business and optimize all of your listings. Make sure ALL information on listings is up-to-date and accurate. Add new content and pictures

Order extra PPE on auto-renew and give to local emergency centers. Take pictures of this and post on all social media letting them know how you are giving back to your community

Join community Facebook groups and look under recommendations of when people in your community ask for a dental referral. Respond introducing yourself & build rapport. Schedule them for a virtual consultation. Also offer free advice with questions community members ask. Advertise on the page if the FB group allows it

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DISCLAIMER: This checklist is being provided as suggestions and ideas from which to improve your office. This is not to be taken as a guarantee that the information provided is appropriate to your practice. Each practice is individually responsible for ensuring that any system implemented complies with the applicable federal, state and local accounting, tax and employment laws, rules and regulations governing the place in which your practice is located. These suggestions do NOT constitute legal or accounting advice. You should seek advice from your own accounting and legal advisers as to what is appropriate to implement in your practice, prior to implementation. PBSG Coaching is not responsible for any claims, real or otherwise, associated with this document or any part thereof.