

1



2



3

Objectives of this webinar

- 1 Reassure you that dentistry is well placed to manage itself in a COVID-19 world
- 2 Set out a patient focused route to recovery for every Dental Practice
- 3 Provide a simple communication framework which you can act on NOW to help speed recovery



4

4

What we will cover today

01

The path to recovery



02

"The Dental Diary Dilemma"



03

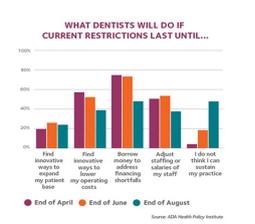
The Return to Practice Framework



5

5

Financial impact of COVID-19



WHAT DENTISTS WILL DO IF CURRENT RESTRICTIONS LAST UNTIL...

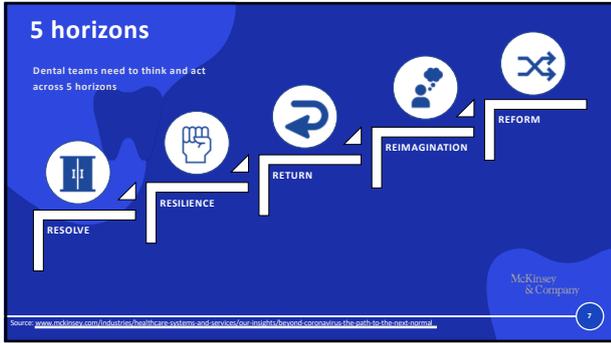
Restriction Duration	Find innovative ways to expand my patient base	Find innovative ways to reduce my operating costs	Reinvest money to address ongoing issues	Adjust staffing or my staff	I do not think I can sustain my practice
End of April	~25%	~25%	~45%	~15%	~10%
End of June	~35%	~35%	~45%	~15%	~25%
End of August	~45%	~45%	~45%	~15%	~45%

- Unprecedented decline in revenues.
- But unlike other sectors, much of this loss is a *deferral of income*.
 - Mounting backlog of patients
 - Delayed treatment may intensify demand
- But the longer restrictions last, the more perilous it will be.

How dental teams respond and manage their path to recovery is paramount.

6

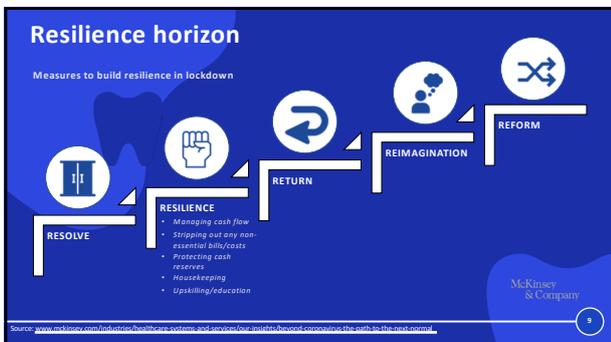
6



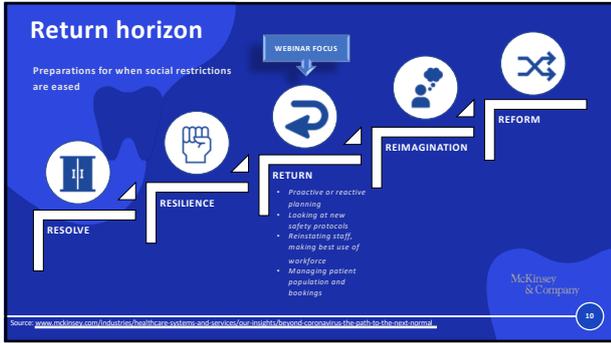
7



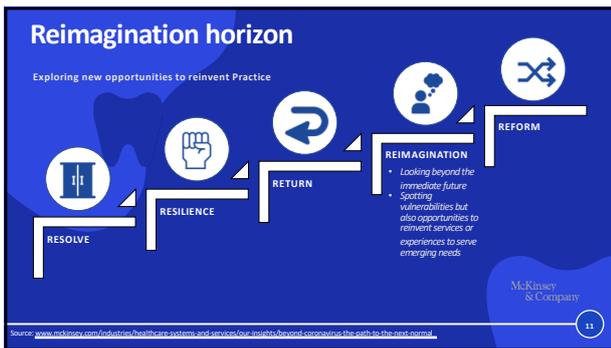
8



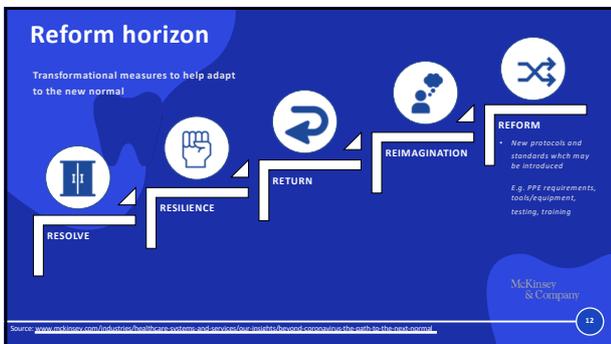
9



10

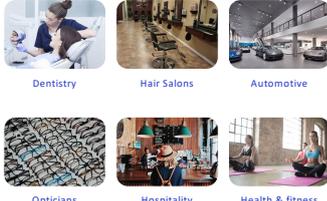


11



12

Drawing inspiration from others



Dentistry Hair Salons Automotive

Opticians Hospitality Health & fitness

What can we learn from other businesses who are trying to overcome the same challenges?

13

13

1/Diversify



Hector's
Hair Salon

Hector's, a hair Salon in SW London, realised they needed to quickly diversify and adapt to survive. One such initiative was promoting personalised DIY dye kits with step-by-step video tutorials, so that his clients could continue their hair care in lockdown. Not only does this show an understanding of his clients' needs but it also generated a new revenue stream.

How could your Practice diversify?

14

14

2/ Keep your customers close



THE STUDIO
Health & Fitness

“Communication with our clients has been critical - just because we can't do physical yoga together doesn't mean we will forget our clients. Setting up the digital platform for yoga, means we have been able to spread our wings and support not just our clients but more. Over the past few weeks we have grown as a team and as a business.”

Lockdown doesn't mean shutdown. How are you keeping your patients close?

15

15

3/ Clear the backlog



PORSCHE
Car Dealership

“ We still have peoples’ cars in the garage, so we are clearing our backlog. We are not officially open yet and have a skeleton staff. But the phones are constantly ringing (you can’t ignore clients). ”

Have you thought how you might prioritise your backlog?

Logo source: <https://www.porsche.com/uk/>

16

16

4/ Triage remotely



JONES AND CO.
STERLING OPTICIANS SINCE 1891

Opticians

Due to social distancing measures in place, optical practitioners like Jones And Co have used remote triaging tools, video and image consultations to provide eye care.

Could remote triage help manage backlog in your practice?

Logo source: <https://www.jonesandco.co.uk/>

17

17

5/ Reassure your team



BENTLEY
Automotive

Staying COVID-19 Secure in 2020
We confirm we have complied with the government’s guidance on managing the risk of COVID-19

Bentley Motors is the first to publish Covid-19 risk assessment

FIVE STEPS TO SAFER WORKING TOGETHER

- 1 We have carried out a COVID-19 risk assessment and shared the results with the people who work here
- 2 We have cleaning, handwashing and hygiene procedures in place with guidance
- 3 We have taken all reasonable steps to help people work from home
- 4 We have taken all reasonable steps to maintain a 2m distance in the workplace
- 5 Where people cannot be 2m apart, we have done everything practical to manage transmission risk

Would this make your dental team feel more safe?

Logo source: <https://www.bentleyautomotive.com/en/uk/>
Information source: <https://www.workinggroup.com/en/news/2020/05/Covid-19-secure.html>

18

18

6/ Promote safety measures



Dentistry

Dental Directory have produced some patient-facing videos to show how we clean a hand piece, helping to reassure patients that strict protocols are followed.

How are you reassuring your patients?

Logo source: <https://www.dentaldirectory.co.uk/>

19

19

7/ Announce your return



Coffee shops



Starbucks email to loyalty members announcing store re-openings and safety measures

How will you announce your return?

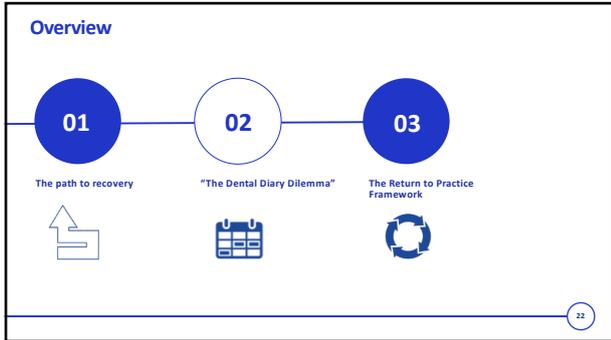
Logo source: <https://www.starbucks.com/>

20

20



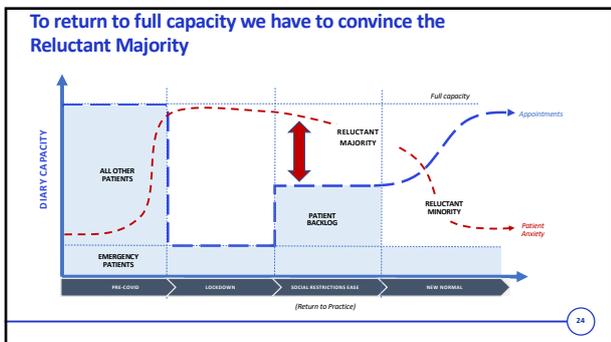
21



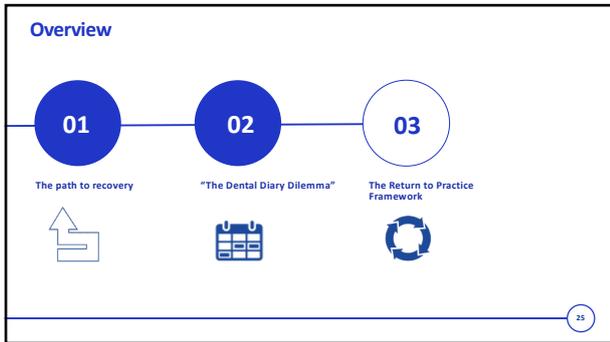
22



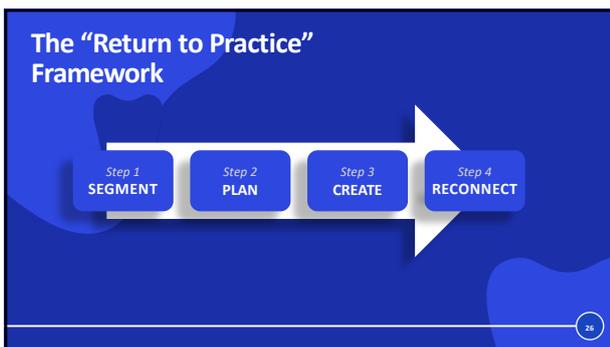
23



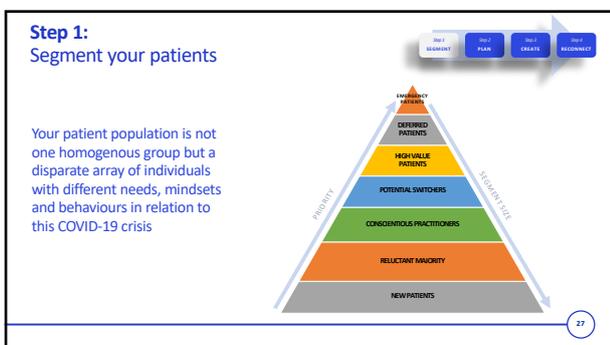
24



25



26



27

Step 2: Make a plan

Once you have segmented your patient population, you need to work out the **right levers** to pull to help respond to their respective needs

Enquire

Find out how they are coping, their return to practice mindset and any oral health issues they may have

Empathise

Empathise with their situation in the crisis and show concern for their oral health and general wellbeing

Educate

Share educational content which can help them maintain good oral health at home

Reassure

Demonstrate the high standards and protocols to maintain patient safety

Convert

Secure commitment by booking appointment in advance

28

28

Step 2: Make a plan

You can now start to plan how you will reconnect with each segment

PATIENT SEGMENT	NEED STATES	COMMUNICATION TASK	LEVERS	CHANNEL(S)
HIGH VALUE PATIENTS	Acknowledgement of valued relationship and empathy during this crisis	<ul style="list-style-type: none"> Give VIP treatment to show you value this relationship and care for their general wellbeing and oral health. Prebook check-ups in advance to avoid disappointment 	ENQUIRE EMPATHISE REASSURE CONVERT	Outbound calls
RELUCTANT MAJORITY	Remains unconvinced that Practice is safe	<ul style="list-style-type: none"> Educate and reassure through multitude of touchpoints 	EMPATHISE REASSURE CONVERT	Social media Blog Email

29

29

Step 3: Create the right content

With a plan in place, you can now create the right content to serve each segment

Enquire

Triage

Surveys

Empathise

Check in

Educate

Preventative care

Oral hygiene tips

Lockdown snacking

Role on frontline

Reassure

Risk assessment

Safety protocols

Infection control experience

Convert

Booking invitations

First refusal

Appointment reminders

eCommerce

30

30

Step 4:
Reconnect with your patients

Put your plan into action by leveraging all the owned and paid media channels at your disposal so that they are primed to return to practice

Inbound calls
Outbound calls
Answering machines

SMS

Newletters or
ad hoc emails

Patient
correspondence

Blog articles or
social posts

Website articles

31

31

SUMMARY

5 horizons

Path to recovery

Dental Diary Dilemma

Return to Practice Framework

A NEW MINDSET

32

32

ADDITIONAL RESOURCES

Companion guide to accompany this webinar

Guidance for dental teams

Patient-targeted explainer video

33

33



34