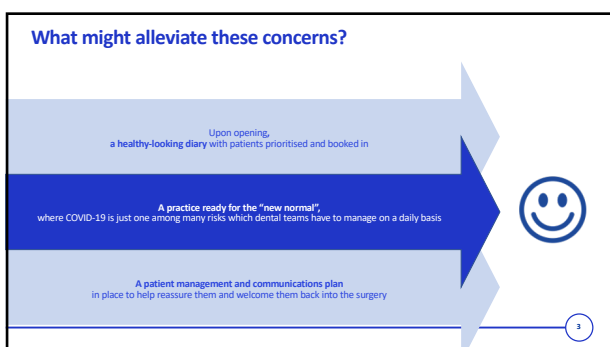




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Objectives of this webinar

- 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






A NEW MINDSET

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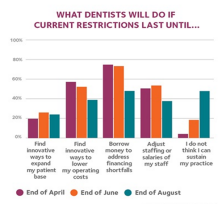
What we will cover today

- 01 The path to recovery

- 02 "The Dental Diary Dilemma"

- 03 The Return to Practice Framework


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Financial impact of COVID-19



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

End of April End of June End of August

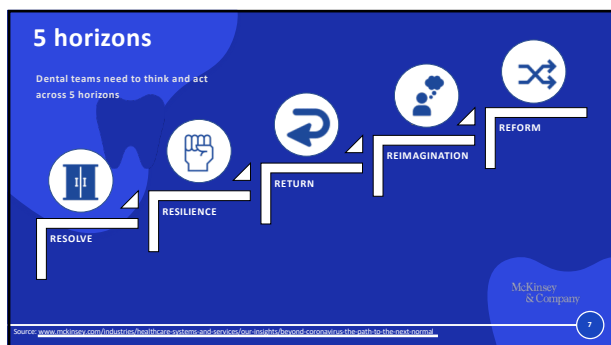
Source: ADA Health Policy Institute

- 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.

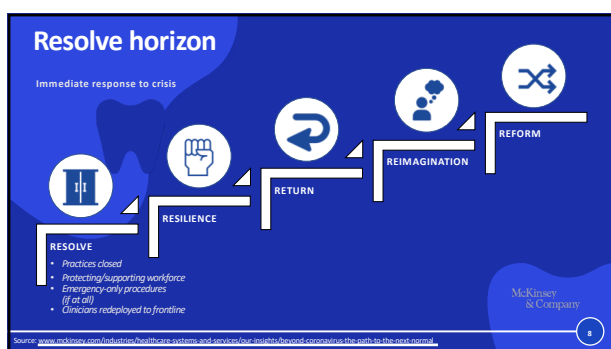
How dental teams respond and manage their path to recovery is paramount.

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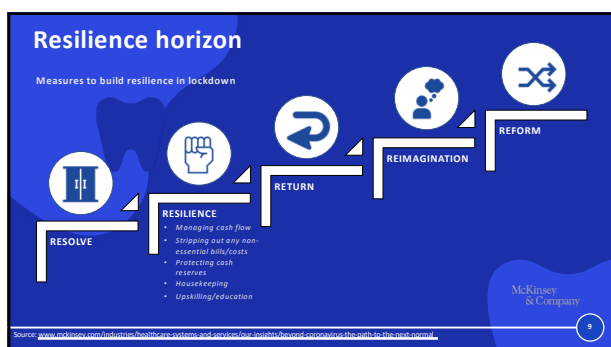
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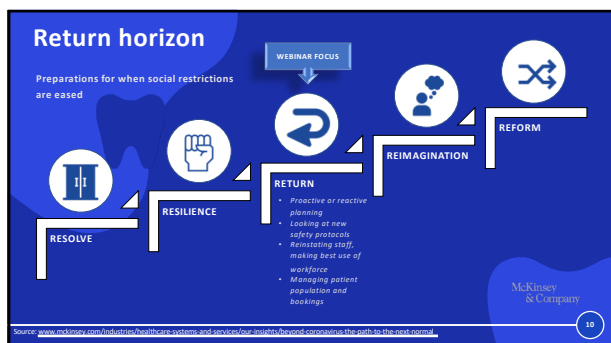
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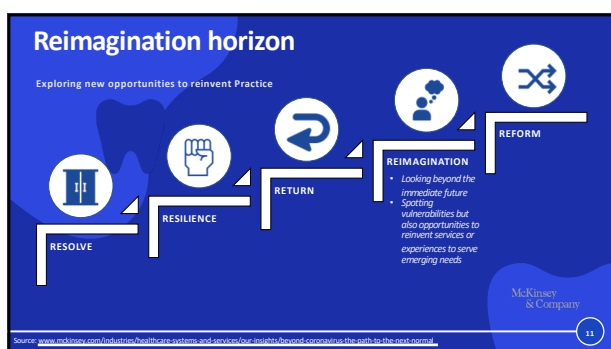
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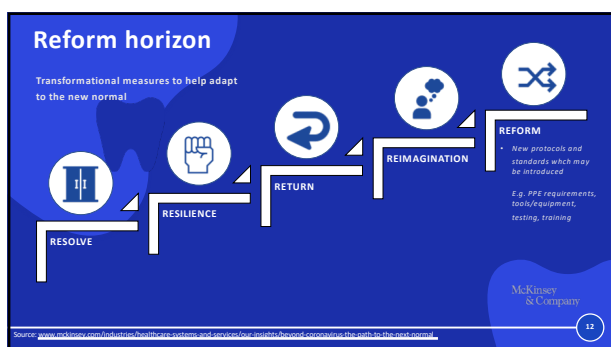
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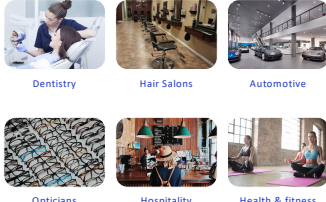


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Drawing inspiration from others



Dentistry Hair Salons Automotive


Opticians Hospitality Health & fitness

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

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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?

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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?

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3/ Clear the backlog



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


“ 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?

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4/ Triage remotely



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?

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5/ Reassure your team



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

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

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 line 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


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

Would this make your dental team feel more safe?

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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.dental-directory.co.uk/>

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7/ Announce your return



Coffee shops

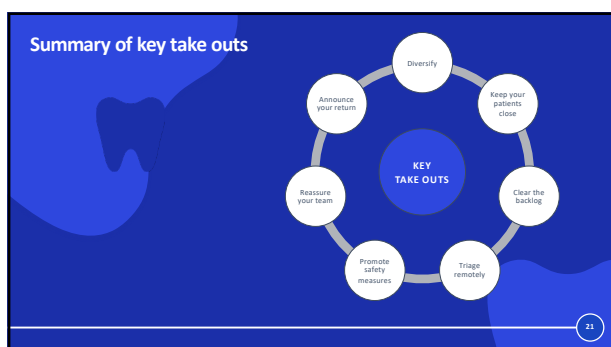
Starbucks email to loyalty members announcing store re-openings and safety measures

How will you announce your return?

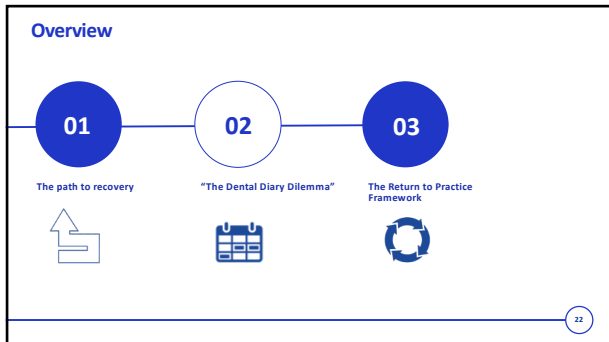
Logo source: <https://www.starbucks.co.uk/>

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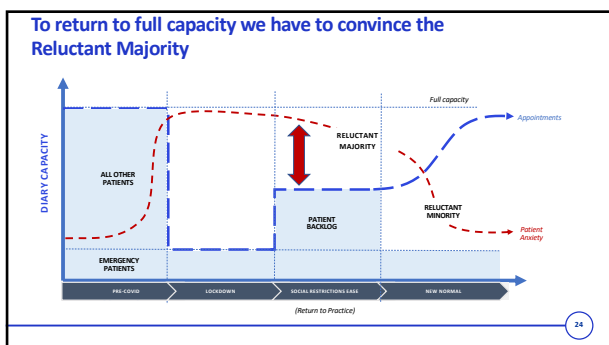
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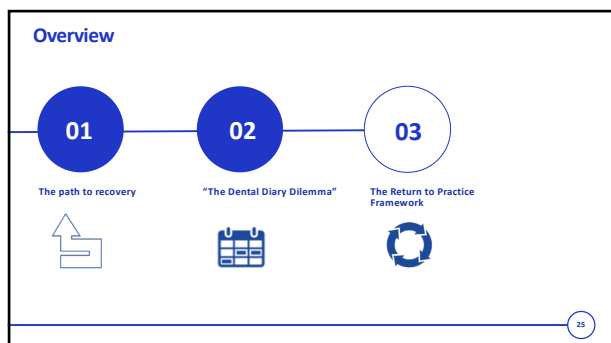


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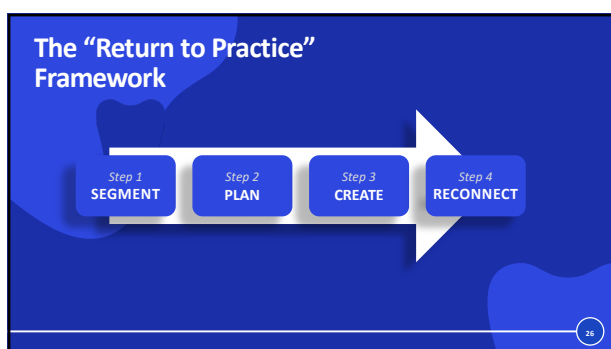




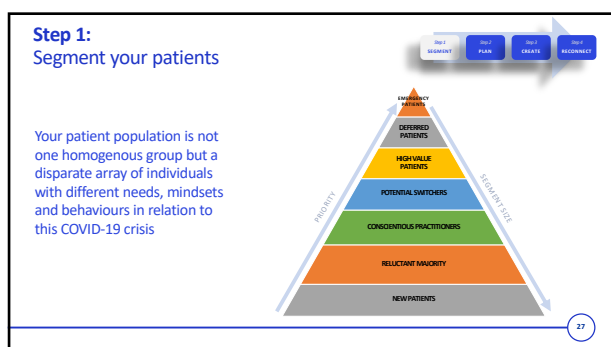




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Step 2:
Make a plan

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	Empathise	Educate	Reassure	Convert
Find out how they are coping, their return to practice mindset and any oral health issues they may have	Empathise with their situation in the crisis and show concern for their oral health and general wellbeing	Share educational content which can help them maintain good oral health at home	Demonstrate the high standards and protocols to maintain patient safety	Secure commitment by booking appointment in advance

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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

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Step 3:
Create the right content

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

LEVERS	Enquire	Empathise	Educate	Reassure	Convert
EXAMPLES	Triage Surveys	Check in	Preventative care Oral hygiene tips Lockdown snacking Role on frontline	Risk assessment Safety protocols Infection control experience	Booking invitations First refusal Appointment reminders eCommerce

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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

Newsletters or
ad hoc emails

Patient
correspondence

Blog articles or
social posts

Website articles

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SUMMARY

Path to recovery

Dental Diary Dilemma

Return to Practice Framework

A NEW MINDSET

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ADDITIONAL RESOURCES

An essential guide for the dental team

Setting the wheels in motion for dental practice in the COVID-19 era

Patient-targeted explainer video

Companion guide to accompany this webinar

Guidance for dental teams

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