



MGE Client Practice Action & Control Checklist

For Practices that are Currently Seeing Patients

NOTE: 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 advisors as to what is appropriate to implement in your practice, prior to implementation. MGE: Management Experts, Inc. is not responsible for any claims, real or otherwise, associated with this document or any part thereof.

Dear MGE Client,

This **Practice Action & Control Checklist** is a series of actions designed to help you maintain your practice through this uniquely challenging time. Doing these steps should not only help keep things going in your office, but should also position you for expansion when life starts to return “back to normal.”

Please read through it and implement as soon as possible. If you need any assistance, contact us here at MGE at **(800) 640-1140**.

Best,
The MGE Team.

START OF CHECKLIST

1. **Treat the patient in front of you.** Don't worry about the schedule, whether or not they are going to accept their treatment plan, if they can finance or what's going to happen tomorrow. Care for the patient you have in the chair right now. Mr. Hubbard defines “Power” as: **“Being able to do what one is doing when one is doing it.”** Stay focused on the person in front of you.
2. **Don't withdraw.** If you've been to the MGE Communication & Sales Seminar A, you'll remember that the definition of “Suppress” is:
“To squash; to sit on, to make smaller, to refuse to let reach, to make uncertain about his reaching...” L. Ron Hubbard.

If anything, I think that we would all agree that the current situation is a fairly “suppressing” experience. And as you see above, suppression affects “reach.” In this instance, the way to stay *causative* and the correct reaction is **to reach. Not to withdraw.** So, you want to increase your marketing, your reactivation, your reach into the community, your referral programs, etc. Your competition is withdrawing so you need to reach out more and take that space your competition is withdrawing from.

3. **Move fast.** People tend to move slow during times of suppression, so you need to start moving **fast.**
4. **Stay informed – but be smart. And do not have the news playing in your waiting room.** If you’re going to keep yourself informed about what’s going on, which you should, there’s two different ways to do that: you can go to a sensationalized news source or you can go to sources that provide actual, usable data. For example: state, federal and local government websites. When it’s Hurricane Season in Florida, we use the National Hurricane Center. It gives us **facts** without all the extra garbage added by the mainstream media.

And keep this out of your office! As an example, during the 2008/9 Financial Crisis, we had a few clients that had the “news” playing in their reception room who would then wonder why patients weren’t paying for treatment plans! When we pointed this out it was one of those “Duh!” moments. They stopped and things started to return to normal. Try HGTV, Animal Planet or better yet, some dental education videos!

And also, there are plenty of “predictions” being made about “what’s going to happen.” Many of these predictions conflict with one another or are quotes taken out of context. The truth is, if someone could accurately predict the future, they would be a gazillionaire – the richest person in the history of the world! So, people can “predict,” all they want but we’ve yet to meet someone who can predict the future with 100% accuracy. So, don’t put too much stock in predictions because there’s no guarantee they’re going to happen. Stick to facts and handle accordingly. That said, being properly prepared is smart. Using your own judgement and the facts to hand, look at the weeks to come and prepare yourself, your family and your team accordingly to ensure you navigate through this new challenge in as painless a manner as possible.

5. **Inform staff that this should not be “the” topic of discussion.** Create a coronavirus-free zone! And by this, we don’t just mean the pathogen. We mean

that it should not be a regular topic of discussion in the office. We aren't discounting the importance of the situation but when you are at work and caring for patients, that's what you should be doing. They're hearing enough about it at every turn, let your office be a place they can come to get great care and not have to worry.

6. **Maintain a Healthy Environment.** Have a plan with regards to staff protocol when they are sick, what they do with patients when they're sick if they show up, what your staff tell patients calling in with concerns. Publish the plan to all staff. The CDC has good guidelines to use for this. The ADA also published a series of dental specific guidelines. If you have any questions about how to enforce policies of this kind in your office, we recommend seeking the appropriate professional/legal advice.
7. **Don't send out a letter to all your patients telling them you are NOW taking extra steps to clean your office.** We've all received tons of emails the past few days from airlines, stores, banks, etc. discussing how their keeping their businesses cleaner than ever. The difference here is you are a HEALTH CARE PROVIDER. While an airline can get away with sending an email about how they are cleaning their planes now (so you don't have to sit in the last passengers Pepsi spill), a doctor is EXPECTED to have a clean/sterile office. In light of current events, some patients may ask about your infection control measures in which case you can always explain these to them. If you feel the need to send out a letter it should go from the viewpoint of, we have always maintained an extremely hygienic, clean workplace and we are continuing to do so, etc. We've also attached a sample letter for you to follow if you want to send one out.
8. **Again, remember there will be an end to this.** So, when life starts again, whether that's in 30 days, 60 days or 90 days, you don't want to find yourself at a point of starting from square zero.
9. **Outflow.** Launch a massive reactivation effort. Anyone that's overdue gets called in! And for patients already scheduled, probably at least half (or more) of them won't cancel or be overly concerned. The others might flip flop. Concentrate on people you **can** get in and really do a good job with those.
10. **Reschedule patients immediately.** If a patient doesn't want to come in or is cancelling due to concerns about the coronavirus, reschedule them for a date in the future. Ask them when they would be comfortable coming in. Maybe it's in a month or two. Whatever you do, **don't let them go unscheduled.**

Now, if as you're booking forward into the future, you find that you don't have enough hygiene slots to deal with the extra traffic (i.e. patient wants to reschedule for 8 weeks from now and hygiene is solidly booked) then schedule double hygiene (add a chair of hygiene) for those weeks and hire a temp for that period.

11. **All staff should be on outflow when not caring for patients.** No one should use this extra time to clean out that back closet they never get to. It is not the time for that. If they are not with a patient, they should be on reactivations, confirmations or scheduling appointments.
12. **Increase your marketing budget.** If you don't know what or how to do this, or what marketing you should start/increase, set up a free consult with our Dental Marketing Expert, Dan Brown. He will evaluate your location, current marketing and budget, and will help you decide which one is best for you right now.
13. **Put extra special focus on getting in more New Patients, including free or low-cost actions.** Schedule family members of existing patients, put a killer new patient special in place for now and let your patient base know that now is the time to get their family and friends referred.
14. **Increase your staff training.** If you have a light day, consolidate your patients and spend that extra time outflowing and training staff. Drill them on how to schedule, how to hand out care-to-share cards, how to handle a reschedule or cancellations. Our online training platform, **DDS Success**, has sample videos on how to do all these things, so have them watch the video and drill, drill, drill.
15. **Keep Patients Moving on their Treatment Plans.** If you absolutely can't overcome the objections to doing a large treatment plan right now, get your patient to do something, at least whatever is clinically necessary right now. When this is over, work with them to get the rest of their treatment.
16. **Renegotiate Your Fees:** If outflow and staff training are rolling, and you have the time, renegotiate with your PPOs.
17. **Cut the fat out of your overhead.** The only thing you want to spend money on right now is what's vital to patient care, your basic overhead (rent, utilities, debt service, etc.), staff training, marketing and outflow. Cut out any unnecessary expense. We can help you with this as needed.

18. **Contact your local hospitals.** Most hospitals are not seeing emergency dental patients right now. Get yourself put on the list that will be receiving those patients for treatment.

END OF CHECKLIST

Please contact your consultant at **(800) 640-1140** to run through these steps if you have any question or concerns regarding execution.