

Getting through the COVID dip that may be coming in the fall

Many practices around the country are facing a dip in the fall. There are many reasons for this and for some, it may be an annual issue. It is time to work to fix the dip as If this is left unchecked it will result in a continued ebb and flow cycle for your practice until it naturally balances out. The good news is that if you fall into this category for one reason or another, you don't have to leave it unchecked! We have short term options and strategies to begin to fill that dip now and long term options to ensure you don't experience this type of dip again.

SHORT TERM



1

Sleuth your software.

Identify all the past due patients and develop a plan to get them scheduled. Utilize email campaigns and text messages in addition to personal phone calls, texts, notes, etc.

2

Maximize your patient communication software.

If you don't have a patient communication partner, now is the time to get one! You can educate your patients on the offerings in your practice, effectively and efficiently send appointment reminders and more with this outstanding resource. Jameson has developed a powerful messaging campaign that works through those softwares to help promote your fall appointments. Contact us today to learn more!



3

Check insurance benefits.

This one will take some work, and could be very beneficial in helping smooth out your schedule. Check each patient's insurance benefits to determine if the policy allows one D1120/D1110 every six months or two every 12 months. With the two preventive care appointments in 12 months there will be flexibility to fit them into 2020 without affecting the maximization of the patients benefits. Obviously, we would not suggest that you do treatment that is not needed, however this is an option to work through.



LONG TERM

1

Start or get back to marketing.

Get back in the groove of promoting your practice, your services, your care. Don't let the day to day struggles allow you to put marketing on the back burner. This may help you short term, as well. We have many clients who are exceeding their goal for new patients due to other practices in their area closing or having scheduling issues. You need to be able to be found as a source for patients looking for a new dental home for whatever reason. Make sure your website is designed in a way that ensures it is up to date with the current search engine strategy (which changes often). Are you present as an authority and educating your patients and others through blogs, social media, etc.? Are you asking for reviews?



2

It's time to start rebuilding.

One of the best ways to gain new patients is to ask your current patients if they know anyone looking for a new dental home. Here is the trick: you and your team have to ask them. You can access the verbal skills Jameson advisors have been implementing successfully for years by simply requesting them. We can also work together to create some custom verbal skills as well. We often see success if there is a competition around it, or game. The goal is to get started now.

3

Patient financing.

If you offer CareCredit, make sure you are on their list of providers and that you can be found through their website. They have over 11 million card holders, so it would be great if they had a way to find you as they are already educated on the value of patient financing!



4

Keep fresh eyes on every patient.

Look at the level of gingivitis and periodontal treatment you are providing to your patients. Make certain that you are truly dealing with these diseases at its earliest stage - be proactive. Periodontal disease is episodic - keep fresh eyes on every patient. More 3-4 month appointments will lessen the stress of the six month slow down.



These are just seven ways to begin moving to eliminate that void that will appear every six months or so, but the important thing is to start and start now! It is time to work on both your short term and long term success. If you need help with either or both, we are happy to talk to you about ways in which we can help you.



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