

A blurred, light-colored background image of a dental office, showing what appears to be a reception desk and some equipment. The image is out of focus, creating a soft, professional atmosphere.

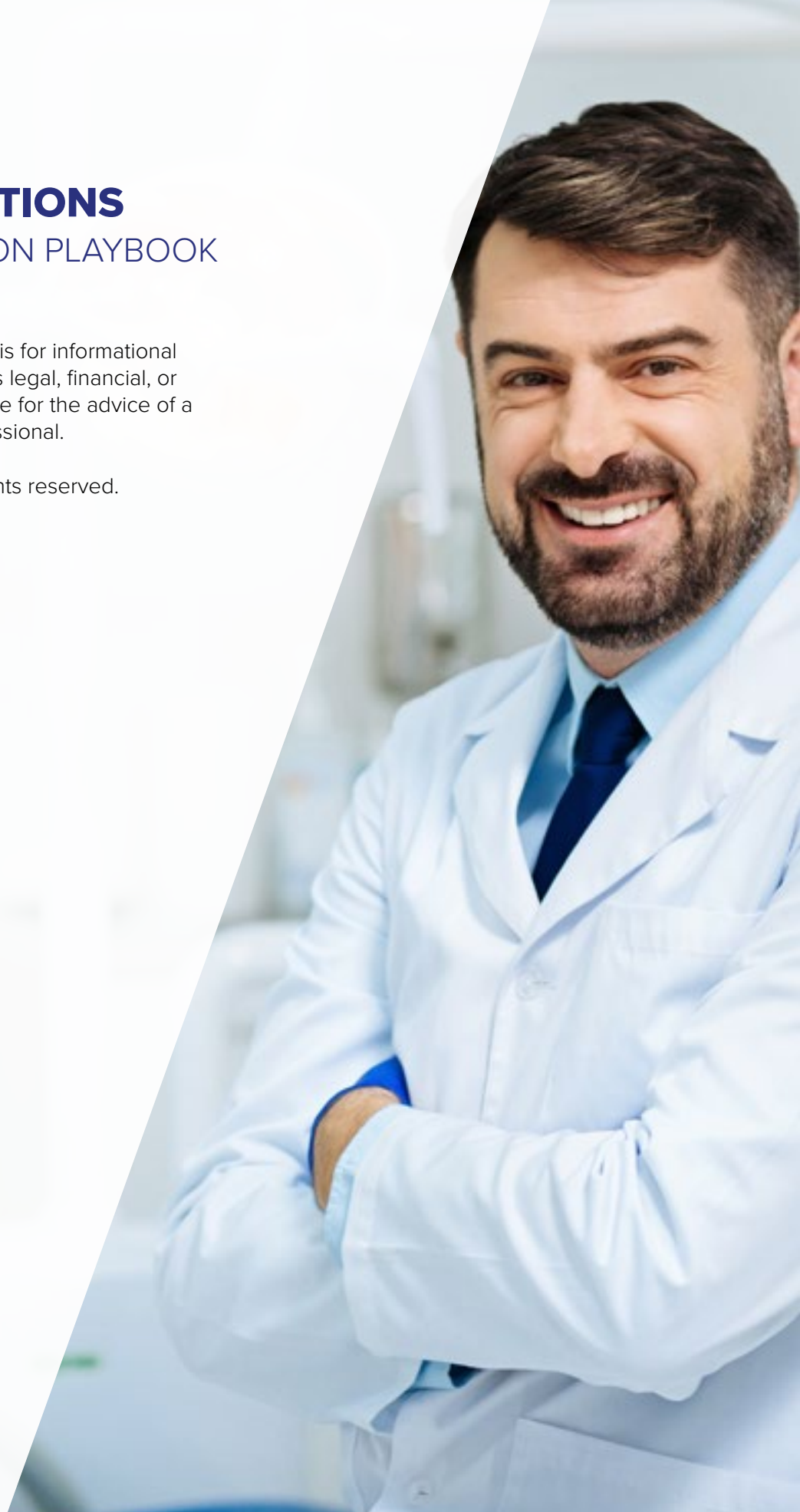
# Patient Reactivation **Playbook**

# YOUNG INNOVATIONS

## PATIENT REACTIVATION PLAYBOOK

This patient reactivation playbook is for informational purposes only. It is not intended as legal, financial, or consulting advice, or as a substitute for the advice of a legal, financial or consulting professional.

© 2020 Young Innovations. All rights reserved.



# TABLE OF CONTENTS

|                                                            |           |
|------------------------------------------------------------|-----------|
| <b>PART 1 - Small Business Guidance and Loan Resources</b> | <b>04</b> |
| Coronavirus Funding Options                                | 05        |
| Practice Management Resources                              | 07        |
| <b>PART 2 - Set Your Practice up for Success</b>           | <b>09</b> |
| Measures to Take While Your Practice is Closed             | 10        |
| Preparing for Your Practice to Re-Open                     | 15        |
| Infection Control Guidelines                               | 20        |
| <b>PART 3 - Marketing &amp; Patient Engagement</b>         | <b>25</b> |
| Website & Content Creation                                 | 26        |
| Communication                                              | 31        |
| Patient Experience                                         | 39        |





## PART 1

# **SMALL BUSINESS** GUIDANCE AND LOAN RESOURCES

Health and government officials are working together to maintain the safety, security, and health of the American people. Small businesses are encouraged to do their part to keep their employees, customers, and themselves healthy.



# CORONAVIRUS FUNDING OPTIONS

## Paycheck Protection Program

This loan provides forgiveness for retaining employees by temporarily expanding the traditional SBA 7(a) loan program. For more information on this program, please click here:

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program-ppp>

Paycheck Protection Program Fact Sheet:

<https://www.docdroid.net/NtlD7Kt/pppborrowerinformationfactsheet-1-pdf>

## Economic Injury Disaster Loan Advance (EIDL)

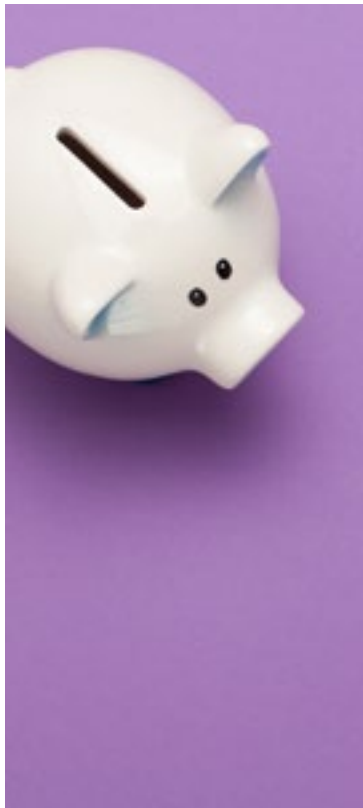
This loan will provide economic relief to businesses that are currently experiencing temporary difficulties. Loans vary from a \$10,000 advance which does not have to be repaid and can go as high as \$2,000,000 with a 3.75% APR over 30 years. For more information on this program, please click here:

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/economic-injury-disaster-loan-emergency-advance>

|                                                                                                    | Paycheck Protection Program (PPP)                                                                                                                                                                                | Economic Injury Disaster Loan (EIDL)                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>USES        | <ul style="list-style-type: none"> <li>• Employee Salaries</li> <li>• Payroll Expenses</li> <li>• Mortgage Interest</li> <li>• Rent and Utilities</li> <li>• Interest on debt incurred before 2/15/20</li> </ul> | <ul style="list-style-type: none"> <li>• Payroll</li> <li>• Fixed Debts</li> <li>• Accounts Payable</li> <li>• Other expenses that can't be paid because of the disaster's impact</li> </ul> |
| <br>AMOUNT      | <b>2.5x</b><br>average monthly payroll                                                                                                                                                                           | Up to<br><b>\$2 MILLION</b>                                                                                                                                                                  |
| <br>RATE        | <b>1%</b><br>fixed annual percentage rate                                                                                                                                                                        | <b>3.75%</b><br>annual percentage rate                                                                                                                                                       |
| <br>TERMS       | No payment for first<br><b>6 MONTHS</b><br>then a 2-year term                                                                                                                                                    | Up to<br><b>30 YEARS</b>                                                                                                                                                                     |
| <br>FORGIVENESS | With approval, up to<br><b>100%</b>                                                                                                                                                                              | <b>0%</b><br>is eligible for forgiveness                                                                                                                                                     |

Source: Northwest Bank, [www.northwest.bank](http://www.northwest.bank)

# ADDITIONAL FUNDING OPTIONS



## Small Business Administration (SBA) Express Bridge Loan

This loan enables small businesses who currently have a business relationship with an SBA Express Lender to access up to \$25,000 quickly. For more information on this program, please click here:

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-express-bridge-loans>

## Small Business Administration (SBA) Debt Relief

The SBA is providing a financial reprieve to small businesses during the COVID-19 pandemic. For more information on this program, please click here:

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-debt-relief>

## State and Local Coronavirus Small Business Assistance

States and municipalities are adding programs by the day. Check your governor's website for up-to-date information about relief available in your area. For a list of governor's websites, please click here:

<https://www.nga.org/governors/addresses/>

# LEGISLATION

## Families First Coronavirus Response Act

The Families First Coronavirus Response Act requires certain employers to provide employees with paid sick leave or expanded family and medical leave for specified reasons related to COVID-19. For more information on this program please click here:

<https://www.dol.gov/agencies/whd/pandemic/ffcra-employee-paid-leave>

## US Department of the Treasury Bill

The US Department of the Treasury passed a bill to exempt businesses that cannot afford the employee costs associated with coronavirus. The bill provides a dollar for dollar reimbursement for coronavirus related sick leave costs. For more information, please click here:

<https://gop-waysandmeans.house.gov/phase-ii-coronavirus-package-small-businesses/>

## COVID-19 State Mandates and Recommendations

Regulations, recommendations and mandates regarding the safe practice of dentistry during the COVID-19 pandemic vary widely from state to state. Find the latest updates on recommendations and mandates in your area, as well as how they impact the dental profession here:

<https://success.ada.org/en/practice-management/patients/covid-19-state-mandates-and-recommendations>

## Employment Law FAQs

Employment law firm Jackson Lewis addresses questions impacting employers and employees related to COVID-19. For more information, please click here:

[https://www.ada.org/~media/CPS/Files/COVID/COVID-19\\_Employment\\_Law\\_FAQs.pdf](https://www.ada.org/~media/CPS/Files/COVID/COVID-19_Employment_Law_FAQs.pdf)



Part 1 | Section 2

# PRACTICE MANAGEMENT RESOURCES



## American Dental Association (ADA) Resources

The ADA has provided the information you need to help navigate the uncertainties brought on by the COVID-19 pandemic, with answers to tough questions on topics including emergency procedures, COVID-19 coding, employee obligations and more. For more information, please click here:

<https://success.ada.org/en/practice-management/patients/practice-resources>

# DENTAL PRACTICE RECOVERY



## 11-Step Action Plan

Dr. Roger Levin, founder of the Levin Group, discusses the 3 stages of the COVID-19 crisis and provides an 11-step action plan for practice recovery. For more information, please click here:

<https://levingroup.com/2020/03/25/the-covid-19-dental-practice-management-emergency-preparedness-overview-for-every-dental-practice/>

## Additional Levin Group Resources

Dr. Levin, DDS and the Levin Group also provide a variety of additional COVID-19 resources. For more information, please click here:

<https://levingroup.com/tag/covid-19/>

## Dentistry IQ Webinar Series

Dentistry IQ is hosting a series of webinars that address the impact of coronavirus on the dental industry. To view the webinar on *Paving the Road to Recovery* as well as others, please click here:

<https://www.dentistryiq.com/covid-19/video/14173086/coronavirus-impact-on-dental-practices-paving-the-road-to-recovery-video>



*The COVID-19 crisis is an unprecedented event with the information surrounding it changing daily. There is a great deal of anxiety and concern and many dentists are unsure of what steps to take. Dentists looking to experience a strong recovery should leave little room for uncertainty. Planning needs to take place now for the practice to be completely prepared for entering the recovery stage of this crisis, and bounce back faster and better.*

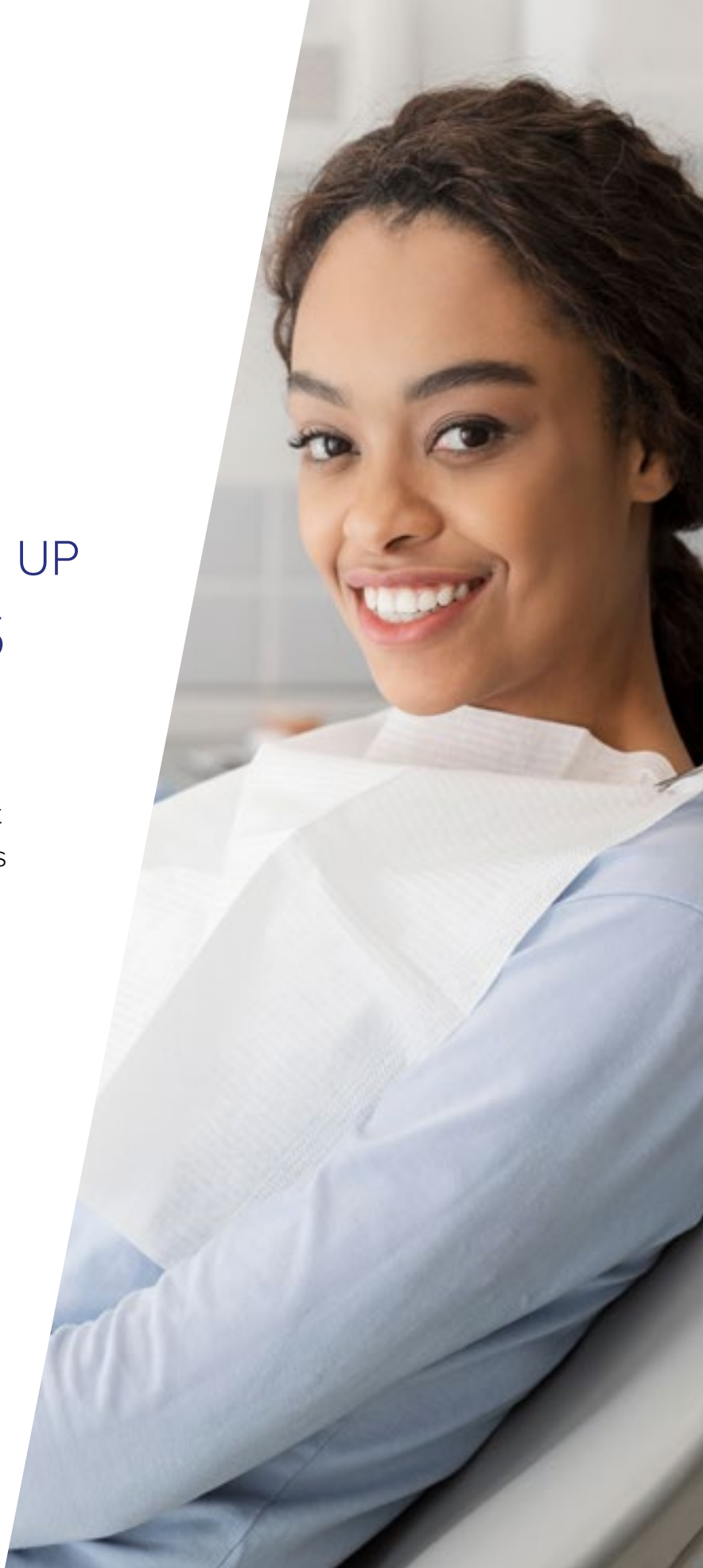
**- Dr. Roger P. Levin, CEO and Founder, Levin Group, Inc.**



## PART 2

# SET YOUR PRACTICE UP **FOR SUCCESS**

States have started or soon will be starting to re-open business and get people back to work. Find resources and tips to assist in preparing your office for re-opening and to keep your staff and patients healthy.



# MEASURES TO TAKE WHILE YOUR PRACTICE IS CLOSED

## PERSONAL DEVELOPMENT/CARE

While it is a difficult and challenging time, this slower pace affords the opportunity to pause and reassess our practices. The following pages outline a few ideas to make the most of this time.



### Take online courses and earn CE Credit.

Young continues to offer great CE courses available to you at no cost. Take some time now to take your needed CE courses for the year.



### Take Efforts to Manage Stress & Anxiety.

We are all under a lot of stress right now. Financial. Concerns for the future. Worries about when life will return to normal.

A few ideas to keep stress at bay during this time:

- Eat well
- Take care of your mental health
- Take care of your oral health
- Try a new hobby you've been meaning to
- Keep yourself busy/occupied
- Create a list of things you want to do after social distancing guidelines are lifted
- Create a list of things you are grateful for
- Exercise daily
- Get outside in the sunshine as permitted

## MEASURES TO TAKE WHILE YOUR PRACTICE IS CLOSED



### Complete an In-Office Audit and Re-Evaluate Your Infection Control

Complete the [CDC Infection Prevention Checklist](#). Upon completion of the checklist, prioritize your weak areas. Determine what needs to be completed prior to opening your office and set timelines for completion.

Do you have an Infection Control Coordinator? Will that person need to spend more time in this area in the future? While there may be no formal infection control protocol changes as of the date of this book, some are likely coming in the future.

What does that mean for your practice? How much more time, energy and effort will you need to put into infection control in the future? How will that change the role of your Infection Control Coordinator?

---



### Explore Practice Software

Now is a great time to evaluate options to be more available to your customers 24/7 virtually. For example, online chat so patients can reach your office after hours, or for virtual considerations.

One option to consider is [Simplifeye](#). Simplifeye was founded by a Dentist and automates the business side of your practice. It includes HIPAA-compliant software, Amplify 24/7 online chat, and simplifies everyday office procedures.

A tool, such as [Dental Intelligence](#), connects to your practice management software and tracks everything in your practice. It gives you in-depth data on every aspect of your business from tracking appointments to creating team goals to patient follow ups and much more.



## Preventive Measures to Take

While your practice has no patient visitors, below are some steps you can take to ensure your office will be in top shape upon re-open.

- ☐ Unplug all equipment that is normally left on and not in use for emergencies
- ☐ Flush eye wash station as per manufacturer's instructions for use (MIFU)
- ☐ Run all taps on a regular basis
- ☐ Continue shocking & monitoring water quality to ensure water quality upon return
- ☐ Refer to all MIFU regarding maintenance for extended periods of non-use
- ☐ Clean sterilizers, vacuum lines, solids collectors
- ☐ Review [OSAP's website](#) for recommendations and best practices for Covid-19

## COMMUNICATION WITH PATIENTS

Communication with your patients is really key during this time to build their confidence in returning to your office in the future.



### Social Media

Think about how you can continue to communicate and build confidence with your patients. Remind patients of any change in hours and if you are seeing patients for emergencies. This is one of the [5 ways the CDA recommends](#) you stay connected to patients during this pandemic.

### Website

Keep your website up to date with how patients can contact you, what to do if they have an emergency and any information you can share about when you plan to reopen.

### Patient Touch-Base

Personally touch base with your patients as you can. Have someone from your office, or you personally, call or email them individually to see how they are doing and if there is anything you can do for them. Put them at ease about returning to the office for a future appointment soon by mentioning any increased precautions the office is taking.

### Develop a script or questions to ask for screening of patients.

An effective way to stop the spread of the coronavirus and protect your staff and other patients is to determine whether patients are possibly carrying the virus prior to treating them.

The [ADA has a few recommendations](#) on questions to ask during the routine updating of medical history at each appointment. Also, check out [this checklist](#) from Cloud Dentistry as a reference you can adapt for questions to ask.





## COMMUNICATION WITH STAFF

Like your patients, your staff members are also eager to have the practice open again. But we're all going through different emotions and each member of your staff may be in a slightly different place.

Communicate with your staff early and often as you learn more about upcoming changes to your practice. Don't underestimate the value of simply checking in to make sure everyone on your team is healthy and safe.

A few ideas to communicate with your team:

- Host a weekly huddle over Zoom
- Call each team member individually to see how they are doing
- Send a weekly email noting anything that has changed in the last week with the practice or with words of encouragement.

# PREPARING FOR YOUR PRACTICE TO RE-OPEN



## GETTING PATIENTS READY

There are many patients that are incredibly eager to see you! They are weeks or even months past their last scheduled appointment with you and have been awaiting your opening for some time.

Others, however, may be more reluctant to come see you again. Fears over potentially exposing themselves to a virus may give them pause to reschedule their past-due appointment.

For those eager to reschedule their appointments now, below are some things to think about:

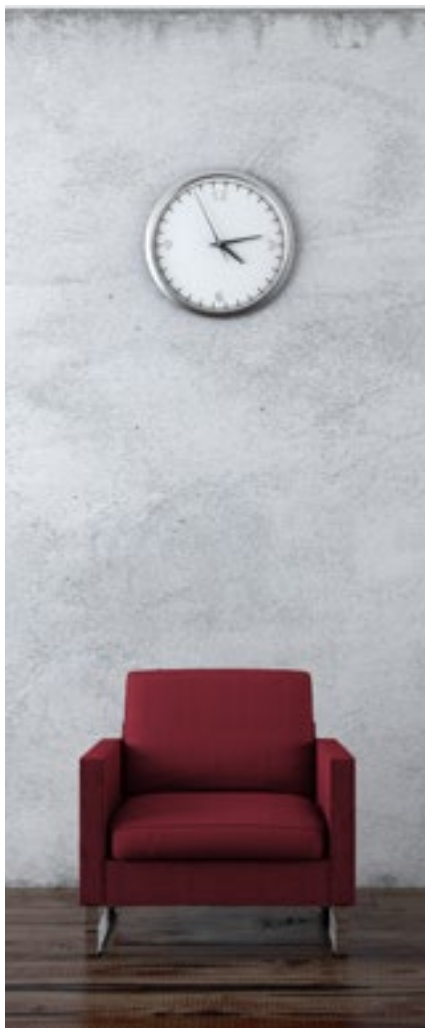
- Reassess how many staff you truly need and possibly reevaluate their pay
- Prepare to work extra hours, open additional time slots on Saturdays, etc.
- Leave time for new patients in your schedule. Unfortunately, some practices may not make it through this challenge, and there may be patients in your area that are looking for a new practice.
- Think about ways to reduce foot traffic in the office
- Request adult patients visit the office alone
- Consider having patients wait in their vehicles and be called into the office
- Limit the number of patients that can be in the office at one time
- Limit the entrances and exits available for use

## GETTING INVENTORY READY

Are you prepared to see all of your currently scheduled patients as well as those who had appointments that needed to be canceled?

Get a pulse check on your inventory levels on everything from infection control items to preventive and patient giveaways.

- Is now the time to start placing orders for any items you think you'll need once you are open again?
- How was your inventory management system working for you prior to the pandemic?
- Are there any new protocols you want to implement for inventory management going forward?



## GETTING YOUR RECEPTION AREA READY

Your reception area may not be what it once was. In fact, you may not even use a reception area in lieu of requesting patients to wait in their vehicles and calling you to confirm they have arrived.

If you do intend to keep your waiting room open, below are some suggestions to keep it safe for visitors. The CDC also has some great [interim guidelines](#).

- Remove nearly everything from the reception area aside from chairs. This includes magazines, toys, food, coffee, etc.
- Clean & disinfect all surfaces using a product with a virucidal claim
- Check the expiration date of alcohol based hand rubs in waiting area and replace as needed
- Ensure proper signage is posted that reinforces the steps you are taking to keep a clean office and increase confidence for patients they are safe when in your office
- Have a supply of masks (should be reserved for HCP, so only if supply allows) and tissues available for patient use as well as proper receptacles in which to place them when finished using
- If surfaces cannot be cleaned & disinfected, for example cloth furnishings, consider replacing with furnishings that can be cleaned and disinfected

## MANAGING PATIENT EXPECTATIONS

This is an unknown time for us all. No one knows what impact this virus will have on dental in the short term or long term. There are speculations, but we'll all be finding out together in real time how this will affect patients.

Knowing patients may be scared to visit your office or have additional concerns about infection control, you can prepare ahead of time and be ready to answer their concerns.

OSAP published an article on the [5 Questions To Ask Your Dentists About Infection Control](#). There is a delicate balance between communicating any new infection control procedures and unnecessarily introducing fear or concern to the patient.

Thinking about your answers to these questions and others will help when your practice is open again and reassuring patients your office is a safe place to visit.

### Other things to consider:

- Addressing the concerns of patients on the phone when you call to reschedule.
- Proactively calling patients and telling them of any changes to your infection control procedures.
- Placing signage within the office reiterating it is a safe place to be.
- Providing visitors with a place to wash their hands, offering masks or hand sanitizer, and leading by example with your own routine infection control practices.



### Tips for Recall Success

There is a possibility that patients are reluctant to make their next appointment. Fears over getting sick or financial concerns may be higher than before. There are strategic things you can do to ensure a higher recall rate for patients. Below are some suggestions from Weave and you can access the [full blog post here](#).

- Have one person who is responsible for recall
- Call patients after hours to increase connection rate
- Incentivize patients to keep their appointment with a discounted service, free whitening or another value-add
- Remind patients often, and well before their scheduled appointment
- Interact with patients outside of dental visits and celebrate birthday or anniversary milestones with them



## TELEDENTISTRY

We are living in a new time that necessitates a new approach to helping patients improve oral hygiene.

Teledentistry is the use of electronic communication to provide and support dental care. It allows care to be delivered on-demand, in the convenience of patients' homes versus an in-person appointment. It is already well known in traditional healthcare settings and has recently become more popular in the world of dentistry.

Now would be a great time to check out some options and get more familiar with the concept as it increases in popularity. If not yet, your patients may soon be requesting it or asking if you do virtual consultations.

Teledentistry is included in the [ADA's](#) Code on Dental Procedures and Nomenclature (CDT Code) for use with insurance.

The ADA also offers interim guidance on [Telecommunication Technology](#) (see page 6).

A few options to consider:

### OperaDDS

Founded by PattersonDental, [OperaDDS](#) offers teledentistry services including virtual consultations, COVID-19 pre-screening form, paperless forms, and more.

### MouthWatch

[MouthWatch](#) offers turnkey teledentistry offering everything you need to incorporate virtual dentistry into your office.

### Dental Monitoring

[Dental Monitoring](#) offers SmileMate for virtual consultations turning your practice website into a remote dental assessment tool.

### VSee

VSee is a HIPPA compliant telehealth platform that recently [partnered](#) with The TeleDentists to provide virtual dental care.

## SCHEDULING AND REACTIVATION

### RESOURCE REFERENCE GUIDE FOR YOUR PRACTICE

#### Patient Scheduling

Inspired Hygiene discusses scheduling ‘Best Fit’ patients to drive revenue and address patients who have pressing dental needs. To watch a webinar addressing all of these details, please click here:

<https://www.inspiredhygiene.com/revenue-recovery-webinar/>

For additional recovery resources from Inspired Hygiene, please click here:

<https://www.inspiredhygiene.com/resources/>

#### Schedule the Best Patients to Fill Your Chairs

Dental Intelligence hosts a blog with a recent post discussing a four-step plan to slingshot your practice back to full health. The first step is all about scheduling the best patients to fill your chairs.

For full details, please click here:

<https://blog.dentalintel.com/our-slingshot-plan-for-post-covid-19-recovery>

#### Schedule Your Priorities

Oral Health Group discusses the importance of scheduling your priorities and not prioritizing your schedule. For the full article, please click here:

<https://www.oralhealthgroup.com/blogs/dont-prioritize-your-schedule-schedule-your-priorities/>



*In order for you to experience a speedy recovery, you NEED to schedule the right patients. Who are the “right patients?” The patients that have the highest clinical need. The patients that will say yes to needed treatment. The patients that will promptly pay for services. The patients with the highest likelihood of showing up. By using data, we suggest analyzing every unscheduled active patient in your practice and then scheduling them by priority. Here are just a few factors that Dental Intelligence analyzes in their proprietary formula: show rate, treatment acceptance percentage, unscheduled treatment, reimbursement rates, A.R. balance, patient preferred day of week, and so much more.”*

**- Steve Jensen**, Director, Strategic Partnerships, DENTAL INTELLIGENCE, Inc.

Part 2 | Section 3

# INFECTION CONTROL GUIDELINES



## INFECTION CONTROL FOR DENTAL SETTINGS

Infection control is and always has been a daily routine for us as health-care professionals, not just during this pandemic. We will need to continue to be vigilant at screening our patients for symptoms as we begin to reopen.

Below are some tips from the CDC on infection control guidelines for [dental settings](#). Visit the CDC's website for the most recent information.

- Postpone elective procedures, surgeries, and non-urgent dental visits.
- Implement flexible sick leave policies to ensure staff can stay home if sick.
- Contact patients prior to emergency dental treatment to assess if treatment can be delayed.
- Institute a policy to call all patients who received emergency dental care 48 hours after receiving treatment to see if they are exhibiting any symptoms of Covid-19.
- Evaluate your PPE and create a contingency plan in case of a shortage.

*Disclaimer: This information is provided as a guide only. It does not constitute practice advice. Please visit the CDC's guidelines for up to date information.*



## INTERIM INFECTION PREVENTION AND CONTROL RECOMMENDATIONS

Infection control recommendations are changing by the day. Below are a few interim recommendations as of April 23rd, 2020.



### Interim Mask and Face Shield Guidelines

Use the highest level of PPE available when treating patients to reduce the risk of exposure. Some risk is inherent in all scenarios. If masks with either goggles or face shields are not available, please understand there is a higher risk for infection; therefore, use your professional judgment related to treatment provided and the patient's risk factors. Click here to view guidelines per the ADA:

[https://success.ada.org/~media/CPS/Files/COVID/ADA\\_Interim\\_Mask\\_and\\_Face\\_Shield\\_Guidelines.pdf](https://success.ada.org/~media/CPS/Files/COVID/ADA_Interim_Mask_and_Face_Shield_Guidelines.pdf)

|                             | Surgical Mask                                                                                                                                                                                    | N95 Respirator                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                             |                                                                                                                |                                                                                                                                                                                                                                                                                                           |
| Testing and Approval        | Cleared by the U.S. Food and Drug Administration (FDA)                                                                                                                                           | Evaluated, tested and approved by NIOSH as per the requirements in 42 CFR Part 84                                                                                                                                                                                                                                                                                                             |
| Intended Use and Purpose    | Fluid resistant and provides the wearer protection against large droplets, splashes or sprays of bodily or other hazardous fluids. Protects the patient from the wearer's respiratory emissions. | Reduces wearer's exposure to particles including small particle aerosols and large droplets (only non-oil aerosols).                                                                                                                                                                                                                                                                          |
| Face Seal Fit               | Loose-fitting                                                                                                                                                                                    | Tight-fitting                                                                                                                                                                                                                                                                                                                                                                                 |
| Fit Testing Requirement     | No                                                                                                                                                                                               | Yes                                                                                                                                                                                                                                                                                                                                                                                           |
| User Seal Check Requirement | No                                                                                                                                                                                               | Yes. Required each time the respirator is donned (put on).                                                                                                                                                                                                                                                                                                                                    |
| Filtration                  | Does NOT provide the wearer with a reliable level of protection from inhaling smaller airborne particles and is not considered respiratory protection.                                           | Filters out at least 95% of airborne particles including large and small particles.                                                                                                                                                                                                                                                                                                           |
| Leakage                     | Leakage occurs around the edge of the mask when user inhales                                                                                                                                     | When properly fitted and donned, minimal leakage occurs around edges of the respirator when user inhales                                                                                                                                                                                                                                                                                      |
| Use Limitations             | Disposable. Discard after each patient encounter.                                                                                                                                                | Ideally should be discarded after each patient encounter and after aerosol-generating procedures. It should also be discarded when it becomes damaged or deformed; no longer forms an effective seal to the face; becomes wet or visibly dirty; breathing becomes difficult; or if it becomes contaminated with blood, respiratory or nasal secretions, or other bodily fluids from patients. |

Click here to learn more about the masks currently used in dentistry:

<https://www.rdhmag.com/covid-19/article/14174252/a-guide-to-understanding-the-masks-currently-used-in-dentistry>

## INTERIM INFECTION PREVENTION AND CONTROL RECOMMENDATIONS

### Minimizing the Risk of Covid-19 Transmission

The ADA has published interim recommendations for minimizing the risk of Covid-19 transmission.

Their recommendations include a comprehensive list that covers:

- Before Dental Care Starts
- During Dental Care
- After Dental Care is Provided

Click here to view the interim transmission guidelines from the ADA:

[https://www.ada.org/~media/CPS/Files/COVID/ADA\\_COVID\\_Int\\_Guidance\\_Treat\\_Pts.pdf](https://www.ada.org/~media/CPS/Files/COVID/ADA_COVID_Int_Guidance_Treat_Pts.pdf)

---

## ADDITIONAL RESOURCES

### Patients with suspected or confirmed coronavirus disease

The [CDC](#) has published interim guidelines for patients with suspected or confirmed coronavirus disease.

Visit the CDC's website for the full, and most recent information.

### Guidance on Preparing Workplaces for COVID-19

[OSHA](#) has published a guide containing recommendations as well as descriptions of mandatory safety and health standards.

### Return to Work Interim Guidance Toolkit

The [ADA](#) has published a toolkit that contains interim recommendations from the American Dental Association's (ADA's) Advisory Task Force on Dental Practice Recovery. Registration is required to receive the toolkit.

### COVID-19 Resource Center for Dental Hygienists

[ADHA](#) has published a page on their website designed to keep hygienists informed of the latest Covid news and information.

### Disinfectants for Use Against SARS-CoV-2

The [EPA](#) has listed products that meet their criteria for use against SARS-CoV-2, the virus that causes COVID-19.

### A Guide to Understanding Masks

[RDH](#) has published an overview of masks currently used in dentistry. It contains information clinicians will need to know when providing care going forward.

# THE SAFE DENTAL APPOINTMENT

## RECOMMENDED PRODUCTS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | PRODUCT                                           | WHY?                                                                                                                                 | ITEM NUMBERS                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| FOR YOUR HYGIENE APPOINTMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                   |                                                                                                                                      |                                                |
|         | Vera Elite Disposable Prophyl Angle               | External ridges help reduce prophyl paste splatter                                                                                   | 121025, 121075, 161025, 161075                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 2 Tone Disclosing Tablets                         | Help clinicians understand problem areas for focused biofilm removal to potentially limit use of power scaling                       | 234225                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Surg-o-Vac Disposable High Volume Evacuation Tips | Studies have shown HVE to be effective at reducing up to 90% of dental aerosols                                                      | 077125, 077225, 077325, 077425                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | AEI Hand Instruments                              | Hand Scaling vs. ultrasonic scaling helps reduce aerosol generation                                                                  | <a href="#">Full Portfolio Here</a>            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Infinity Cordless Handpiece                       | Cordless Handpieces offer an infection control benefit because they're not connected to dental unit                                  | 295737                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Young Hygiene Handpiece                           | Air powered handpieces that can be heat sterilized                                                                                   | 410001, 295249                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Varnish Pen                                       | Closed System not exposed to environmental contamination                                                                             | 295779, 295782, 295835, 295836                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Face Shields                                      | Face shields and masks are included as interim guidance                                                                              | MK-3000                                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Pre-procedural Mouth Rinse                        | Reduces the bacterial count in the mouth                                                                                             | Coming Soon                                    |
| PPE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                   |                                                                                                                                      |                                                |
|                                                                                                                                                                                                                                                                                                                                                                                                                            | Defend Facemasks                                  | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | MK-7400, MK-7300, MK-7200, MK-7100             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Defend Nitrile Powder Free Exam Gloves            | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | NG-2003, NG-2004, NG-2005                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Defend Disposable Gowns                           | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | SG-1000, SG-1001                               |
| OPERATORY TURNOVER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                   |                                                                                                                                      |                                                |
|                                                                                                                                                                                                                                                     | OptiCide Surface Disinfectants                    | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | DOCW06-100, DOCP02-320, DOCP04-128, DOCS12-024 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Defend Barrier Products                           | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | <a href="#">Full Portfolio Here</a>            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Paper Tray Cover                                  | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | TC-9000                                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Crystal Tip Air Water Syringe Tips                | Microbial contamination detected in ~10% of metal AWS, recommend a disposable product                                                | CT-1200, CT-2100, CT-2900                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Defend Saliva Ejectors                            | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | SE-7000, SE-7001, SE-7002                      |
| INSTRUMENT REPROCESSING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                   |                                                                                                                                      |                                                |
|                                                                                                                                                                                                                                                                                                                                                                                                                           | Restore Daily                                     | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | RD016CS                                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Young Surgical Milk                               | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | 192101, 192132                                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Defend Plus Sterilization Pouches                 | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | <a href="#">Full Portfolio Here</a>            |
| OTHER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                   |                                                                                                                                      |                                                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Vacusol                                           | Meets basic expectations of safe care as set by the CDC <a href="#">Summary of Infection Prevention Practices in Dental Settings</a> | ED900CS, ED903CS, ED906                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Rubber Dams and Frames                            | Rubber Dam should be used to help minimize aerosol transmission                                                                      | 177001, 177101                                 |

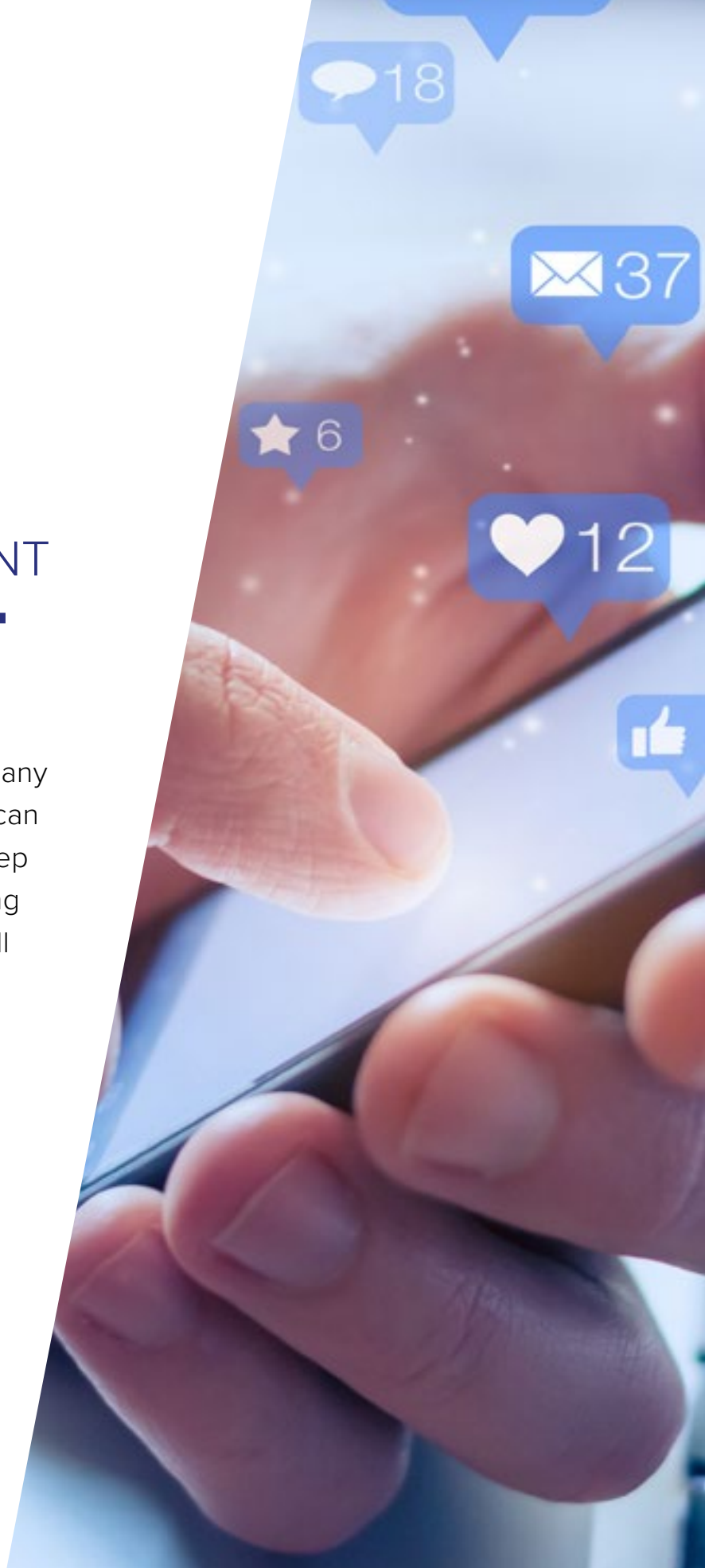
The information above contains products recommended by Young and are for general informational purposes only. We make no representation and assume no responsibility for the accuracy of the information, which is subject to change without notice. The information is not intended to be a substitute for direct medical advice, diagnosis, or treatment from your doctor or another qualified clinician.



## PART 3

# MARKETING & PATIENT **ENGAGEMENT**

Patient engagement is at the heart of any successful dental practice. If you can successfully educate patients, keep them engaged, and foster a strong reputation in their minds, you will build a long-lasting relationship and a strong foundation for referrals.





#### QUICK STATS

How much time do affluent internet users spend online each day?

**7.2 HOURS**

Millenials

**6.5 HOURS**

Gen X

**5.3 HOURS**

Baby Boomers

Source: [eMarketer](#)



### Part 3 | Section 1

## WEBSITE & CONTENT CREATION

Today's society uses the internet for everything. If you don't have a mobile-friendly website with up-to-date information, you're missing out on a huge opportunity. Your website can help differentiate you from other practices, solidify your reputation as an expert in your field, and provide a positive first impression for potential patients.

In addition, a well-organized and informative website is **essential** to SEO and driving organic traffic to your practice.



#### What is SEO and why should I care?

[by Forbes](#)



#### SEO for Small Business

[by Neil Patel](#)

If you only use your website as a static listing, no matter how beautifully designed, it won't generate traffic. To take your website to the next level, you need to optimize it for search engines and the best way to start is by filling your website with useful and engaging content.

## OPTIMIZING YOUR CURRENT WEBSITE

Now is the perfect opportunity to take a good look at your website. Is it up-to-date? Does it provide relevant and useful information? What can you do to make it better? At minimum, your website should include the following:

- ☐ Office Name, Address, and Contact Information
- ☐ Dental Provider Bios (including credentials and experience)
- ☐ Hours of Operation
- ☐ Services Provided
- ☐ Accepted Insurance
- ☐ Links to your social media channels

You should also take a moment to check the functionality of your website:

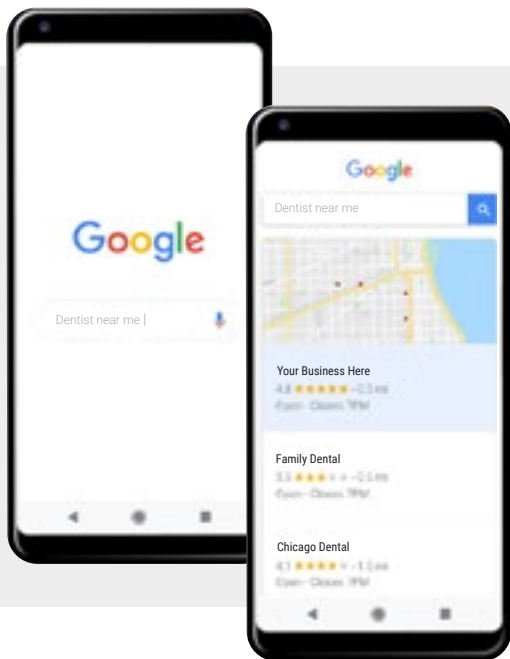
- ☐ Does every link lead the user where it should?
- ☐ Are all buttons and forms functioning properly?
- ☐ Are your social media icons connected to your social channels?
- ☐ Do you still have a link to Goolge+? The platform closed in early 2019.
- ☐ Is your website well organized? Is information easy to find?
- ☐ Is your contact information front and center?
- ☐ Is your website mobile-friendly?

## MOBILE-FRIENDLY MATTERS

Starting September 2020, Google will be using [mobile-first indexing](#) on all websites. Websites that are not mobile-friendly are far less likely to appear in search results.

Not sure if your website is mobile-friendly? Click here to find out:

<https://search.google.com/test/mobile-friendly>



## GOOGLE MY BUSINESS

If you haven't done this yet, take a moment to set up a Google business profile via Google My Business. This free tool allows you to manage how your business appears in Google Search and Maps. Update your address, phone number, website, and hours. You can also add photos, special offers and respond directly to reviews right from your profile page.

<https://www.google.com/business/>



## WHAT IS CONTENT?

Content is any information that lives online and is designed to inform, engage, entertain, or enlighten. It can come in many forms such as text, video, audio, or as an image, and can be distributed in many ways.

In terms of your website, content is information that builds trust and authority among your ideal patients and is created with the goal of [driving search engine traffic](#).

Millenials are **44%** more likely to trust experts even if they are strangers and **247%** more likely to be influenced by blogs or social content.

Source: [Content Science](#)

## Target Your Ideal Patient

Let's take a moment to pause on this thought. Why should your content be targeted towards your ideal patient? The purpose of content is to position yourself as an authority on the topic your ideal patient is searching for and ultimately convince them that you are the provider they want and need. You may treat many different types of patients, but that doesn't mean they are all ideal patients. Take a moment to think about the type of patient you really want and design your high quality (and potentially more time-consuming) content to that audience.

You can create a patient resource area or FAQ section to address broader topics and questions that would appeal to a larger audience. For your primary content, keep it focused.

Bull's Eye Media has created a great tool to help you define your ideal patient persona. [ACCESS IT HERE](#)

## Dr. Alexandra S. George

Dr. Alex is a master of using targeted content for SEO. Her website generates a steady stream of traffic because it was carefully designed to target a select set of patients. Content is kept fresh via her blog and information is organized, easy to find, and easy to digest.

[www.pittsburghdentist.com](http://www.pittsburghdentist.com)



### Where to Start

Once you've defined your ideal patient, draft a list of topics and questions this patient might ask and answer them one by one in an article or blog post. In order for your content to appear in Google Search results, you really need to think about the [intent behind the search](#) and not just the keywords.

For example, let's say you want to target patients seeking veneers. You know they'll be searching for the keyword veneers, but what is the intent behind that search? What do they really want to know?

#### WHAT IS SEARCH INTENT?



CLICK TO  
LEARN MORE

- Are veneers expensive?
- How are veneers applied?
- Are veneers better than crowns?
- Are veneers painful?
- How long do veneers last?
- How do I care for my veneers?

Next, think about other information that might be relevant to your ideal patient. In the case of veneers, it could be a gallery of before and after photos or a page with patient testimonials.

A long list of content ideas is better than a short one. Decide which questions you want to tackle first and think about the best way to answer them. Some questions are best answered by writing an article or a blog post. Others might be better addressed via a video. No matter which format you choose, take the time to craft this content carefully and make it as informative and useful as possible. It's time well spent and we'll show you how to repurpose it and extend its use in later sections.

## END GOAL

Now that you've created content to generate traffic and establish yourself as an authority, let's think about the final component, which is to convert visitors into patients. It's essential that you make it as easy as possible for a patient to call, text, email or book an appointment. One way to do that is to offer online scheduling.



Is online booking for dentistry worth it? Dentistry IQ explores this topic in more detail [HERE](#).



“

*It is imperative today that dental practices stay current with the changing times. We have two seconds of someone's time and have to make it VERY easy for them to find us AND to schedule an appointment. We use Local Med, a company I absolutely LOVE for a lot of reasons! We make sure that we have a link to schedule not only on our website but also on our Linktree in our profile for Instagram.*

**- Dr. Jessica Emery,**  
founder of Sugar Fix Dental Loft  
and Dental Soiree

## ADDITIONAL RESOURCES

### Steps to a Google Friendly Website

A practical list of tips from Google

[Access It HERE](#)

### Google Analytics

Analytics makes it easy to understand how your website users engage with your content

<http://google.com/analytics>

### Google Search Console

Monitor, maintain, and troubleshoot your site's presence in Google Search results

<https://search.google.com/search-console>

### Fundamentals of Advertising Online

A free 2-hour course from Alison.com

[Access it HERE](#)

### Unsplash

Free stock photography

[Learn More](#)

### Answer The Public

Discover what people are asking about any keyword

<https://answerthepublic.com/>



### Part 3 | Section 2

## COMMUNICATION

Effective communication between patient and practice is essential to building a strong, loyal relationship. According to the Nova Scotia Dental Association, it can have a “direct bearing on patient perceptions of the value of care provided, the degree of trust placed in the dentist and the success of treatment.”

### **Patient Communications: A Guide for Dentists by the NSDA**

[https://www.cda-adc.ca/\\_files/practice/practice\\_management/patient\\_communications/guides/dentalguide-ns.pdf](https://www.cda-adc.ca/_files/practice/practice_management/patient_communications/guides/dentalguide-ns.pdf)



## PHONE

It's easy to forget that every touch point shapes a patient's experience and perception of your practice and that includes interactions over the phone. Is your staff trained in phone communication skills? Do callers feel welcome, comfortable and cared about when they have a question? Now is an excellent time to have staff brush up on their phone skills.



Approximately 70% of people who decided to take their business elsewhere did so because of staff discourtesy.



It's 5x more expensive to gain a new patient than it is to retain an existing one.

### ADDITIONAL RESOURCES:

10 Essential Telephone Skills [by Telephone Doctor](#)

Dental Office Telephone Scripts [by As the Drill Turns](#)

Cancellation Scripts [by Dentistry IQ](#)

Successful Patient Recall [by Televox](#)



## TEXT

Texting is now the most used method of communication for Americans under 50 and text messages have a 209% higher response rate than phone or email.



**5 Ways to Use Texting in Your Dental Strategy:**

[by Dentistry IQ](#)



**Texting Patients: 11 Stats You Need To Know**

[by RevenueWell](#)

***“Forget leaving a voice mail. I know I don’t answer my phone. Everyone sees text messages and your return message rate will be SO MUCH higher!”***

**- Dr. Jessica Emery**, founder of Sugar Fix Dental Loft and Dental Soiree

## EMAIL

Gathering patient emails is probably at the bottom of your to-do list, but having a healthy and up-to-date email list can provide many benefits for your practice. For starters, it will provide you with an inexpensive marketing channel that can be extremely effective when used wisely. In addition to appointment reminders and one-to-one patient communication, email can be used to encourage referrals, request reviews, promote special offers, and provide educational resources.



### Building a Healthy Email List

Collecting and maintaining a healthy email list may take a little bit of effort at first but it isn't overly time consuming if you take advantage of patient interactions. Below are a few ideas on how to keep your list fresh.

1. Ask for an email on patient forms
2. Ask for an email when confirming appointments via telephone
3. Ask patients to verify their email upon check-in
4. Allow website visitors to opt-in to your email list
5. Flag patients whose emails bounce and follow up with a phone call

Don't forget that patient emails can change often, so it's important to ask for updated contact information regularly.



**Healthcare provider's guide to email marketing** [by Mailer Lite](#)



**Emailing Patient Information: A Resource for Dental Practices** [by NJDA](#)



**Email, Text & HIPPA** [by Dentistry IQ](#)

## SOCAL MEDIA

To effectively promote your practice, you need to be where your patients are and in 2020, that means social media. According to the Pew Research Center, [72% of Americans use social media](#), making it an essential component of any marketing strategy. Not only does it provide an easy and free way to connect with current and potential patients, it allows you to differentiate your practice, highlight your work, and solidify your reputation as an authority.



### FACEBOOK

With almost [2.5 billion monthly users](#) (worldwide), Facebook is the largest social media platform with the broadest range of age, income, and location demographics. Roughly [69% of US adults](#) say they have used the platform at least once and approximately [74% of users log in at least once a day](#). Although the platform has seen a significant [decrease in teen and millennial users](#) since 2017, it's still the best platform to reach a wide audience.

### ULTIMATE GUIDE TO FACEBOOK MARKETING

[by Hootsuite](#)



## INSTAGRAM

Since its launch in 2010, Instagram has grown to 1 billion monthly users (worldwide) and is best known for its eye-catching photos and videos. The platform tends to lean younger, with 64% of users falling into the [18-35 age group](#). Although the platform is smaller than Facebook, brands can generate [4x more engagement](#) on Instagram than they can on Facebook. Unlike the Facebook algorithm, which has intentionally [decreased](#) the organic reach of business posts, Instagram business posts [rank equally to user posts](#). Meaning that as long as your followers like, comment and engage with your content, they'll continue to see your posts in their feeds.



## HOW TO USE INSTAGRAM FOR BUSINESS

[by Hootsuite](#)



*“In this day and age, patients want to see raw reviews of realistic treatment on their peers rather than ‘celebrity endorsement’ and Instagram is exactly the social media platform to portray that.”*

**- Dr. George Cheetham,**  
Senior Partner at Ridgway Dental  
[@georgethedentist](#)



According to Pew Research, [73% of US adults use YouTube](#), making it the most popular online platform in America. The video-driven site is also the [number 2](#) search engine in the world, following Google at number 1. With [500 hours of video uploaded every minute](#), it can be difficult for your content to stand out. However, with careful planning and a little bit of creativity, YouTube can be a highly effective platform. Remember to structure your titles and descriptions with search intent in mind, especially if you are posting educational or how-to videos. In addition to educational content, consider posting a virtual tour of your office, meet and greets with the staff, and patient testimonials. Any of the content you create for YouTube can also be shared on other social media platforms.

### **COMPLETE GUIDE TO YOUTUBE MARKETING**

[by Hootsuite](#)

### **YOUTUBE 101**

[by Dentistry IQ](#)

## **TIKTOK**

With [800 million active monthly users](#), TikTok is one of the fastest growing social media platforms in the world. Although the app still has most adults scratching their heads, it's taken the teen world by storm with [60% of users falling into the 16-24 age range](#).

The social network allows users to create and share short-form video content ranging from lip-syncing to comedic skits to dance challenges. The video feed is highly addictive and the app makes it easy for anyone with a little bit of imagination to become a content creator.



### **A GUIDE TO TIKTOK FOR ANYONE WHO ISN'T A TEEN**

[by Slate](#)

## CONTENT CREATION & ENGAGEMENT

Not sure where to start with your social media? We recommend choosing one person in the office, ideally someone who is already comfortable with social media and has a creative streak, to be in charge of your social channels and developing content.



By now, you may be wondering how you'll find the time to create content for your website, emails, and social channels. Below are a few ideas and resources to help get you started.

### Repurpose and Repurpose Again

Take the content you carefully created for your website and repurpose it. For example, if you have an article titled “What causes bad breath?” on the frequently asked questions page of your website, take that article and print it out on letterhead or keep it on file for easy printing. The next time a patient has questions about halitosis, you can give them a copy of the article to take home. Next take that article and break it up into several social media posts, ideally one post for each possible cause. Don't forget to include a call to action in your post such as “visit our website” or “call to book an appointment”. Scatter the posts over several weeks to fill out your content calendar. Next, take the copy from your social media post and repurpose it again in your email newsletter. This time encourage your email recipients to visit your website for more great tips. Finally, take the same article and film it as an informational video for your YouTube channel. When you have a gap in your content calendar, take the video and share it to your social channels. Do this with all of your content to make the most of your time and effort.



### **The Psychology of Marketing: 18 Ways to Use Social Proof to Boost Your Results**

[by Buffer](#)

### **Patient Posts: The Dentist's Secret Weapon for Better Online Reach**

[by My Social Practice](#)

### **A Painless Guide to Social Media Marketing for Dentists**

[by Sprout Social](#)

### **The 7 Best Free Social Media Management Tools**

[by WordStream](#)

## **User Generated Content**

Consider filling gaps in your social media calendar with content created by your patients. Not only does this take some of the content burden off your plate, it also serves as a form of social proof.

[Social proof](#) is the concept that people will follow the actions of the masses. The idea is that since so many other people behave in a certain way, it must be the correct behavior.

## **Utilize Tool Kits**

There are many wonderful resources and tools available with pre-created social media content. For example, [Soiree Stock](#) is a styled stock photography website developed specifically for dentists. Their beautiful imagery can be used in combination with your own photography and patient generated content to build out a full content calendar.

### **Soiree Stock**

Styled stock photography, captions, hashtags, and content calendars designed by a dentist for dentists.

<https://www.soireestock.com/>

### **Posts For My Patients**

Free COVID-19 related content resources provided by a partnership from the DTA and Lanmark360.

<https://postsformypatients.com/>

### **CDC Social Media Tool Kit**

<https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html>

### **AAP Oral Health Tool Kit**

<https://www.aap.org/en-us/about-the-aap/aap-press-room/campaigns/tiny-teeth/Pages/default.aspx>

## PATIENT EXPERIENCE

The relationship between your patients and your practice is strengthened (or weakened) by every interaction they have with you. The process starts the moment they first consider you as a provider and continues to build until they become your best advocate.



**90%**

of consumers used the internet to find a local business in the last year

**82%**

of consumers read online reviews for local businesses

**91%**

of consumers say a positive review makes them more likely to use a business

Source: [Bright Local](#)

### Patient Referrals & Word of Mouth

Never underestimate the power of a personal recommendation. The [Journal of Marketing](#) conducted a 2.5 year study that found referred customers have a 16% higher lifetime value and are 18% more likely to remain loyal than non-referred customers. In addition, [83% of consumers](#) would be willing to refer services after a positive experience but only 29% will actually do so without prompting.



### 9 Dental Patient Referral Program Ideas To Boost Your Patient List [by Boost Medical](#)



#### Online Reviews

While [word of mouth](#) is still considered the best form of advertising, online reviews are a close second. [90% of consumers](#) go online to find a local business and 82% will read online reviews before making a decision. In addition, the average consumer reads [10 reviews](#) before they feel they can trust a business.



### How To Get Patients To Write Reviews [by Boost Medical](#)



**Young Innovations, Inc.**  
2260 Wendt Street,  
Algonquin, IL 60102 USA  
(847) 458-5400  
[www.younginnovations.com](http://www.younginnovations.com)