

12 STRATEGIES TO PRIME YOUR PRACTICE FOR REOPENING

Steven M. Katz, DMD, MAGD

Kelly Fox-Galvagni, CDA

Smile Potential Dental Practice Coaching

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99 Powerhouse Rd. Suite 210

Roslyn Hts, NY 11577

(516) 599-0214

coaching@smilepotential.com

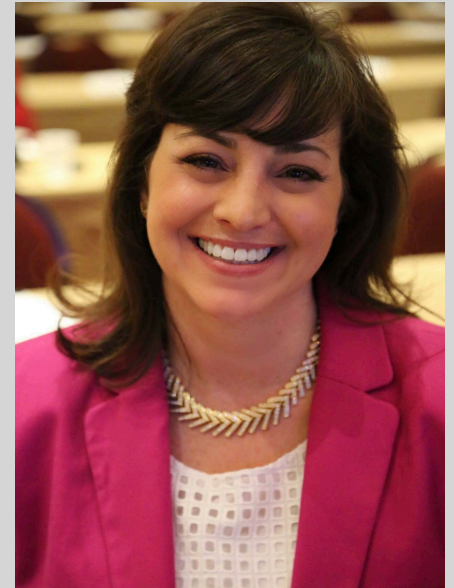
Meet the Presenters



Dr Steven Katz

email: drkatz@smilepotential.com

cell: (516) 524-7573



Kelly Fox-Galvagni

email: kelly@smilepotential.com

cell: (631) 834-1427



Which one are you?



coaching@smilepotential.com

(516) 599-0214



Which one are you?



Half-full

coaching@smilepotential.com

(516) 599-0214



Which one are you?

Half-empty

coaching@smilepotential.com

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Which do you focus on?

A clear glass filled with water, centered in the image. The water level is about halfway up the glass. The glass has a thick base and slightly tapered sides.

What you want

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Which do you focus on?



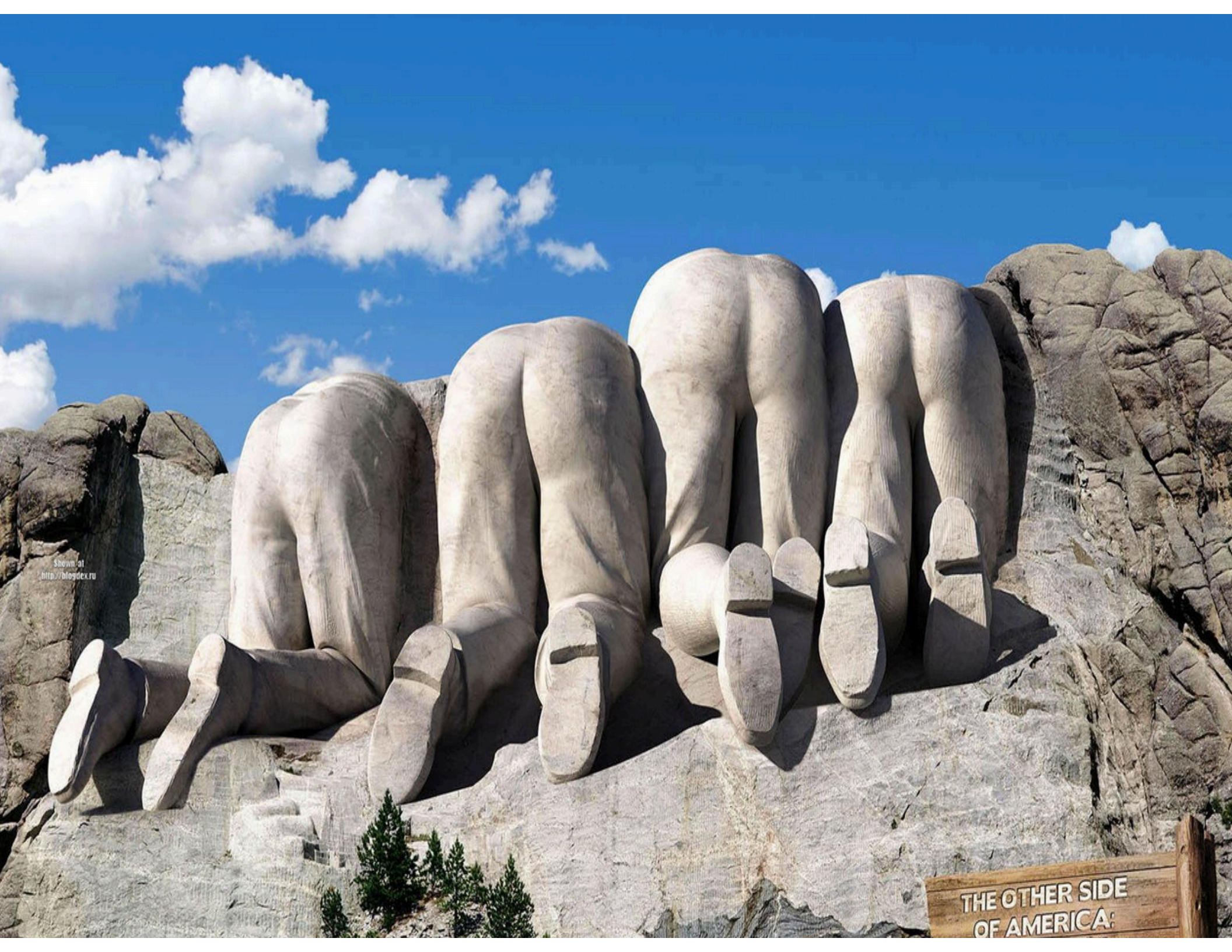
What you have

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(516) 599-0214







Shawn at
<http://blogdex.ru>

THE OTHER SIDE
OF AMERICA:

**Challenges
in life can
make you
either bitter
or better.**



coaching@smilepotential.com

(516) 599-0214





1. PRIME YOUR PUMP

coaching@smilepotential.com

(516) 599-0214





2. Reach out and touch



coaching@smilepotential.com

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3. Protect your team



When you're part of a team, you stand up for your teammates. Your loyalty is to them. You protect them through good and bad, because they'd do the same for you.

(Yogi Berra)

TEAM

TOGETHER
EVERYONE
ACHIEVES
MORE

4. Expand your knowledge

Webinar

Henry Schein Webinars:
**Grow Your Dental
Practice One Class
at a Time**



HENRY SCHEIN®
PRACTICE SERVICES

COMPLIANCE
TRAINING
PARTNERS®



**Compliance Training
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Coronavirus/COVID-19 Best Practices

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5. Clarify responsibilities



6. Improving Your Verbal Skills



For a FREE copy of
Smile Potential Scripts for Practice Success:
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S. specific

Be as specific as you can with your goals.

M. meaningful

What is your "why"? Make it strong.

A. achievable

Be realistic. Set goals you can achieve.

R. relevant

Set goals that are relevant to your life & your values.

T. time-bound

Daily. Weekly. Monthly. Break goals into tangible time.

E. evaluate

Evaluate where you are with achieving your goals daily.

R. readjust

A different approach can help you progress & achieve.

7.



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8. Evaluate your policies



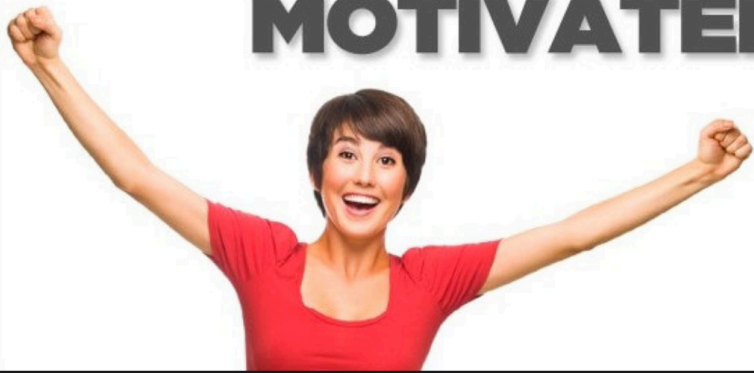
HRforHEALTH

#1 IN HUMAN RESOURCES FOR DOCTORS

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HOW DO YOU KEEP YOUR TEAM
MOTIVATED?



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TEAM PERFORMANCE EVALUATION FORM

(TO BE COMPLETED BY MEMBER OF TEAM & EVALUATOR)

Name of Practice _____

Name _____ Circle: Dr Hyg Admin Assist

How long have you worked in this office? _____

When was your last review? _____

This form is being completed by (Circle): Doctor Office Manager Employee

Your work schedule: M _____ T _____ W _____ Tr _____ F _____ Sat _____ Sun _____

Describe 3 things that you have excelled in since the last evaluation?

1. _____
2. _____
3. _____

Describe 3 things that you find challenging in the course of your days?

1. _____
2. _____
3. _____

Describe 3 things that you would like to see different for yourself in the practice?

1. _____
2. _____
3. _____

What are the obstacles to making these changes?

1. _____
2. _____
3. _____

Has conflict between team members caused turmoil in the office? _____

Explain: _____

Do you feel that gossip sometimes interferes with the culture of our office? _____

Explain: _____

Is there anything that prevents you from referring new patients to the practice? _____

Explain: _____

Rate YOUR level of enthusiasm in the office: HIGH MODERATE LOW

Rate YOUR level of satisfaction with YOUR Job: HIGH MODERATE LOW

Please attach any additional comments / thoughts that you would like to share.

Team Member Signature _____ Date _____

Reviewer Signature _____ Date _____

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www.smilepotential.com

For a copy of our team performance evaluation form,
email us at coaching@smilepotential.com

10.
Systems run
your practice

People run
your systems



For information about our 3 stand-alone training programs:

Customized Practice Covid Bounce-Back Program,
Hygiene Acceleration & Administrative Profitability



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11.
You
MUST
go
paperless
NOW



DENTRIX

12. Embrace Analytics



DENTALINTELLIGENCE



Performance Board

Search Patients by name or I.D.

<	≡	Active Patients ⓘ 740	≡	Pre-Appointment % ⓘ 28%	≡	Active Hygiene Patients ⓘ 699	≡	Hygiene Pre-Appointment % ⓘ 29%	>
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di. COVID-19

Search Patients by name or I.D.

Let us help you find the best patients during Covid-19

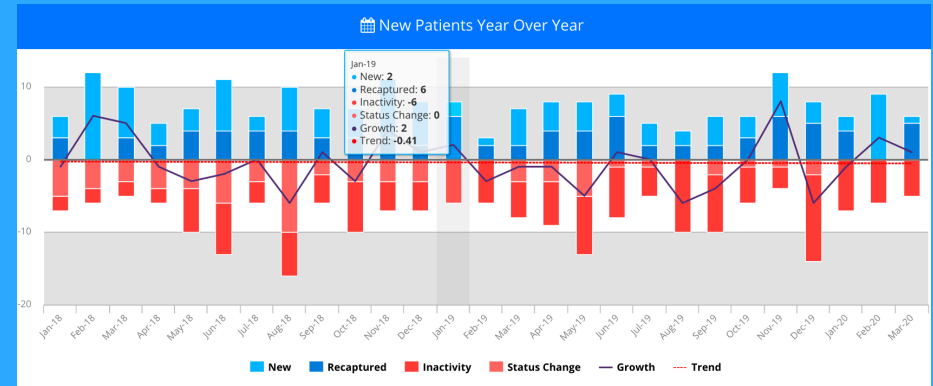
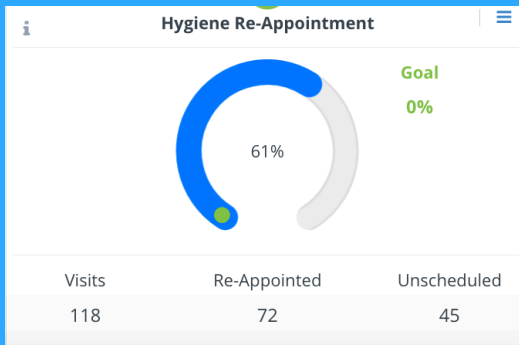
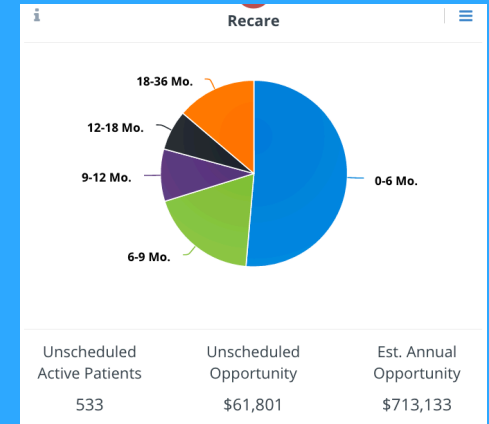
Covid-19 Top Picks

Hand picked for your practice

COVID Restoration Preferred (Post Pandemic)

COVID Hygiene Broken & Unscheduled (Since 3/16/2020)

COVID Restoration Broken & Unscheduled (Since 3/16/2020)



di.
DENTAL INTELLIGENCE



13. Patient Loyalty Program

**Designed To Acknowledge
Your Support**



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(516) 599-0214



14. Build Your Brand



Create Amazing Social Media Content



15. Dentrrix Projects

1. Clean up active patients and treatment plans
2. Create more user friendly treatment planning buttons including multi-codes in the charting module
3. Clean up insurance data base
4. Get E-central eligibility set up, get trained
5. Set up online NP paperwork (questionnaires), get trained, update forms with Covid Questions.
6. Evaluate your recall system, rework it if needed.
7. Create Block Scheduling/Perfect Day Scheduling
8. Reports to run and analyze:
 - A/R, consider writing off balances that are not collectible
 - Insurance Aging
 - Pre-Estimate Aging
 - Unscheduled Treatment Plans
 - Insurance Utilization (if you're planning on dropping/adding plans)
 - New Patient List-are you tracking referral sources?

TAKE ACTION NOW

**Smile Potential's
Customized Practice Covid Bounce-Back Program**

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Dr. Steven Katz
drkatz@smilepotential.com
cell: 516-524-7573

Kelly Fox Galvagni
kelly@smilepotential.com
cell: 631-384-1427

feeling
lucky? ♣

Opportunity is nowhere.

Opportunity

Opportunity is now here.





**WE WILL
COME BACK
STRONGER
THAN EVER**

coaching@smilepotential.com

(516) 599-0214





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THANK YOU



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