



**i3 Ignite**

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# Top 10 Tips: Capturing Pent-Up Demand

*Keys to realizing revenue more quickly*

- 1** Consider accepting Medicaid
  - With the unemployment rates high, it could make a difference in your revenue
  - Consider accepting insurance if you're fee-for-service
  - Determine what percent of revenue you'll accept from new payors
  - Get set up for credentialing and claims management
  - Consider scheduling specific hours for Medicaid patients or designating one location that others can refer patients to

- 2** Line up more patient financing options
  - People will need it more than ever
  - Develop training for your team including specific phrasing to use in presenting payment options
  - Consider offering significant cash discounts

- 3** Reach out to your best referral sources
  - Identify who are your most impactful referral sources and reach out to them weekly starting now
  - Who provides the most revenue? Most number of cases? Largest number of high value cases?



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## 4 Create messaging to attract cosmetic dentistry patients

- Why should docs refer these cases to you instead of another dentist?
- Potential messaging: Is your smile helping or hurting your chance for that new job?

## 5 Develop a social media campaign

- Videos of you and your team prepping to re-open
- Videos of you and your team literally opening the doors
- Interesting graphic with message about when extended hours will start

## 6 Plan to offer extended hours

- Evenings, Saturdays and even Sundays
- Develop the calendar for extended hours and determine how you'll staff

## 7 Block days and times on your schedule for high-value procedures

- Don't defer high value cases - do them first

## 8 Develop training for your front desk

- How do they answer new patient and current patient questions so appointments are scheduled asap?
- If you haven't already, buy Patient Prism. It works! I3 Ignite is an advisor and we've seen the results.



## 9 Develop new processes now that create more efficiency and a better patient experience

- Look at all administrative and clinical processes from the moment a consumer contacts your practice or contact center to discharge - from their point-of-view, not yours

## 10 Mine your charts now for elective or deferred work

- Craft your message for why they should do the work as soon as you re-open
- Develop special offers for existing patients
- Reach out to them first for scheduling



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### About i3 Ignite

i3 Ignite is a consulting company that creates clarity and momentum for business leaders challenged with building a platform for scaling location-based services that will deliver repeatable outcomes. Many of i3 Ignite's current clients are entrepreneurial groups that are planning to structure and operate a new, centralized, dental support organization (DSO).

As founding COO for ClearChoice Dental Implant Centers, Margaret McGuckin successfully grew the pioneering DSO to become the implant market leader, opening 31 multi-specialty locations in four years across the United States.

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