



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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