



i3 Ignite

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Top 4 Tips: Coming Out of a Down Market

The strategies you'll need to execute your recovery plan

Market stress creates discontinuity that shifts positions in the market. The first mover advantage coming out of a downturn will be significant.

After you implement short-term strategies to get through the crisis, ask the bigger question: Get through...to what? We know the industry structure will change—but how?

- Consumer and patient buying practices will change
- Business models, like DSOs may change
- The competitive landscape will change

The tips we're sharing are based on my personal experience as the Founding COO for ClearChoice Dental Implant Centers. During the worst of the Great Recession, our management team aggressively expanded and scaled this pioneering DSO model to 31 locations and in four years, generating over \$131 million in annual revenue.

i3 Ignite
anticipates
first movers
will achieve
10%-20%
gains in
market share
when the
market starts
to come back.

Create Your Recovery Plan | **(830) 237-1789**

TOP 4 TIPS FOR COMING OUT OF A DOWN MARKET



1 Call all employees – furloughed or laid off

- Demonstrate you personally care about them and their families
- Keep them posted on potential open dates

Why? You don't want to risk losing high performers to another practice



2 Prepare for pent-up demand now, not later

- How can your schedule be adjusted to see highest value cases?
- Determine your extended hours and how to staff

Why? If you don't, you'll lose patients to other dentists



3 Call all patients, especially those who will need to be scheduled first

- Start the conversation with asking about how they're doing
- Let them know your first priority is to schedule them quickly when you resume full dental services
- Ask them if they'd like you to tentatively schedule a date/time.

Why? You risk losing a patient forever if you can't get them in quickly



4 Host weekly webinars with referral sources

- Share tips and resources you've found
- Provide emotional support
- Discuss what can be done to improve or streamline the referral process

Why? Your referral doctors are feeling the same pressure you are. They'll remember who reached out to them during this time.



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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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