

Planning your business bounceback

COVID - 19

WE'RE HERE TO HELP

Henry Schein takes seriously its commitment to helping healthcare professionals manage the impact of the COVID-19 outbreak. We strive to be a valuable business partner that our customers can rely on to help operate efficiently and deliver quality patient care. We are always ready to stand by you during these challenging times.

Please contact us or visit [henryschein.co.uk](https://www.henryschein.co.uk) for more information



Business Bounceback

It's vital that practice owners and managers plan carefully for the return to normality post Covid-19.

Dear customer,

In this period of lockdown, Henry Schein has been pooling our ideas, products, services and resources to help you to reopen your dental practices.

This is going to be a very critical time for you, your practice, your team as well as your patients, so it's really important that you identify the strategies to allow your business to bounceback and to start to recover lost profits. Our bounceback strategy will give you lots of ideas for how you can do this - including how to run virtual consultations (teledentistry), helpful marketing ideas, and a Youtube playlist which clearly shows you how to recommission your equipment and get it back up and running safely.

There are many other ideas to help you prepare for what will become the '[new normal](#)' world of dentistry. And it's going to be quite different from how it was before and will almost certainly change again once a vaccine is available. Of course, our service team will be on hand to help you with any equipment difficulties you have. Just call 0292 044 2806 or email equipment-servicedesk@henryschein.co.uk

We have tried to address many of the concerns that have been raised around infection control and aerosol generating procedures, and how you can incorporate safer measures into your practice and your workflow. There is also a section on official PPE recommendations and a mask explanation guide.

So please take a look inside, and if you would like us to include anything else that will benefit the dental community, please don't hesitate to get in touch with me.

Best wishes

Jane MacRae

Marketing Manager

e: jane.macrae@henryschein.co.uk



Contents

Looking after your team	3
Looking after your patients	4
• Teledentistry	5
• Marketing	7
Looking after you practice	9
• Infection control	9
• Equipment	14
Looking after your business	16

Looking after your team

Effective and strong leadership at this time is vital. You need to protect your team and communicate with them about your plans and priorities. Tell them how you will protect them and what impact the current crisis will have on the practice. Without leadership, your team will flounder and so will your business. For advice and help with this, visit [Engage the Team](#). Henry Schein customers get 10% discount.

Consider the following as part of your leadership plan:

- **Remote meetings** are easy and effective, and there are many software applications, such as Zoom, which are free and easy to use. Keep your team informed about the business impact of your actions, your current situation and your recovery plans. Prepare to hit the ground running on day one.
- Focus on the **mental health** of your team – there are lots of free applications and guidance on working from home. Stay in regular contact and be empathetic to their needs. Your mindset determines your experience of life and yet few of us are consciously aware that we can choose our mindsets, irrespective of what is happening around us. To help your team achieve this, they can run a short exercise called The One Minute Mindset. It's super easy and obviously quick and yet it will empower you and your team to understand that simple changes can have big effects. [Click here](#) for the free to use download. Keep smiling and enjoy the exercise.
- When you do reopen your practice, **re-induct your team** and celebrate the return. It's a great opportunity to demonstrate leadership and to bring the team back together again.
- Implement **sick leave** policies for your staff that are flexible, non-punitive, and consistent with public health guidance, allowing employees to stay home if they have symptoms of respiratory infection. Ask staff to stay home if they are sick and send staff home if they develop symptoms while at work.
- **Furloughing** is an opportunity to protect your team and your business: it's a positive government initiative to help businesses and individuals come through the crisis more strongly. It is designed to protect your team against redundancy. It will hopefully allow you to retain your staff rather than having to recruit new ones.
- If you do need to take on new staff, visit [MediCruit](#) who will help you through the process - and give you a discount if you are a Henry Schein customer.
- **Keep your team busy**. You can use this time to upskill your team. There is a plethora of webinars and CPD opportunities out there including [Software of Excellence's Academy of Excellence program](#) designed to equip the practice team with knowledge and skills about EXACT software that will help drive the business, as well as providing formal certification and CPD hours. It's also free during lock down. [Register here](#).
- Visit [hsdeducation.co.uk](#) for more CPD webinars and links to our suppliers and partners to access their online materials.

Looking after your patients

Communicating with your patients has never been so important. So make sure your phones are diverted so that your patients can always communicate with you. The actions you take now will determine the success of your business in the coming months.

Following the COVID-19 outbreak, patients will understandably be fearful of coming back to the dentist and may consider postponing non-essential appointments, such as check-ups and hygiene appointments. Therefore your strategy needs to really focus on continuing to educate patients about the importance of oral care and routine appointments as well as the importance of maintaining their dental finance plans to in order for them to avoid potentially hefty increases in future costs.

To prepare for this it will be helpful to segment your patient database and create different communication strategies for each group. Every patient will require significant amounts of targeted communication to persuade them of the importance of oral care and to convince them that you are open, safe and infection-free.

- Call your patients 24 hours before their appointment to assess their potential level of risk. For example, have they been self-isolating, or are they an NHS worker in daily contact with COVID-19 patients?
- **Point of care diagnostic tests** will almost certainly be available so you can also test your patients when they come into the practice. If you do not test them ensure that at least 3 days have passed since recovery (resolution of fever without the use of

fever-reducing medications and improvement in respiratory symptoms such as cough or shortness of breath) and at least 7 days have passed since symptoms first occurred.

- It is important that you understand the **risk profile** of your patient demographic so that you can work out which groups are most likely to need encouragement to visit. (**EXACT** has this functionality).
- Consider **patient financing** for those who are in financial difficulty after the crisis. There are many different options available from a range of companies, including **Finance4Patients** who offer preferential rates for Henry Schein customers.
- Pro-actively manage patient fear and demonstrate the ways in which you are minimising the possibility of infection and thinking about patient safety by reducing contact points and time spent in the waiting room:
 - Reduce the number of patients in the practice at any one time.
 - Stagger appointments.
 - Ask patients to complete medical history and consent forms prior to arrival.
 - Ask patients to wait outside or in the car until they are called.
 - Consider having dedicated clinics for 'vulnerable' patients.
 - Use automated messages direct from your dental software to communicate your plans to patients.
- How you are planning for contactless arrivals and departures (see page 13).

Teledentistry

The unprecedented global COVID-19 crisis is significantly impacting the dental industry, changing the way that we work and forcing dentists to leverage creativity to stay productive. This includes the adoption of new technologies to allow continued ongoing communication with patients. Unfortunately for dentists, remaining productive won't happen by simply shifting morning huddles to Zoom calls. Clinicians have to interact with patients, simple as that. They need to stay in touch, be proactive and start marketing their new services. While your practice is closed, you can continue to offer advice and appointments via video conferencing or phone calls for urgent or emergency appointments. This gives early adopters of teledentistry a real chance to get ahead of the curve and our enforced 'shutdown time' presents an opportunity to explore these new possibilities for your practice.

[Click here](#) for more information and advice on how to implement teledentistry.

When you launch your teledentistry business – and you can do it fast! – consider setting up a series of education group meetings online to which you can invite your patients and announce your new service. In these meetings you can run through:

- How to keep teeth healthy without visiting the dentist.
- Oral care at home: rinses, toothbrush advice, interdental brushes, flossing and tongue scrapers.
- How to minimise oral sensitivity.
- Share your health and infection control tips.
- Provide ortho or aligner tips. And much ortho work can continue with trays being posted to patients. The Invisalign website also has a virtual treatment connection.
- How to request a virtual consultation if patients have inflammation, bleeding or pain.
- Offer virtual consultations for any patients

wanting to discuss treatments, for example aligner treatments or whitening.

- Remember you will need to offer a risk assessment for each patient and good advice can be found [here](#).
- Patients with urgent dental care needs should be referred to the local **Urgent Dental Care** centre. It is essential to minimise the number of patients referred to designated urgent dental care centres to reduce the risk of transmission of COVID-19 to healthcare workers and patients, and to lessen the pressure on these services.
- **Appropriate records** should be kept of all patient contacts, including care management and onward referrals. This will be essential for contract management calculations for 2020/21.
- And remember to put a note on your website that you are now open for **virtual consultations**.

Teledentistry Support Products

You will also need a stock of products which you can send out to your patients to help relieve their symptoms and reduce their pain and inflammation. So we have compiled a list of all the **teledentistry support products** that might be useful for you to stock. And remember you can pop the items inside a sterilisation pouch to ensure no contamination occurs.

There is no regulatory framework yet to claim for activity or apply patient charges for a triage via telephone; providers undertaking telephone triage are advised to keep a manual record of patients, with the view that this data collection will help support and inform development of contract management arrangements for 2020/21. [Click here](#) to view. Urgent treatments provided within UDC systems should adhere to the current regulatory framework for FP17 submission and applying patient charges.

Teledentistry

MEDPOD is a new teledentistry solution launched by Henry Schein to allow you to stay personally connected, 24/7, with your patients and to triage dental emergencies and perform post-procedure checks using video consultations. This simple video consultation tool can be used with any smartphone, tablet, or computer. It's an on-demand, cloud-based, software that requires no downloads or installations. Email info@henryschein.co.uk to register your interest.

Key features include:

- AES 256 Bit Encryption, double the standard 128k encryption
- Custom URL and branded virtual waiting room facility
- Patient can register or enter as a guest
- DHCP can view all patients in the waiting room and reason for visit
- 2 setups available to handle incoming patient calls
- Patient can select a specific dentist or wait for the next available
- Patient can view DCHP availability
- Chargeable to the patient via Worldpay (or using your own practice management system)

More Information on Teledentistry

For further information, the [FGDP website](#) is invaluable and offers nation-by-nation clear information and updates on urgent care arrangements. It also covers:

- Telephone triage and assessment
- Remote prescribing and advice
- Reducing the risk to dental professionals and patients
- Definitions of routine, urgent and emergency care
- Aerosol generating procedures
- Record keeping

For excellent triage advice from the British Endodontic Society [click here](#)

For GDC information please [click here](#)

For General Medical Council information please [click here](#)



Marketing

At this critical time, it's important not to reduce your marketing. In fact the very opposite. You need to communicate all your practice information, virtual consultations, reopening and infection control processes you are adopting. Let your patients know that you care and that you are here for them. Don't forget that your website is your shop window and the best way for you to maintain communication with your patients. Keep it up-to-date, refresh the content and encourage your patients to visit regularly for help and support while you are closed.

If you have some extra downtime, there are 3 simple things you can do (without anyone's help) to convert more online traffic into new patients.

1. **Optimise your Google My Business (GMB) profile**

When people search for a dentist on Google, most likely they'll see your GMB profile first, before your website:

- Make sure the information section is completely filled out (including the services you offer and the region you serve)
- Upload more photos
- Set-up messaging: a new feature that allows people to message you from GMB
- Manage and respond to reviews

2. **Clean up directories**

- If you've ever invested in SEO for your practice, the chances are the company listed your business on a variety of directories like yelp, yellowpages, hotfrog,

canpages, etc. to improve your Google rankings.

- You should make sure that the business NAP (name, address, phone number) and hours are the same as your GMB profile because it'll hurt your Google rankings if they aren't (Google likes consistency).
- ### 3. **Optimise your social media pages**
- Info on both platforms should be completely filled out, especially the 'contact' button.
 - Writing your practice's story on the '**Our Story**' section of your Facebook page tells people what values your practice stands for and why you're different from the rest.
 - Same with your **Instagram bio**: add one or two lines about what makes you unique.
 - Delete any '**low-quality photos**'.
 - Delete any **stock images, memes or any content** that doesn't create trust, affinity, and establish a connection with people, but was just put up for the sake of putting up content.
 - **Hootsuite** is a great social media scheduling tool and has some good advice
- ### 4. When you are undertaking marketing to your patients consider whether under GDPR your message is of **legitimate interest**. If so, you can send communications to all patients instead of just those who have opted in. The **Information Commissioner** has clearly announced that data protection concerns should not stand in the way of appropriate information sharing.

Marketing

EXACT has excellent patient marketing functionality, so if you're not already familiar with its capabilities, check out the [Software of Excellence website](#)

Marketing Manager and Campaign+ allows you to create, automatically schedule and send marketing campaigns to targeted patient lists straight from **EXACT**, enabling you to target the right patients at the right time, and encouraging optimum treatment uptake. Responses are tracked automatically through **EXACT**'s intelligent software, and using Campaign+, you are able to instantly monitor your return on investment.

With access to an array of campaign designs and templates, it's easy to create personalised communications incorporating your own practice branding; including e-shots, direct mail, posters and flyers.

Channel Track allows you to delve deeper into your marketing campaigns, helping you to understand precisely which type of marketing works best for your practice. By adding unique phone numbers to each of your marketing channels, and dynamic phone numbers to your website, you can

track the effectiveness of each communication and pinpoint exactly where your new patients are coming from. It also has the facility to record conversations with patients, enabling you to monitor how new patient enquiries are dealt with and introduce additional training where necessary, ensuring all queries are dealt with in the most effective manner.

For 121 help and advice on marketing using **EXACT**, please contact 01634 266802 contactus@soeuk.com



Infection Control

Aerosol Generating Procedures

SARS-CoV-2, the virus that causes COVID-19, is thought to be spread primarily through respiratory droplets. Airborne transmission from person-to-person over long distances is unlikely. However, the contribution of aerosols, or droplet nuclei, to close proximity transmission is currently uncertain. The virus has been shown to survive in aerosols for hours and on **surfaces for days**. However, it is unclear whether these particles actually are sufficient to **cause an infection**. There are also indications that patients may be able to spread the virus while pre-symptomatic or asymptomatic.

The practice of dentistry involves the use of rotary dental and surgical instruments such as handpieces or ultrasonic scalers and air-water syringes. These instruments create a visible spray that contains large particle droplets of water, saliva, blood, microorganisms, and other debris. This spatter travels only a short distance and settles out quickly, landing on the floor, nearby operatory surfaces, DHCP, or the patient. The spray also might contain certain aerosols. Surgical masks protect mucous membranes of the mouth and nose from droplet spatter, but they do not provide complete protection against inhalation of airborne infectious agents.

There is currently no data available to assess the risk of SARS-CoV-2 transmission during dental practice or to determine whether DHCPs are adequately protected when providing dental treatment using standard precautions.

To respond to this situation **the BDIA is launching a new initiative**, the AGP Resilience Challenge (ARC), with the aim of contributing to a better understanding of the issues surrounding the mitigation of the potential risks associated with AGPs and how the industry can facilitate the provision of safe and effective dental treatment going forwards.

The evidence review will continue to be updated in light of emerging evidence for this new pathogen.

Of course there is the risk, not only of infection for the whole dental team, but also **patient to patient infection**. Consequently there will be an even greater emphasis on hygiene, PPE, decontamination and infection control.

The **use of pre-procedural mouth rinses along with the use of high volume suction apparatus** significantly reduces the aerosol contamination and hence chances of cross-infection. Chlorhexidine, which is commonly used as a mouthrinse in dental practice, may not be effective to kill 2019-nCoV. Since 2019-nCoV is vulnerable to oxidation. Preprocedural mouthrinse containing oxidative agents such as **1% hydrogen peroxide or 0.2% povidone** is recommended, for the purpose of reducing the salivary load of oral microbes, including potential 2019-nCoV carriage. A preprocedural mouthrinse would be most useful in cases when rubber dam cannot be used. Ventilation will also be very important. You will probably need to open the windows when AGPs are used.

Infection Control

There are several other practical measures which can be taken to reduce aerosol splatter and these include:

- Use **high speed evacuation** for treatments that involve an AGP (aerosol generating procedure). [Click here](#) to find out more about Isolite and Isovac which have been proven in 3 clinical trials to reduce by 90% the aerosol and moisture created during dental procedures.
- **Rubber dams** may also offer protection. Given that rubber dam isolates the area the dentist works in from the oral cavity, this may further **reduce the risk of contamination**. However, other sources claim the total amount of **aerosol is increased** when a rubber dam is used. Given that it is unknown whether one of the effects outweighs the other, the indication to use a rubber dam remains based on the dental procedure.
- Consider using **electric contra angle handpieces** rather than high speed turbines. If you don't have a chair motor, BA offer a **plug and play motor** to convert the chair for this purpose. Electric ones provide a consistent torque that does not decrease with resistance and higher load. Other advantages of electric handpieces include:
 - They tend to produce a smoother and more precise cutting edge, due to the stable speed. The electric handpiece is more **efficient at cutting various materials** used in dentistry, especially machinable glass ceramic, silver amalgam, and high noble alloy, than the air-turbine handpiece.
 - Smaller head diameter results in a better sight of the preparation area.

- Patients tend to prefer electric handpieces because they are quieter and don't produce the same vibratory sensation.
- Most models are equipped with an LED light.
- Consider purchasing a **laser** for scale and polish treatments instead of an ultrasonic scaler which generates aerosol.

ZYRIS ISOLITE®

[Click here for more information](#)



90% of aerosols can be removed with proper high volume evacuation. Studies show that **Isolite is more effective in reducing aerosols and spatter** than using a rubber dam + HVE, or an HVE alone. Not only that, but because Isolite provides continuous isolation, retraction, and suction, **you will not require an assistant to evacuate liquid and debris.**

- Sealant procedures can be done up to 25% faster
- Sealants are 95% intact at 12 months
- You can reduce chair time by 48%
- You can increase patient satisfaction by 69%.

"I've worked without an assistant, using an Isolite, not just for having it as an extra set of hands, but also for evacuating aerosols which is incredibly important at this time."

Dr. Laskin

"With conscious sedation, it's extremely important that we protect our airway. That's one of the main reasons that I use the Isolite, not only because I am protecting that airway, but also it makes me be more efficient since I can be working on two quadrants at the same time."

Dr. Ana Vazquez

Infection Control

PPE

PPE and masks: FFP3 mask, eye screen, apron and gloves are essential for all patient contact for non-COVID-positive patients. This recommendation will remain in place until the current trajectory of COVID has flattened. For other direct patient care, a fluid-resistant (type IIR) surgical mask remains appropriate. Government advice for PPE to use with, and without, AGPs (including advice for donning and doffing) can be found [here](#).

There is a lot of useful information from [Public Health England](#) including which PPE to use for different clinical settings.

Explore your **PPE options** and ensure that you have an adequate supply of FFP3 masks (currently in short supply and unavailable from Henry Schein though we are working hard to source them).

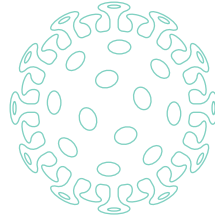
- BAOS President, **Paul Coulthard** said 'There are limited supplies of FFP3 masks. Until we have enough, oral surgeons and dentists have to avoid contact with patients by cancelling elective activity, restrict patient care to a minimum and keep visits as short as possible – AVOID, RESTRICT and ABBREVIATE. This is the message for our profession.' [Click here](#) for more information. Read his full article in the BDJ [here](#)
- Routinely stock **FFP3 masks** (and ensure they are fit tested before use).
- Consider **testing your team** for Covid-19 regularly. Screen them at the beginning of their shift for fever and respiratory symptoms. Document shortness of breath, new or change in cough, and sore throat. If they are ill, have them put on a facemask and leave the workplace.

- Provide **masks and hand gels** for your team to use outside the practice and at home.
- All team members should **wear masks and goggles** at all times in the practice.
- **Create a disinfection protocol**. For example, before staff leave the clinic encourage them to remove their clothes and apply disinfectant solution to all exposed skin including the face and the neck. All used clothing should be bagged and immediately laundered. Upon arriving at home all staff members should shower for a thorough full body wash of at least 15 minutes before changing into fresh clothing.
- Make sure you are familiar with all the latest infection control advice. [Dentisan](#) has lots of useful videos, education, infection control training and CPD (both online and in-practice). Their products are exclusively available from Henry Schein. If you are initially quiet when you re-open, it could be a good time to run an **in-practice infection control** refresher training course for your team. [Click here](#) to book.



Infection Control

- **Extraoral dental xrays**, panoramic and CBCT (rather than intraoral) may reduce coughing and saliva secretions.
- Stay on top of the **new infection control products** which are being launched to combat COVID-19 – for non-dental as well as dental equipment.
- Use wipe clean **keyboards** where possible.
- Consider a **respiratory protection programme** (eg a medically certified air purifier unit, overhead uv-c decontamination or a negative pressure room in high risk settings, where patients with suspected or confirmed COVID-19 may be isolated).
- Think about the **flow of movement** within your clinic. There may be some recommendations for patients to enter one way and healthcare workers to enter another - at least for patients requiring isolation treatments (eg those with suspected COVID-19, discharged from hospital in the last 14 days or requiring an AGP). Whole room sterilisation would be required between patients. You will also need a clean room where staff can get changed in and out of PPE.
- **Whole room sterilisation** between patients may be required.
- Use waiting room and operatory chairs that can be **wiped down** (no seams or cloth).
- Interesting article on 'Emerging and Future Challenges for Dental and Oral Medicine' can be found [here](#)
- Consider purchasing more **single use products and disposable items**. Try to purchase environmentally-friendly products.
- Initial Medical - part of the Rentokil Initial Group offers expertise in **waste management**. Their team provides all the clinical and dental waste services you may need. They also offer a range of specialist **cleaning and disinfection services**, providing assistance with COVID-19 containment and control, as well as an all-purpose specialist disinfection of your premises should you have an actual infection on site. They can provide contingency surveys and deliver a highly professional and legally compliant service in the most responsive way, when you need it. For more information visit any of the above links, [click here](#) or call 0808 291 5505
- Consider disinfecting your site's **water supply** before you reopen. [TWC \(Services\) Ltd – Water Specialist](#) offer advice and may be able to assist with normal compliance whilst your practice is mothballed. Tel: 01869 323466.
- Henry Schein will be introducing a range of products to help you manage infection control, such as **door openers, screens** to protect your receptionists and customers and **social distancing stickers** to display in your waiting room to indicate socially acceptable distances between patients. More information to follow.



COVID-19 Safe ways of working

A visual guide to safe PPE

General contact with confirmed or possible COVID-19 cases

- Eye protection to be worn on risk assessment
- Fluid resistant surgical mask
- Disposable apron
- Gloves

Aerosol Generating Procedures or High Risk Areas

- Eye protection eye shield, goggles or visor
- Filtering facepiece respirator
- Long sleeved fluid repellent gown
- Gloves

Clean your hands before and after patient contact and after removing some or all of your PPE

Clean all the equipment that you are using according to local policies

Use the appropriate PPE for the situation you are working in (General / AGPs or High Risk Areas)

Take off your PPE safely

Take breaks and hydrate yourself regularly

For more information on infection prevention and control of COVID-19 please visit:

www.gov.uk/government/publications/wuhan-novel-coronavirus-infection-prevention-and-control

Equipment

Service

Before you reopen, [recommission your equipment](#) and ensure that it is in good working order. Recommission your treatment centres by cleaning and disinfecting Dental Unit Water Lines. Using a combination of [Bioclear and DipSlides](#) it's possible to ensure that Dental Unit Water Lines are fully compliant with water quality guidelines prior to seeing your first patient.

Henry Schein [recommissioning playlists](#) are available with detailed demonstrations of what to do with your treatment centre, autoclaves, plant room and handpieces.

And if you require the services of our [technical team](#), they can be contacted on 0292 044 2806 (equipment-servicedesk@henryschein.co.uk). Book early to make sure you get your slot!

Undertake any necessary preventative maintenance on your handpieces: for BA International's [handpiece repair service](#) contact 01604 777 700 (info@bainternational.com). You should have received one of their repair bags through the door of your practice during closure. They can also offer a simple service on handpieces to make sure they are fully functional when you return.

If you need a new [treatment centre](#), or you would be interested in upgrading your current chair for continuous sanitisation, look into those which have the best hygiene options as this will be increasingly important for you and your patients.

Some chairs (for example [Anthos](#)) offer cost-effective fully automated cleaning and sterilisation solutions for dental unit water lines and vacuum systems, as opposed to a manual cleaning process that requires tablets and or/the measuring out of cleaning solutions. [View our dental chair comparison matrix](#) for more information.

And check out our ex showroom and equipment clearance site [here](#).

Have you purchased equipment in the past but not got round to mastering it? Now would be a great time to [brush up on training](#) – there's lots of information and tutorials available online, so you could spend this time getting familiar with it. Many companies have developed online learning programmes for you to do just this eg [Dentsply Sirona](#), [3Shape](#), [Acteon](#), Ivoclar, [Formlabs](#).



Equipment

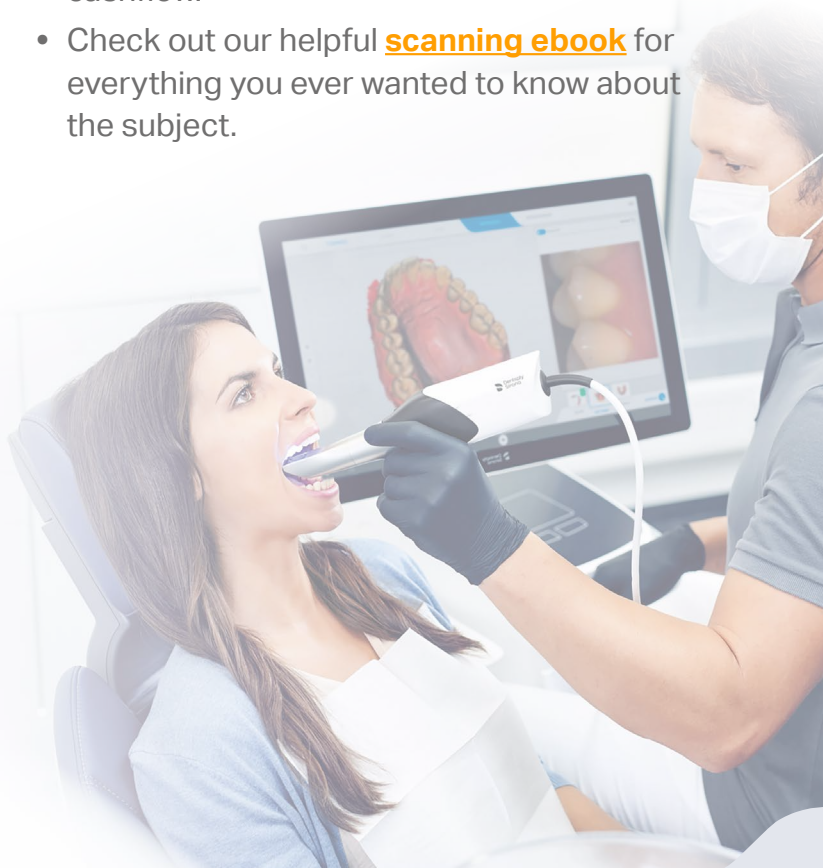
What better time than while you are out of the practice to think about your **equipment**?

What new equipment do you need? Now is a good time to start putting together a business plan for your bank manager.

And if you are thinking of **going digital** or investing in an intra oral camera or scanner, research the options online.

There are many videos and websites with information and ROI calculators including:

- [Henry Schein](#)
- [Dentsply Sirona](#)
- [Acteon](#)
- [3Shape](#)
- [UKdentech](#)
- [Ivoclar](#)
- [Formlabs](#)
- Remember **intra-oral scanners** are less likely to spread infection for both dental and lab teams due to reduced touch points.
- As well as reducing the work and time involved and they will give you more control.
- Hygiene options include autoclavable and single use disposable sleeve options. Plus of course the usual benefits of increased accuracy, consistency of fit, less remakes, less chair time and increased **patient engagement** and treatment uptake alongside easy patient monitoring.
- Is your lab digital, will they accept traditional impressions going forward?
- If you already have a Trios scanner, email charlier@ukdentech.com for a free online tips and tricks session on how to get the most out of your equipment. [Click here](#) for what can be covered.
- Consider purchasing a **3D printer**. Not only can you use it for printing temporaries, splints, mouth guards, surgical guides etc, but you can also print your own PPE. Check our [3D printing ebook](#) to find out more
- And for the ultimate consider **full chairside dentistry** which not only offers swift turnaround and minimises infection risk, but speeds up treatment time, gives you maximum control and optimises your cashflow.
- Check out our helpful [scanning ebook](#) for everything you ever wanted to know about the subject.



Looking after your business

Looking after your staff and patients during this crisis is important, but don't forget about the needs of your business too. Use this period as an opportunity to take stock. Use the time to strategically plan how to increase your revenue stream, how to service more patients, how to implement new treatment procedures, how to take care of your team members. So prepare to ramp everything up and to focus on the things that can really help your business to grow.

A great place to start is with the help of Software of Excellence's Business Insight webinar series, [Navigating COVID-19: how to manage risk and fear, and how to help your practice bounce back](#). This webinar series includes collated content and advice from the government, the BDA and other dental bodies, as well offering insights from global colleagues which will help you plan your next steps. There are also strategies on how to understand and minimise the impact of the pandemic on your business.

Finances

If you would like some help or advice on flexible payment options, please speak to our [finance team](#) on 01332 321702.

We cannot promise a quick fix, but there may be some steps you can take.

And if you would like more in-depth support with improving your practice profitability and growing your bottom line, [Andy McDougall](#) from SpotOn Business Planning (management accountant and dental business coach) offers a mentoring program to create a dental business bounceback plan for your practice, help you consolidate your decisions and transform your financial results.

See him in action with a series of informative webinars covering business survival and business revival. [Click here](#) to view

- **Telephone appointment planning:** start to manage your diary and plan for reopening by calling and prioritising your patients. The aim should be to retain your existing patients and reopen in a structured way by prioritising existing patients in need of restorative work and using short notice lists to fill gaps with check-ups. If you end up with general appointments booked up when someone has an emergency, they may go somewhere else if they cannot be seen by you. So **formulate your priority list** as follows:

1. Existing patients who need restorative work focusing on the most highly productive procedures first to start to rebuild your revenue stream. Don't forget to train your team on this.
2. New patients.
3. Priority patients for check-ups.
4. Set aside clinics for vulnerable patients.

See how Colin Campbell has developed his 3-step plan to preparing his business for their return to work [here](#). It's going to be essential that you are adaptable, flexible, lean and creative for your practice to survive what becomes the new 'normal'. Colin's 3-point plan (reaction, response, rebuild) will give you some ideas and insight into how you can redesign your business models and how your downtime now provides an opportunity for this critical phase of planning and preparation.

Looking after your business

- **Communicate** the measures you're taking to make your practice a **safer environment** by including details in your reminder messages. Prepare templates for your communication during this downtime.
- Use **social media channels** to stay in touch with patients and also attract new ones.
- Prepare for **contactless arrivals and departures** – the fewer physical touchpoints there are in your practice the less risk there is of transmission. Sending forms direct to patients' mobile devices prior to the appointment and encouraging self check-in via a QR code and kiosk in reception, combined with contactless payment options on departure, all help to minimise risk. Access to these services is free of charge from **Software of Excellence** until the 1st of September. Register your interest [here](#)
- **Book a complimentary Bounceback review**: a personalised opportunity to review the data in your EXACT system and help you gain an understanding of the impact COVID-19 will have on your practice, how you can recoup lost earnings and create a 'bounceback' plan of action.
- Consider installing a **'hygiene check-in station'** where patients can wash their hands, sanitise and take their temperatures before their appointment.
- Follow-up your patients after 14 days to check whether they have developed any symptoms post-appointment.
- Utilise your **business data** to understand how you can optimise your business recovery.
- If you offer **aligner treatments**, consider using your downtime to build a pipeline of patients who are interested in orthodontic treatment. This may well also attract new patients to your practice which will help to replace those who don't come back.
- Create a pipeline of whitening appointments by booking appointments for your patients (and taking payment) through a **video consultation**.
- And a last word, don't forget to do a **full stock check** and make sure you use up short dated stock first.



What happens next?

In the words of Stan Bergman, Chairman of the Board and Chief Executive Officer:

“At Henry Schein, we have no doubt that the demand for dental and office-based medical services will rebound once the coronavirus passes.

Henry Schein intends to be there for you on that day and all the days leading up to the full resumption of care, now and in the future. We ask you to rely on us, and we are committed to living up to that promise during this pandemic. Thank you again for relying on Henry Schein.”

To see our latest full updates from Stan, please [click here](#).



Information and links

There is lots more information on the Henry Schein website www.henryschein.co.uk and a [Coronavirus resource centre](#) with links, checklists, and useful contacts, updated daily.

There is also a list of all the relevant COVID-19 and CPD webinars provided by our partners and suppliers [here](#).



Henry Schein Dental, Medicare House, Centurion Close, Gillingham, Kent, ME8 0SB.

t 0800 028 4749 **e** info@henryschein.co.uk **w** henryschein.co.uk

HenryScheinUK     