

The Return to Work Guide for Dentists - Part 1: Your Patients

Use this guide to help you be ready to accomplish a return to work that is successful for your patients

Your patients are likely to have reservations about visiting your practice when it re-opens. It is vital you provide the reassurance and information they need in order to maximise appointment attendance and patient retention.

What to do now

• Stay Connected

You will have established a remote contact and triage system to deal with your patients' enquiries and communicated this to your patients, but staying connected with your patients doesn't end there.

During lockdown you have a distinct opportunity to contribute to your patients' wellbeing remotely, in a way which will benefit your practice in the longer term. Our marketing specialist Dee Gerrish shared her thoughts on these communications in [her recent blog](#).

As attention starts to turn to re-opening your practice, communications should focus on:

- ✓ Allaying patient fears about visiting the practice
- ✓ Communicating changes to the way you will continue to deliver dental support
- ✓ Sharing information on the measures you need to complete before opening
- ✓ Explaining any 'phased' approach to re-opening your practice
- ✓ Educating patients to continue to value and attend their routine appointments

Check out [Dee's new blog](#), where she expands on these areas.

What to do upon re-opening

- Be systematic with your approach to reassuring patients and maximising bookings and attendance
 - ✓ Prioritise who you will contact for an appointment, for instance:
 1. Patients with emergencies
 2. Patients with ongoing treatment
 3. Routine appointments missed
 4. Routine appointments now due
 - ✓ Provide information on safety measures and procedures when contacting patients
 - ✓ Email patients when they book appointments - provide further information on your safety measures to maximise attendance
 - ✓ Call patients the day before their appointment - conduct patient screening and respond to any residual concerns about coming into your practice

Remember the Clear Vision team are here to discuss your return to work plans. Just call 01249 712074 to speak to us. We'll be glad to help.

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