

# 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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