

Getting Ahead of the Next Stage of the COVID-19 Crisis



Course Author(s): Roger P. Levin, DDS

CE Credits: 1 hour

Intended Audience: Dentists, Dental Hygienists, Dental Assistants, Office Managers, Dental Students, Dental Hygiene Students, Dental Assistant Students

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Online Course: www.dentalcare.ca/en-ca/professional-education/ce-courses/ce624

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- P&G is providing these resource materials to dental professionals. We do not own this content nor are we responsible for any material herein.
- Participants must always be aware of the hazards of using limited knowledge in integrating new techniques or procedures into their practice. Only sound evidence-based dentistry should be used in patient therapy.

Conflict of Interest Disclosure Statement

- Dr. Levin does consulting work for the Procter & Gamble Company.

Introduction

In this webinar Dr. Levin will identify the stages of the crisis from a dental practice perspective and present specific management and operational steps to take now to help your practice persevere. He will also present the "1-Page Strategic COVID-19 Recovery Plan" which will help practice owners begin to plan for the next stage of this crisis and move toward full recovery. The question is not whether you will be affected by the coronavirus crisis, but what steps you will take now to prepare for recovery.

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Overview

The question is not whether you will be affected by the coronavirus crisis, but what steps you will take now to prepare for recovery. In this webinar Dr. Levin will identify the stages of the crisis from a dental practice perspective and present specific management and operational steps to take now to help your practice persevere. He will also present the “1-Page Strategic COVID-19 Recovery Plan” which will help practice owners begin to plan for the next stage of this crisis and move toward full recovery.

Learning Objectives

Upon completion of this course, the dental professional should be able to:

- Understand the 3 critical stages of practice recovery from the COVID-19 crisis.
- Learn high value strategies to apply in each of the 3 recovery stages.
- Learn why a “1-Page Strategic COVID-19 Recovery Plan” is essential to your successful recovery.

Video



[Click on image to view video online.](#)

Course Test Preview

To receive Continuing Education credit for this course, you must complete the online test. Please go to: www.dentalcare.ca/en-ca/professional-education/ce-courses/ce624/test

- 1. There will be 3 stages of the COVID-19 crisis. Practices that have reopened will be in which stage?**
 - A. Reinstatement
 - B. Recovery
 - C. Business-as-usual
 - D. Reentry

- 2. During the recovery phase and turnaround practices should maximize the following _____.**
 - A. postcard advertising
 - B. cash
 - C. janitorial expenses

- 3. How many months of cash should a practice strive to accumulate?**
 - A. 1 month
 - B. 60 months
 - C. 4 months
 - D. It does not matter

- 4. Dental practices should _____.**
 - A. prepare their schedules for reopening now
 - B. wait until they are back in the practice to begin reappointing patients
 - C. market heavily for new patients before reopening the practice

- 5. The first 2 months of recovery after a practice reopens will be characterized by _____.**
 - A. very low production
 - B. an unhappy team
 - C. pent-up demand (patients)

- 6. The recovery phase will be _____.**
 - A. short, because practices will return quickly to pre-COVID-19 normality
 - B. approximately 12 months long, with a return to 80% of pre-COVID-19 average monthly revenue
 - C. highly profitable, because most practices will grow to higher revenue than pre-COVID-19

- 7. In the first few months after reopening, one strategy to increase practice capacity is _____.**
 - A. expanded hours
 - B. expand the practice building size
 - C. cancel all hygiene appointments

- 8. According to the presentation, during recovery every practice needs to know _____.**
 - A. the closing level of the Dow Jones Average
 - B. the number of patients each competitor has
 - C. the mean and median salary of general dentists in that market
 - D. the practice's break-even point

9. **Many patients returning to the practice after the coronavirus crisis will _____.**
- A. accept most recommended treatment
 - B. have COVID-19 infection
 - C. have new insurance coverage
 - D. face financial challenges
10. **As explained in this presentation, the 80:20 principle states _____.**
- A. 80% of results come from 20% of the effort
 - B. it takes 80 phone calls to schedule 20 patients
 - C. for every \$80 of revenue you should pay out \$20 in staff bonuses

References

1. Source: Levin Group data and analysis. Accessed July 29, 2020.

Additional Resources

- No Additional Resources Available.

About the Author

Roger P. Levin, DDS



Dr. Roger P. Levin is the CEO of [Levin Group](#), a leading dental management consulting firm. Founded in 1985, Levin Group has worked with over 30,000 dental practices. Dr. Levin is one of the most sought-after educators in dentistry and is a leading authority on dental practice success and sustainable growth.

Through extensive research and cutting-edge innovation, Dr. Levin is a recognized expert on propelling practices into the top 10%. He has authored 65 books and over 4,000 articles on dental practice management and marketing.

Dr. Levin sits on the editorial board of 5 prominent dental publications and has been named as one of the “Leaders in Dentistry” by Dentistry Today magazine for the last 15 years. He was recently named one of the “32 Most Influential People in Dentistry” by Incisal Edge magazine and voted Best Dental Consultant by the readers of Drbicuspid.com. He has been featured in the Wall Street Journal, New York Times, and Time magazine and is the creator of the Levin Group Tip of the Day which has over 30,000 subscribers.

Email: rlevin@levingroup.com