



Now that your practice is temporarily closed you may be asking,

### ***“What’s Next?!?”***

This has been an interesting time we’re experiencing together and one that is providing opportunity for us to show up in a new way...for ourselves, our family and those we love, our colleagues, patients, team and clients. Although I’m crystal clear about the fears and the concerns I am also hopeful about what is possible when we commit to what we can DO and who we can BE in the midst of uncertainty.

There is a quote I love by Bill Phillips,

***“The difference between who you are and who you want to be is what you do.”***

I have been going back to this quote in all my conversations with clients as they fear “what’s next?” as they close their practice doors.

We are focusing on three simple steps that is helping my clients reframe the impact and move forward powerfully. I want to share these with you and offer you my support as you navigate your way through this critical time.

1. Stay in Action
2. Manage your Focus
3. Stay Connected

#### **Action:**

- Communicate with your team - your intention and vision for the practice once the shutdown is lifted. Stay in communication with your team to maintain connection and reassurance as best you can with what’s possible when coming back together.
- Update your patients regularly about what is happening in the practice, how to reach you in the event of a dental emergency and how you’re putting new and updated procedures in place to ensure their health and safety.
- Encourage your team to remain connected with each other and help support each other during this time. Have weekly online meetings with your team to stay up to date on any new developments and share ideas and the implementation of new protocols and procedures in the practice.
- Be prepared for once your doors reopen: make a list of all patients who needed to cancel/postpone appointments during the shutdown period; run reports of patients who are overdue; run reports of patients who have unscheduled recare and unscheduled treatment.

- Use this as an opportunity to create new systems and best practices by creating a reactivation system to reintroduce patients to your practice; prepare a new and updated office protocol for increasing safety measures for all patients and team; make a list of items you may need to order to put new protocols in place; update policy and procedure manuals; update job descriptions, roles and responsibilities.
- Create a new marketing plan and strategies to generate new patient attraction; update your website; create social media platforms and/or update existing profiles and accounts; post daily to your existing patient base and followers; provide resources and updates on the status in your community and what you're putting in place to enhance patient services; reassure your patient's that you're there for them in the event of an emergency and you will be there for them once business returns to normal again.
- Participate in online continuing education, training webinars and podcasts

**Focus** - I believe that what you focus on expands. Therefore, I recommend turning OFF the news and consciously plug into those resources that are there to specifically support you and develop a game plan of action. Also, take time to redirect your focus to those who may be in need or where you can connect with others.

- Focus on what you may be able to do to help your community and spread hope and compassion for those in need.
- Focus on the opportunity you have to use this time to connect with loved ones, call a friend or family member you miss or would like to catch up with; spend quality time with your children and your spouse or significant other; create a vision board as a family project, play games, bake, color or do puzzles together.
- Focus on ways you can improve the practice - opportunity to spend time creating new and better systems for your team, enhance patient services, brainstorm with your practice coach or consultant on what's possible; connect with your referring Dr.'s and colleagues to support each other emotionally and lift each other up during this time.
- Make wellness calls to your patients and especially to those who are elderly or have special needs and are home bound. Collaborate with your team to bring essentials to those who are in need. This is the most loving thing you can do for your patient's right now and, it feels so good!
- Focus on personal goals such as self care, introducing healthy habits into your routine, get out in nature, exercise, write/journal, read, catch up on professional journals and educational materials you haven't had a chance to get to; tackle some overdue home projects.

Please don't be overwhelmed by this. This is intended to support you in identifying different ways you can stay in a creative space and healthy mindset. Choose one or two things that will create the greatest impact for you.

If you would like to brainstorm what will work best for you do not hesitate to reach out and schedule a call that will allow me to support you -- I am here for you! Whether you're an active client or not at this time, I am making myself available because I champion private practice and I want to see us all come through this stronger, better and together.

To your success,

*Chris*