



LESS INSURANCE DEPENDENCE

iLoveDentistry

5 strategies to come back stronger post-COVID-19

HERE IS AN **OVERVIEW**
OF THE 5 STRATEGIES TO COME BACK STRONGER
POST-COVID-19



www.lessinsurancedependence.com

STRATEGY #1 **FINISH THE RACE**

How this applies to your practice - no matter what you start you must finish it despite how hard it is for you. Winners finish!

Watch this video of one of the most amazing races run by Dave Waddle in 1972 Munich Olympics - www.youtube.com/watch?v=120Bi0vhRPg

STRATEGY #2 **EMBRACE GRATITUDE**

Most of you already embrace gratitude. But you need to take it to a higher level. The reason why you should embrace gratitude is that when patients come back to your practice post-COVID-19, they need to FEEL your appreciation. Show them how grateful you are that they can to your practice.

You need to appreciate not only your patients but also your team members and your family.

These are the three groups you need to show your gratitude too. Your patients, your team members, and your family

Watch this short film by Louie Schwartzberg on embracing gratitude - www.youtube.com/watch?v=cpkEvBtyL7M

STRATEGY #3 **DEVELOP YOUR 1st 100 DAYS PLAN**

If you want to come back roaring post-COVID-19, you need to have your first 100 working days planned. By the end of the 100 days, you should have replaced whatever production you have lost during the time that you were down.

Listen to this Thriving Dentist episode for more details on how to develop your first 100-day plan - www.thrivingdentist.com/first-100-days-plan/



STRATEGY #4

DEVELOP A SPECIFIC HYGIENE PLAN TO REPLACE MISSED HYGIENE APPOINTMENTS

You need to have a plan on how you are going to replace the hygiene appointments you missed during the lockdown.

In the first couple of weeks after opening up, you may have to take baby steps. You will not be able to go full throttle. Understand that this is a marathon and not a sprint.

Start with a partial hygiene schedule. Essentially you will need to deal with patient apprehension and social distancing. As you need to open up safely.

So, you need to come up with a plan if you don't you will have nowhere to put those patients. This may involve including a couple of Saturdays. But remember it is only till you replace your missed hygiene appointments and get back on track.

STRATEGY #5

DO YOU REALLY WANT THINGS TO RETURN TO NORMAL?

What this indicates is that if before COVID-19 you were,

- Working too hard for too little,
- If you did not have a work- personal life balance,
- If you could not invest in the technology you wanted,
- If your debts were high because you didn't have the necessary financial resources,
- If you didn't have enough income to make an emergency fund for your practice and personally as well,

If that was your reality before COVID-19, then do you want things to return to normal?

The number one thing that would affect all the above points is the fact that your practice is overly insurance dependent because you are giving away 38% - 44% to the insurance companies.



However, with that being said, you need to know that NOW is not the correct time to send your resignation letter to the insurance companies, but NOW is the best time to get yourself into a position to do that. If you prepare well, you can make some awesome steps forward before the end of this year.

Listen to this Thriving Dentist episode for more details on this strategy -
www.thrivingdentist.com/do-you-really-want-things-to-return-to-normal/

Listen to this Less Insurance Dependence full episode for detailed information on the 5 Strategies to Come Back Stronger-
www.lessinsurancedependence.com/5-strategies-thriving-dentists-are-using-to-come-back-stronger/

