

Hygiene & Patient Reactivation Program



Patient Reactivation Protocol

The FACT IS that the hygiene schedule feeds Doctor schedule. Therefore, if hygiene is not full, respectively, the Doctor's schedule will be empty few weeks or months down the road. It is CRUCIAL to a practice's health and wealth and long term stability, that the team has a system in place to work the unscheduled recalls and unscheduled Doctor treatment. Time has to be dedicated every day to speak to at least 4 patients per day to fill the empty hygiene hours or daily fall out. We recommend that 1-2 hours per day is dedicated to this. All practices experience the dynamic schedule of last minute cancellations, no shows, and continuous rescheduling. What is your team doing currently consistently to recover this time for you. If you have a plan in place that is executed, and best efforts are made to work it every day, you will be able to cut your losses.

Here is a system that has proven to be successful. You can draw the patients to be scheduled from a few sources.

1. Short call list: this list needs to be generate as patients are leaving the office every day. You have to ask patients if they can be put on a short call list in the event something opens up and they are flexible enough to show up. We have seen offices VIP these patients with a 10% discount.
2. Unscheduled recalls: This list is run EVERY week. All patients on the list are call that week to be scheduled. The list must be completed within one week.
3. Inactive patients that left the office 2 years ago and back: Patients leave the practice for many reasons. Obviously if there was a direct issue with a patient you should flag them in your system as DO NOT CALL. However, all other patients are game. Patients leave or become inactive because they lose insurance, they do not have time, they do not have money, they relocate and other reasons. People's lives changes and they might be able to resume treatment.
4. Moving patient's to come in sooner: This should be your last resort because if you keep moving patients they will move their appointments also. You will train patients to think moving appointments is ok in your office.

We start working the schedule 3 days ahead. Patients are first confirmed. During the confirmation process there is usually fallout. Once we establish the openings, we now start the patient reactivation process. Two things are happening on a daily basis: a) active patients and inactive patients who are active but have not been in within 2 years are contacted to fill the schedule and b) inactive patients that have not been in longer than 2 years are being reactivated. The most important part is how to be productive and get results. We have created an EXEL

spreadsheet that tracks what was done with each patient.

1. First Phone call Contact: Attempt to call the patient. If you do not reach them, leave a message to call the office and a letter should go out that invites the patient to return to the office to continue their dental care (Inactive patients) and overdue for recall postcard is mailed (Active Patients).

2. Second Phone call Contact: Patients that have not scheduled as a result of the mailed information is called again one week later. If the patient is not reached then they are put on a pending recall list. This list is used for periodic newsletter mailers and annual mailed invitation to resume dental treatment.

Tracking Your Productivity

The game must have a score board. One Provider operation should attempt to call patients until they reach 4 per day. They may or may not schedule the patients they reach but it is a daily goal. On your spreadsheet you record the production scheduled and the date. Every day, you check if the patient showed up. You should track the percentage of your success. Here are the goals:

Monthly you should schedule \$10,000 in patient reactivation

You should be at 80% of show up rate success rate.

Hope this helps!

And, of course, if you do not have the manpower or would like to outsource this service, we would be happy to help you. Our team is trained in dental and we work remotely right out of your dental practice management software. Our program starts at \$700/month with 10% of commission on production that was scheduled and showed up for a single provider operation. Our goal is to schedule \$10,000 per month for the practice. We schedule hygiene appointments and, if the patients have treatment previously planned, we will encourage and schedule the treatment. Please visit our website for pricing www.dentalclaimscleanup.com under services. Adding a hygienist, adding a provider Dentist, or expanding your operations consider the patient reactivation program and call today (800) 652-3431 to discuss your situation.

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