

PRACTICE FOCUS

REACTIVATION AND PRACTICE GROWTH

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This month, we're going to be laser-focused on one idea and we are going to talk about the most overlooked opportunity in your practice today. This business building practice growth strategy is none other than reactivation. I know that everybody on the team probably does not care to listen to this kind of information but I want to tell you, it's so important. It's so important for everyone on the team to understand the perspective of the relationship with the patients based on the different categories that we have. We like to think of active patients, people showing up, doing dentistry, going home, coming back for hygiene, going home, but you know something, you've already got these people.

The biggest value bases in your practice are not the ones coming in but they're the ones *that have been in before*. I will tell you, the deal with reactivation is really pretty simple, it's underappreciated and it's **very, very, very** underutilized.

Now there are **four main categories for reactivation**. Now most of you have heard me explain these before. It wasn't too

long ago that we did a monthly training on this in terms of going over some questions that people had, but I want to take this from a bigger picture position. I want to take this from you understanding the categories of patients that are in the practice.

#1- Obviously, we have the hygiene patients and the patients that are not active in the hygiene schedule.

Usually this is going to be your three, your four, your six month recalls. Any patient who's missed a three or four or six month recall, they should be addressed. The best way to handle reactivation is to avoid having it in the first place with a proper confirmation strategy complete with old-fashioned postcards, with personal phone calls, with emails and text messages, whatever, to help keep

your schedule full, but most importantly, if the patients are falling through the cracks, you have to go back and get them. This is the beauty of having the reactivation system.

So you want to make sure that you're paying attention to hygiene and recall of these patients that have fallen off. Don't wait until it's too late. You need to tackle it immediately.

Someone should be monitoring the reactivations for the week, the month, the quarter, for the six month period, and running the hygiene recall as a separate business basically.

The next step up is what we have as the greatest, the holy grail, this is like the winning lottery ticket here. We're talking about expired exams.

#2- Expired exam, by definition, is basically a patient who has not

had an active updated conference exam within a one year period of time.

Now, whether you've been in practice for one year or you've been in practice for ten years or three decades, you have the biggest amount of opportunity in your expired exams.

It's the single most overlooked cash money ATM machine that exists in your practice. You want to help make patients healthy? You need to go to the patients that haven't been taking care of their health and it's so so critical.

I don't know if there's anything in your life that you stopped doing one year ago. I don't know if there's anything in your life you stopped doing two or three or four or five years ago that you used to do, whether it's you switched a nail salon, you switched a hair salon, whether it's you got a different oil change in your car,

whether you stopped going to certain grocery stores or whatever.

Everybody breaks a habit at some point. It doesn't mean that they don't like you. It doesn't mean they don't want to come in to see you. It means they probably just have higher priorities.

Can you imagine, somebody had a higher priority than going to the dentist? I know, we wouldn't believe it. It shouldn't be possible. It ought to be illegal, for heaven's sake.

The reality of it is it had nothing to do with you, why they stopped coming in, and yet we blame the patient but you know what? You benefit as much as they do by making sure they get back in the door.

So I have to tell you to tackle the expired exams. You could be working these every single month from one year ago, every single

month for one year plus two years plus three years plus however many years. I strongly encourage you to have the reactivations of expired exams on a perpetual cycle, this month for last year and every month for all the years that preceded it. Expired exams really should be handled with a letter, probably multiple letters following up, and then with emails in between as well as phone calls.

Ideally, I like to see letter, email, phone call, but you can also do letter, letter, letter. You can do phone call at the end. The easiest way to handle this is to do it based on the amount of patients that you have, just like you're doing your hygiene.

So it's no different, absolutely no different, than taking care of this at the hygiene visit on active patients from six months ago or expired exams on active

patients from one year ago. You're working your hygiene to prevent expired exams. You're working your expired exams to prevent lost patients.

The next two forms of reactivation are the easy ones and these are the ones that hopefully you're already doing because we have already provided you with all the systems to do it.

#3- Number one is unscheduled treatment. This is treatment that's been diagnosed. It's been put in the database and the patient didn't follow through. This should be an ongoing cultivation, usually 90 days up to one year ago and you're just constantly working the unscheduled treatment list.

#4- Of course you then have your recency, (what I call recency or your lost treatment patients) which are coming off of yesterday's diagnosis,

coming off of last month's treatment presentations.

These are usually the 30, 60, 90 days, the one week up to 30 days old treatment buckets.

So now I just built for you an amazing continuum of resources, you understand?

Starting first with reactivation of hygiene to keep people from becoming expired.

Next, dealing with expired exams, which is a whole flood of new patients for you.

Then, we're working unscheduled treatment that's coming off of people that are in between their hygiene visits and then you have your recency which is working hard to prevent unscheduled treatment.

It's a beautiful thing. It's an amazing amazing comprehensive system. It is called a

real business. This is why you should be addressing it.

So here's why it matters, **retention is the sign of a successful practice.** If you're going to do things right to help your patients get healthy, this is what you have to do.

You'll never capture everything ongoing and you'll never rely on your patients to come back but there's more value to be extracted. You also have referrals. You also have further hygiene, perio, lots of things coming in.

Again, they haven't been in for a couple years. This is like a brand new patient all over again. My gosh, it's like a gift. Most people get more new patients than they need but one year later, they have fewer new active patients than 50% of their patient totals.

Let me say this again, we love talking about new patients, but you know, it's so selfish. It's so crazy because if you took your new patients for this month,

I would ask you, how many hygiene visits did that patient have one year ago? So this month one year ago is what I'm talking about. So September 2015, 2014, 2013, do you know where these people are?

Add up every new patient from September of all the years prior in your practice. Now you show me where they exist today. If you add up even 10 or 20 new patients a year, per month, that's 240 patients. Now you take that 240 and you say to me, if you had 240 new patients every year that now need a new hygiene visit, even if we say every six months, most people seeing eight hygiene patients a day, four days a week, that's 32.

Four weeks a month, that's 124. You need a new hygiene person to handle a new month of patients every year. So technically, if you've been in practice for 20 years, heavens, you should need two or three hygienists running full time all the time and you need to add a new one every year.

You see, understand, we're losing these people, losing them. So you cannot allocate the new patients from the previous year, let alone a few years back.

So bluntly, look, it's pathetic to think that we're not tracking every patient from previous years processed through your practice. Now some of you are doing what I hope, which is comprehensive everything, and you're taking care of the patient all at once.

If you're doing that, then more power to you. You still want to be building a hygiene

foundation because someday there may be other things you want to do. I ask you this, what the heck is going on? No one cares, no one tracks it, no one has a system for it, no one values it.

It's got to be one of those four things. Either we don't care, either we don't track, either we don't have a system, either we don't value. The most treatment value is not in the first 30 days. It's in the first 365 days.

You know that you're not capturing 100% of case acceptance and that's why the first year's hygiene recall is so important. That's why the one and two years later patient visit is so important because you're cultivating that diagnosis that you did in the very beginning.

The big question is- ***what are you doing to maximize and capture treatment in the first 365 days of***

your new patient acquisition?

Your homework this month is very simple. Gather up your lists and run your reports. Proactively and aggressively go after those patients you already have. Fix your systems and your follow-up and monitor your retention and accelerate your case acceptance.

Tag team and teamwork this process and assign someone to dial for dollars every single day and have the blocks to fill to maximize and monetize these patients.

It's such an amazing thing when you leave space in your hygiene schedule or you have, listen, the most successful practices listening to this training call right now, they have one hygienist available all day long to support at least one day a week but maybe more, to

support incoming reactivation.

You should be able to fill one day of hygiene just from reactivation every single week. This is what we call the hybrid hygiene model. It allows you to explore your growth opportunities by working through all aspects of your practice.

This is why we address one of the buckets for reactivation. Most people just simply don't utilize this bucket. They don't maximize it ever and they don't really build it as a business within a business in their practice. This goes for everybody. This goes for perio, this goes for endo, this goes for implants, this goes for hygiene, this goes for all of our ortho practices. This goes for every single sleep and TMD practice.

There's absolutely reactivation in every person's business, every style of practice,

and it's something that I hope after this call, you will take very, very, very seriously.

Now, Tyrella and Kevin and I are available to work directly with you to help make sure you understand this, to help make sure you have your own plan and your own system customized for your practice so that you can really make the most of this.

I've given you more details than I've ever

given before, on this call right here, about the thought process behind reactivation and how to really build the business model within it. I hope you take it for what it's worth which, by the way, is a lot.

There's no practice on the earth that could not reactivate \$3,000 to \$5,000 a day. There's no practice on the earth that could not reactivate one, two, three patients a day. I hope you set high goals, ambitious marks, and you use this to drive growth into your practice. These people already know you. They'll already say yes to you. They fit nicely into your schedule and it gives you that preponderance of demand and overwhelm of productions that will allow you to continue to compound your growth moving forward.

Again, as always, listen, I'm proud of everything you do. I support you. I'm your biggest fan, I have to tell you. Our team cares about your success maybe even more than you do, which could be part of the problem, but I want to say, we are so fortunate to have the greatest team members on earth in the practices we serve. We value every one of you and we feel very privileged to have the opportunity to make an impact on what you do. You do it so well. Y

ou impact so many people and I hope that you will go after many of those people that have fallen off the wagon and build them back into your practice family and you take your success to a new level. There is gold, as they say, in them there hills, filled with reactivation of your past patients.

Good luck and go get 'em.