

# 5 EASY STRATEGIES TO NAVIGATE THE “NEW NORMAL” & BEYOND



These are challenging times and few people have the answers for what the clinic experience will look like on the other side. You may have been hit with the loss of revenue, additional expenses and constantly changing rules and regulations on how your business will continue. Not to mention the stress of implementing so many changes on top of your concern for the financial future of your clinic.

In our work with dentists during this unprecedented time, we've seen the high rates for laundry services, noticed the empty waiting rooms and we're hearing lots of questions that dentists are having a hard time answering.

### Questions like:

- "How can I reassure my patients and staff they're safe and put them at ease?"
- "What do I need to adjust at a minimum, when costs are a concern?"
- "How hard will it be to implement these clinic updates?"



In these 5 Strategies you will understand which simple changes will yield the most significant results.

But the first thing you need to do is ...

### Address Your Current Situation

*Start by identifying the next steps you need to take to evolve your clinic to meet both current and future demands of your practice.*

### For Instance,

Re-evaluate how your existing clinic space is being used. Is it being used in a way that is the most practical and productive?

Review the way new changes are communicated to your patients. Does your message and the means by which you deliver your message make your clients feel their safety and well-being is your first priority?

Make a list of modifications that can be easily integrated into your existing clinic environment. For instance... social distancing in your waiting room.

Research the adaptive solutions that can minimize disruption to your day to day operations.



# 5 Strategies to Guarantee Your Clinic Is Prepared to Make Your Patients and Staff Feel Safe So You Can Get Back to Business Fast



# 1

## Reconfiguration & Space Planning

In the “new normal,” previous areas of your clinic may need to take on a new purpose. For instance, your waiting room needs a new look and feel that encourages social distancing. You need to minimize or eliminate touch points for incoming and outgoing patients. New barriers need to be put in place to provide further levels of comfort and safety. With the implementation of additional personal protective equipment and protocols, you need additional storage or changing areas

# 2

## Traffic Management & Workflow

The new separation between people and the flow of traffic has become relevant. Evaluate your processes within the clinic to ensure these traffic patterns are orderly and respectful to both patients and staff. This may include the circulation of entering and exiting patients so you're sure to maintain the safety, flow and efficiency of the clinic.



# 3

## Comfort & Safety

Very few people actually enjoy a visit to the dentist. Current fears are causing more and more patients to avoid, postpone or refuse treatment all together. To remedy this, you need to create a heightened sense of safety and calm throughout your clinic. Existing spaces such as waiting rooms, kids' corner and washrooms require an evaluation to ensure new health and wellness measures can be easily maintained for all guests and staff.

Even if you're already implementing numerous safety protocols, your patients may not be aware of them. Be sure to communicate all the safety protocols you've taken – such as regular washroom sanitation or air quality improvements - so they can feel more at ease.



# 4

## Technology Upgrade

Technology is one answer to the current conditions that can be a permanent addition to your clinic's structure and environment. It can provide quick and efficient communication with your patients. New technology can also help maintain minimal touch points with modified or adjusted check-ins, payments and receipts to encourage a contactless clinical experience. Are you currently connecting on a digital level?



# 5

## Product Performance

Surfaces and other finishes need to tolerate the aggressive cleaning regime required to meet new government & safety regulations. Some existing fabrics, finishes and decorative features may not be designed to perform under these protocols. New products and anti-micro bacterial surfaces are available to meet these needs and standards. A simple finish update could change the perceived cleanliness and durability of your clinic.



We know how challenging it can be for you to keep up and implement so many changes right now. You're concerned about your patients and you're equally concerned about your clinic's bottom line. You need cost-effective, time-sensitive ways to make rapid changes that make a big difference.

**That's what we're here for.**



We want your clinic to thrive. Let's talk about how your clinic can make simple changes that bring significant results.

Schedule your **FREE** 30 Minute Strategy Call to find out what your clinic needs

### **We're In This Together...**

At Decca Design Inc. we have helped transform hundreds of dental and medical clinics in our 20+ years of design experience.

Let us help you adjust to today's challenges, positively impact your staff and patient experience and ensure your future business.