

Best Practices To Help You Manage in Uncertain Times

PBHS

As widespread safety measures are put in place to support citizen health and slow infection rates due to COVID-19, the online world is experiencing an unprecedented change in behavior. Use this primer to better understand how you can position your dental office to ensure ongoing practice vitality.

In the News

The PBHS team is actively monitoring the evolving situation and shifts in the dental and specialty communities and the world at large. Our team will continue to update this publication as we research new data and develop products designed to enhance your practice. Currently developing large-scale trends include:

↑ **31%**

Overall Internet Traffic
over the last month

↑ **10X**

Telepresence Medical
Services

↑ **40%**

Social Media
Aggregate Daily UV

Specific to the Dental Industry

Dentists everywhere are adapting to serve their patients in brand new ways. For instance, millions around the world are receiving care by consulting with practitioners electronically, many for the very first time. Stay connected with your patients as they gravitate towards practices who offer robust online communication channels and mobile servicing options. PBHS is now providing its website clients with video based tele-consulting software.



The Changing Market

Don't Panic.
Prepare for the Future.

What We Expect to See

- Limited Access to Critical Dental Services
- Rapid Growth in Teledentistry
- Increasing Use of Mobile Dental Services
- Need for Improved Remote Provider Collaboration

Triage your patients and focus on urgent and emergent dental care that cannot be postponed for more than a month. These include services that relieve pain and infection or that restore oral function or are trauma related.

Expand Access to care with virtual consults. Triage patients and connect when it matters most. Ensure you adjust your practice website to allow patients to easily schedule video consultations.

Increase Awareness by creating quality content for your patients and community to share on social media. For example, you could start a library of FAQs.

Stay Connected with your patients – providing timely updates on reopening dates, policy changes, and universal precautions. Update your website and messaging software with these specifics.

Launch a live human chat service for easy 24/7 patient reception.

LIVE CHAT

Take advantage of Web Traffic while Foot Traffic is Down

SHIFT

Without live support, patients will leave your website more quickly.

Connect with website visitors the second they land on your site. Live Web Chat helps you collect valuable leads and engage with customers digitally on their preferred channel – text messaging.

- **Reduce Front Office Workload:** The inclusion of live online reception immediately lightens the workload of your front office staff, allowing them to focus on the changing situation.
- **Help Visitors After Hours:** Over 30% of new patients engage with practice websites outside of regular business hours.
- **24/7 Availability:** Live chat representatives are never sick, do not take vacation and offer a 24/7 presence for your practice.
- **Customized for your Practice:** Ensure that your live chat representatives are well versed in your changing practice policies and current focus.

SEARCH ENGINE OPTIMIZATION

Bolster your Google Rankings and invest in your future Online Presence.

SHIFT

Organic traffic is on the rise. Use trending keywords to make your content relevant and appear on the top of Google.

Make sure your practice can be found online. Search results listed on the 1st page of Google get 95% of all web traffic. As business returns, don't lose your position by neglecting your SEO strategy.

- **Prioritize Quality Content:** Now, more than ever, quality content will help you climb to the top of search engine results.
- **Invest in Organic Growth:** History shows that if you cut less during down times, you'll gain more in better times. Prepare for the Bounce-Back Surge.
- **Focus on LOCAL SEO:** With most patients staying close to home, now is the time to optimize your website for "near me" searches so local patients turn to you first.
- **Drive Engagement on Google:** More than a business listing, Google My Business offers your practice a free online business profile and lets you easily connect with customers across Google Search and Maps. Ensure your data is up to data, share your unique story and respond to reviews.

* [Learn more about PBHS SEO Services](#)

PPC ADVERTISING

Boost your authority
Find new Patients
Win the Conversation

SHIFT

Average Cost-Per-Clicks are down, so your investment goes farther.

Gain a competitive advantage and connect with prospective patients through PPC advertising. On average, cost-per-clicks have decreased by 6% across all verticals since the viral outbreak, so now is the time to scoop up market share at a discount.

- **Target** your audience with search and call-only campaigns focusing on virtual consultations and emergency dental care.
- **Enhance** direct engagement and prioritize calls to your office with click-to-call ad extensions and callout ad extensions.
- **Instill Trust** and confidence in your services by bolstering your online reputation through management of your Google My Business page.
- **Evaluate** your process as events progress and adjust to changing audience behavior with insights from A/B testing.
- **Refresh** your negative keyword lists at both the account and campaign levels using trending search queries.

SOCIAL MEDIA MARKETING

Connect with Patients where they are.
Online and On Social Media.

SHIFT

Social Media Consumption is skyrocketing. 76% increase in daily accumulated likes on Instagram #ad posts over the last two weeks.

Social media channels are seeing rapidly increasing engagement and reviews. Immediately engage this very active contingent of the online community and share your story and unique voice.

- **Prioritize** time-sensitive informational posts that focus on assisting the community at large and your patients.
- **Lead by Example.** Patients are fearful and they are looking to you, their dental professional, for advice and guidance in these uncertain times. Some posting suggestions include:
 - Oral health tips when you're sick
 - Hand washing tips and tricks
 - Activities to do with your children while school is out.
- **Stand Out:** Contribute to the community and find ways to give back. If you have a CSR program or donate time and resources to a charity group, now is the time to promote this community engagement to your social media followers.

SECURE COLLABORATION

Securely send PHI between patients and referral collaborators.



SHIFT

The Dental Experience is being digitized rapidly with patients gravitating to online services and consultations.

As social distancing becomes the new norm, encrypted HIPAA-compliant digital communications between you and your patients, as well as your referral networks, will become increasingly vital.

- **Secure Email:** Encrypted, HIPAA-compliant secure online email platforms that allow patients to respond with PHI will be paramount to success.
- **Secure Collaboration:** Case collaboration is available for specialists who are interested in working together and sharing case information. Ongoing care is documented with threaded discussions, messaging, sharing of radiographs, treatment plans and post-operative reporting.
- **Secure Virtual Collaboration:** A HIPAA-compliant remote telepresence service enables colleagues to not only share information, but to work face to face - virtually.

* *Learn more about [PBHS SecureMail & Collaborator](#)*

LIVE VIDEO CONSULTATIONS

HIPAA-Compliant Virtual Dentistry

SHIFT

Widespread quarantine efforts make virtual consultations the new norm.

Virtual consultations are rapidly becoming the new standard of care for the dental community. Expand access to your services and speak with your patients directly and in real-time from anywhere.

- **HIPAA-Compliant:** Teleconsultations are secure and fully HIPAA-compliant and offer robust electronic document transfers, two-way clinical chat and screen sharing so PHI can be seamlessly communicated during the encounter and online forms can be completed prior to consultations.
- **Convenience:** Virtual consultations allow for immediate and convenient dental visits and offer a vital avenue to bolster the doctor-patient relationship. Allow patients to make secure payments prior to consultations.
- **Collaboration:** Easily add additional participants to your live video consultations to incorporate all members of the extended care team and improve the delivery and continuity of your care.

* *Learn more about [PBHS SecureVideo](#)*

Additional Resources

- **American Dental Association (ADA):**
 - [COVID-19 Resources for Dentists](#)
 - [COVID-19 Infection Control Protocols & Procedures Webinar \(OSAP\)](#)
 - [Teledentistry Insurance Guidelines](#)

- **Centers for Disease Control and Prevention (CDC):**
 - [Coronavirus Resource Page](#)
 - [Infection Control Guidelines](#)
 - [15 Days to Slow the Spread \(Whitehouse\)](#)
 - [Guidelines for Infection Control in Dental Health-Care Settings \(2003\)](#)

- **World Health Organization (WHO):**
 - [Coronavirus disease \(COVID-19\) Pandemic Page](#)
 - [Five Steps to Kicking Out Coronavirus](#)

- **American Association of Endodontists (AAE):**
 - [COVID-19 Update & Resources Page](#)
 - [Implications for Clinical Dental Care \(Paper\)](#)

- **American College of Prosthodontists (ACP):**
 - [COVID-19 Resource Center Page](#)
 - [Message from ACP President Dr. Stephen Hudis Regarding COVID-19](#)

- **American Association of Oral and Maxillofacial Surgeons (AAOMS)**
 - [COVID-19 Updates and Resources](#)
 - [Federal and State COVID-19 Resources and Updates for OMSs](#)