Below are several resources you can utilize to help your business during this time.

**The six main takeaways from the webinar:**

* Ensure you have a cash flow forecast
* Create and/or revisit your vision statement
* Prioritize internal communications among employees and clients/patients
* Launch customer/Industry Surveys
* Complete a SWOT/TOWS analysis for your business to assess your current state
* Create a Strategic Planning Model

**Plan ahead:**

* Develop likely revenue scenarios A, B, C: % of 2019 revenues.

**Examples of opportunities for your practice:**

* Refocus on the basics, revamping office protocols/refine systems
* Reassess practice philosophy and business management
* Review practice plans
* Address insurance issues/claims
* Improve infection control techniques/systems
* Rethink overhead and rearrange business priorities
* Reduce patient days with greater productivity on those days
* We will be a viable business in 3 months where other practices may not
* Improving office manuals
* Innovation possibly, different ways of treatment for the future
* Virtual appointments for Invisalign patients and other quick appliance checks
* Improve the use of virtual tools to help patients/virtual check-ups and consultations
* Offer a concierge service
* Add fresh paint on the walls and new flooring along with spring cleaning/catch up on remodeling work in the office
* Build stronger relationships with patients
* Making contact with potential patients that you may have not had the opportunity to do so previously/engage with patients that you haven’t previously had time for
* Be a place of strength and stability in their lives by checking in on them often, making yourself available by phone, text and FaceTime to help them through this… even it it is just offering them emotional support
* Share compassion and build through internal relationships with patients
* Improving patient communications
* Have phone conversations with patients to reassure them that their treatment is on course
* Market to new patients once you open again and to use methods that let them know they can still afford ortho treatment even in a recession
* Better education/empowerment of patients to handle orthodontic “emergencies” at home
* Good PR! People come together in a crisis
* Become more visible in the community
* Community service/different community involvement/increased community outreach
* Help with the production of disinfectants and barriers for my community
* Reach out to referring dentists and share ideas and lend support to them as they navigate this time
* More time for CE and to have better-trained staff at the end of this
* Potentially finding qualified and experienced staff with reasonable wage requests
* Streamline staffing
* Build a stronger team having gone through this, with more focus on why their role on the team is so important

**Helpful links:**

* [McKinsey & Company COVID-19: Implications for business, March 2020 | Executive Briefing](https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business?mc_cid=5156afed07&mc_eid=2d5124a435)

**Worksheets:**

* [Big Buzz downloadable SWOT worksheet](https://www.bigbuzzinc.com/wp-content/uploads/2020/03/BigBuzz-SWOT-Template.pdf)
* [Big Buzz downloadable TOWS worksheet](https://www.bigbuzzinc.com/wp-content/uploads/2020/03/BigBuzz-TOWS-Template.pdf)
* [Big Buzz downloadable Strategic Planning Model worksheet](https://www.bigbuzzinc.com/wp-content/uploads/2020/03/BigBuzz-StrategicPlanningModel-1.pdf)
* [Big Buzz downloadable Vision Statement worksheet](https://www.bigbuzzinc.com/wp-content/uploads/2020/03/VisionStatementGuide.pdf)