

HARP PEDIATRIC DENTISTRY NAVIGATES REOPENING WITH WEAVE

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CHALLENGE

Reopening safely and ramping back up to a full schedule after a month of only performing emergency procedures during COVID-19.

Harp Pediatric Dentistry is a relatively new entrant to the community of Palm Harbor, Florida, but they have quickly developed a reputation for their kid-friendly office and phenomenal care. Like many dental practices across the US, Harp followed the ADA's guidance to only perform emergency dental care through April 2020.

When they reopened for elective procedures on May 4th, they hit the ground running, charting a course for other offices who have yet to reopen fully. They got back to business with a (more than) full schedule, new curbside waiting room procedures, and other precautionary measures to adhere to regulations and keep staff and patients safe. This is how they did it.

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RESULTS

20% Increase in Patients Seen

FROM ~40 PATIENTS/DAY
PRE-COVID TO 50+ POST-COVID

Keep Staff & Patients Safe

"CURBSIDE" WAITING ROOMS AND
WELLNESS FORM PRE-SCREENING KEEP
STAFF AND PATIENTS SAFE

Ramped to a Full Schedule

IN LESS THAN A WEEK WITH AUTOMATED
APPOINTMENT REMINDERS AND
PRACTICE ANALYTICS

Staffed for Success

STRATEGICALLY STAFFED DURING TIMES
OF HIGH CALL VOLUME

“ It’s been a little overwhelming how busy we’ve been. We’re serving significantly more patients than we normally do while still following precautions to keep everyone safe. ”

DR. MARK DAWOUD, DMD + Owner

RAMPING UP BUSINESS...

One of the biggest hurdles to reopening for many small businesses is ramping back up to “normal” schedule and returning to pre-COVID levels.

While Harp limited how far out they cancelled patient appointments, they still faced a production gap when they reopened. For patients who were still on the schedule, they turned on Weave’s automated appointment reminders. They also turned on Weave’s automated recall reminders to remind patients who were due for recall. And in the days before they opened, they stepped up their outreach with Practice Analytics.

With Weave’s Practice Analytics, Harp’s front desk staff was able to see at a glance who was not scheduled (that should be scheduled), and what specific treatments they were overdue for. Then they called those patients’ parents like they would any other patient through Weave, and started getting those patients needing treatment on the schedule.

Getting the word out about reopening was also key to Harp’s success. They leveraged Facebook, their voicemail, and Weave Email Marketing to ensure as many patients as possible knew they were back open for business. And by looking at the average call volume for certain times of day, Dr. Dawoud was able to staff specifically for times of high inbound call volume and maximize the number of interested patients he could see and serve.

...WHILE KEEPING STAFF AND PATIENTS SAFE

When Harp reopened, they implemented a number of new procedures designed to keep patients and staff safe. Before a patient’s appointment, their parent is texted a wellness form designed to pre-screen for any symptoms. Once a patient arrives, they encourage patients and parents to wait in their cars. Then the office sends the parent a text letting them know when Dr. Dawoud is ready to see them. Prior to entering the office, every parent and patient has their temperature taken, and all staff wear PPE (which is also recommended for patients). And once a patient has been seen, their parent is given the option to pay via text, if they don’t feel comfortable exchanging cards and want to maintain social distance.

With these safety procedures in place, Harp Pediatric Dentistry was able to ramp up to a full schedule in days, not weeks, all keeping staff and patients safe. Immediately after reopening, they’re seeing 50+ patients per day on average: about 10 more than they would have, even pre-COVID!

“ With Practice Analytics, my front staff is able to see at a glance who is not scheduled and what procedures they are overdue for. It’s been one of our main sources for filling the schedule and serving more patients as we’re ramping back up. ”

DR. MARK DAWOUD, DMD + Owner