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1. 3 Office Lease Renewal Tips Every Dentist Should Follow- Knowing it's time to negotiate or renegotiate your dental office lease can feel like an impending cloud of doom, but there's no reason to dread the process. This is an opportunity to turn the negotiation tables in your favor. Here are three simple tips to navigate a dental office lease renewal negotiation, and come out on top

A. Get a head start on your renewal: By leaving your lease renewal to the last minute, you give up your leverage to negotiate better terms. Far more disconcerting is if you miss your lease renewal or expiry deadline entirely, putting you in the precarious position of being a month-to-month or "overholding" tenant. Your landlord can double your rent or evict you with 30 days' notice to make room for a higher-paying tenant.

- **B. Review your current lease agreement and identify gaps and problem areas,** familiarize yourself with the agreement - Does the lease support your practice strategy and day-to-day functions? Does the lease provide you with the flexibility to grow, bring in associates, expand your services, or offer extended hours? Does the lease allow you to terminate the agreement in the event you become disabled and cannot work? Does the lease permit a smooth and profitable practice sale? Upon practice exit, will you be held financially responsible for gutting and renovating the space and restoring it to your landlord's specifications (pre-dental office condition)?
- **C. Expect delays:** Landlords do have their own agenda, and they are looking to maximize profits and minimize their accountability. The surest way to end up with a favorable lease is to work with a skilled lease negotiator. They'll take the guesswork out of the process, and after an initial assessment to understand your operations, needs, and goals, you can know your lease renewal is in expert hands.

2. 4 Critical Areas of Compliance for the Dental Office-Would your practice survive a \$76,000 OSHA fine? Regulatory compliance not only ensures the safety of the patients, dental team, and dentist, it also protects the practice financially. Below are common areas of violation that can expose your practice to fines, lawsuits, or worse.

- **OSHA-**Are employees offered the Hepatitis B vaccination complimentary and within 10 days of task assignment?
- Do you have a written exposure control plan for bloodborne pathogens that is accessible to all employees?
- Are employees trained on Globally Harmonized System (GHS)?
- Are lab coats and/or gowns worn and changed when visibly soiled and at the end of the day?
- Is water in each operatory tested to ensure < 500 CFUs of bacteria per ml?
- **HIPPA-**Have you appointed a HIPAA Coordinator, Transaction Compliance Officer, Privacy Officer, Security Officer, and Practice Executive?
- Have Business Associate Agreements been signed by all business associates as defined by HIPAA law?
- A written Notice of Privacy Policy is posted where all patients may view it and all patients have signed a Consent Form acknowledging they have been offered a copy of the Notice of Privacy Policy.
- A Security Risk Assessment has been performed, a Gap Assessment completed, and security risks addressed.
- Copy and fax machines settings are adjusted to not store data on their internal hard drives.
- **CPR-**Is your Basic Life Support training program designed specifically for healthcare providers?
- Does your training provide the dental team with the ability to recognize life-threatening emergencies, provide CPR, use an AED, and relieve choking in a safe, timely and effective manner?
- Do you have a physician prescription or medical direction for your AED?
- Do you track AED pad and battery expiration dates?

- **HR-**Do you have a Policy Manual/Employee Handbook that is updated annually?
- Do you have updated job descriptions for each position in the practice?
- Do you have a signed Employment Agreement and Acknowledgment form from every employee?
- Are you clear about disciplinary restrictions regarding “Protected Concerted Activities”?
- Do you routinely pay wages, applicable travel time, seminar attendance fees, and expenses when employees attend CE events?

*****3. You Bought It...Now Promote It!** You have made the wise decision to invest in technology for the enhanced care of your patients. That is very telling about what kind of dentist you are — one who wants to raise the standard level of care. But do your patients know this and how it benefits them? Each time you add technology to your practice, promote this seven-step process.

1. Internal verbal skills- Make your team aware of the technology you’ve acquired and the benefits patients will receive. Encourage them to mention it in conversation. When the patient asks how you are doing, reply by saying, Great. We are so excited that Dr. Smith purchased this new CAD/CAM technology so you can receive a new crown today without coming back for another visit.

2. Update your website. The home page should mention new equipment with a link to learn more. Include patient-friendly photos and a testimonial, if possible, from a patient who has benefited from the technology.

3. Email. Send an email to patients about the benefits of the new technology, and include a link to your website to read more. Invite your patient to call the office for more information or to schedule an appointment.

4. Social media. Announce the new equipment, even before it arrives, on social media sites. Once you have it, show it off with pictures and create a short video that explains the patient benefits. Keep posts short and simple

5. Signage. Place signage around the office announcing the technology, and market a “limited-time-only” special promoting the new technique or equipment.

6. External Ads. Many practices highlight new technology in external marketing, such as print ads, direct mail or online marketing like pay-per-click ads. Focus on the benefits to the patient instead of the technology’s features.

7. Retention. Use this as a reason to reach out to your patients who are overdue for their appointments.

*****4. Dental care 2018 outlook-** We’ve all heard and experienced that the only constant in life is change. Health care is no exception, and in line with the broader health-care industry, dental care is increasingly changing to better align with consumer needs. Today’s consumers are more engaged and active in their health.

1. Integrated health care will continue to grow-Integrated plans, which include dental and other ancillary benefits, give providers a more comprehensive view of a patient’s total health, leading to better and more personalized treatment. Through these plans, **HIPAA-compliant** data is shared, which allows a person’s core health-care team to provide the right care at the right time. A dentist whose patient has an integrated plan could easily see if the person was on metopropolol, which gives the dentist the ability to better serve the patient by monitoring for those oral side effects.

2. Adult orthodontia will gain in popularity-Orthodontia is often thought of as a service for children and teens, and historically that’s true. The reality is that we’ve seen adult orthodontia become a mainstay for many dental practices for both cosmetic and clinically necessary reasons. In a 2014 study, the American Association of Orthodontists found that adults made up more than 1.5 million orthodontics patients in the United States, a record high. In response, health plans, such as Anthem’s affiliated health plans, will become more likely to cover this type of care to help consumers access the services they value.

3. Interest in teledentistry will increase-Over recent years, telehealth has been an increasingly popular option for patients seeking convenient, non-emergency medical attention. In 2017, approximately one-third of all non-emergency medical visits, more than 400 million, were conducted via telehealth platforms. Dental care will continue to evolve and keep pace with these trends and meet the needs of engaged consumers in an increasingly connected health-care ecosystem. With dental care providers and plans working together to simplify access to affordable care, we can continue to provide consumers with the care they want and need in 2018 and beyond.

