

## EP.5 How to Create a Proven Recare and Reactivation Campaign

**Remember – 1 Broken appointment in Hygiene is worth \$30,000 dollars a year of loss production.**

**Recare is the Lifeblood of a Practice!**

**5 Steps to develop a proven recare and reactivation campaign:**

- 1. Decide who is going to “own” this process.** We have a saying in our company that, “if everyone owns it, no one owns it”, meaning you need to assign one person on your team to oversee the process and delegate when necessary. If your team is calling patients “when they get a chance”, then that is not a good system and I can bet patients are falling through the cracks.
- 2. Segment your patients** into recare (active patients) and reactivation (inactive patients).
- 3. Create a timeline** that includes the intervals of when to contact the patient. You will want to contact all recare patients monthly by a call, letter, text, email, or postcard and keep them in a binder.
- 4. Create letters that you will send out** to your patients to get them back in your door. Once the patient is 4 months past due you want to start making them an offer to schedule.
- 5. Track your results!** You should start tracking your percentage of downtime and set a goal to lower that percentage. Downtime is measured as the total # of unfilled hours divided by the total # of available hours and multiplied by 100.

Get started today with your process! This will take some time to develop.