

2021 PREDICTIONS: Massive Opportunities & Deceptive Deathtraps

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1-5-21 *Hello & HAPPY '21!* At chrisad, we will **never give up** on our goal of safeguarding our valued clients. We look back on these past 9–10 months as being an exercise in frustration, wonderment, patience & perseverance...& creatively evading pervasive political/economic manipulation. As the great German philosopher...Mr. Nietzsche...wrote 150 years ago: **“That which does not kill us makes us stronger.”**

So as a result, **our clients are currently performing wonderfully...**with many **exceeding 2019 production levels by early September 2020...**even though they were closed for 2 months! And chrisad is growing faster than ever, too. It's a great feeling. However, this does not come without a lot of hard work, worry, deep study, research, critical thinking...& sleepless nights. And we can NEVER let our guard down as we push ahead.

Surmounting Recession & COVID Obstacles...& Prospering

The world has changed & will not go back. The patient market trusts dentists less, won't take off work & is fearful of COVID. We must proactively adapt & change...or be forcefully changed at our peril. Based on our **DOCUMENTED** experience **surmounting the past 4–5 recessions** & a massive amount of recent consumer research & patient behavioral analysis, here are our suggestions for a more enjoyable & prosperous 2021:

- As with the past many recessions, we must work harder to attract a **“bigger piece” of a much “smaller pie.”** The dental patient market has shrunk & will stay smaller for the foreseeable future. We must work harder & push more aggressively to continue forging ahead.
- With higher unemployment (& underemployment)...**PLUS LOSS OF DENTAL INSURANCE...PLUS** up to **42% of patients with dental appointments saying that they will not keep them** for fear of COVID...it is clear that we will need to **do much MORE NOW to grow** at the same pace as 2019 or early '20. Overbook. Market more. Eliminate new & returning patient inflow impediments. **Make it easier for patients to get what THEY want.**
- As with past recessions there is NOW far more patient/consumer sensitivity regarding taking off work or school. **88.8%** of patients tell us in (repeated) surveys that they **ABSOLUTELY WILL NOT take off work or school for a cleaning.** And these still working patients with BEST INSURANCE will...on average...generate 3x more \$ per hygiene exam.
- **SECRET SHOPPER GRADES MUST ALWAYS BE PERFECT.** No amount or quality of marketing can **surmount what the patient perceives as a “closed door” or a “dead rat on the floor”...by THEIR CRITERIA.** Secret shopper grades are a leading-edge indicator of the viability of multiple internal PATIENT PERCEIVED practice systems. They are a predictor of success or failure of our integrated marketing campaign. Remember: Your office's **financial & other**

policies, communication approach, schedule & much more TOGETHER form integrated marketing communication that CAUSES more new patients, acceptance, referral & retention.

- Chrisad's **INDIVIDUAL DENTAL PLAN** will safeguard your practice as it continues to work extremely well during this COVID recession...offering an attractive & affordable **alternative for the many millions who have already lost their dental insurance...**or soon will. It "LOCKS" patients to your practice & provides a steady stream of cashflow.
- **THIS IS NOT A TIME TO RELAX!** Two Northern California expressions apply here: "**There is no free lunch**"...& "**If you keep on doing the same old things...you WILL NOT end up in the same old place: During recessions, you will fall far behind & likely not survive**"!!!
- **Now is the time to capture your marketplace!** Rather than downsizing staff (a fatal strategy) it has been proven in past recessions that **NOW IS THE TIME** to aggressively hunt for **MORE, BETTER** associates, hygienists & staff...while the employee market is ripe! However, remember, **properly incentivized employees always perform at higher levels...**& you will **likely need to pay more** to offset various types of governmental financial assistance...& as you will be asking them to work evening & weekend hours that they don't want to work...but you will earn 3x \$!
- **Hygiene pre-appointment systems must be re-stratified** with a focus on pre-appointing 100%...particularly the 35-40% of individuals & families where the wage earner(s) is still working. PLEASE REMEMBER: Even though non-confrontational patients may smile & agree to the appointment, they **ABSOLUTELY WILL NOT take off work or school for "just a cleaning."** 100% must be pre-appointed before leaving...& with roughly 35% in school & 35% working, a minimum of **70% of these pre-appointments must be into weekends or evenings.**
- **PROACTIVELY MANAGE HYGIENE AS AN ALWAYS GROWING COMPOUNDING ANNUITY:** With **proper pre-appointment** & regular marketing, in order to grow & prosper you must **proactively** add proportionate (mostly prime time) hygiene slots 6 months later to accommodate BOTH this month's new patient flows PLUS expected additional new patient flows coming in 6 months later. It's all very simple but precise **math.** **To NOT proportionately add (prime time) hygiene quietly EJECTS PATIENTS, CAUSES CANCELLATIONS/NO SHOWS...& forces slow growth or no growth...no matter how much or what type of marketing we perform.**
- **TAKE ADVANTAGE OF FERTILE MARKETING PERIODS:** As a result of your adhering to the above suggestions & marketing aggressively, you are 100% certain to be having your most prosperous December & January period ever. While this current prosperity is related to new insurance maximums & more holiday time off, we must be mindful of upcoming similarly advantageous marketing periods. While there will be many more ahead, **MARCH has been one of the 2-3 strongest production periods of the year as many will receive TAX REFUNDS.** As always, we must aggressively fish more when the big fish bite. Even more so this year.

This is not a time to relax. We need to put the "pedal to the metal." **Will you please make the above YOUR NEW YEAR'S RESOLUTION?** The closer you come to adhering to the above suggestions, the faster & more enjoyably you will grow. So, out with the (obnoxious) old...& in with the new. Here's to a FAR more prosperous & enjoyable 2021! jc (please always text me 415-300-6388)

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in Las Vegas! Sept. 23 & 24!**