Creating Our New Normal

Happy Teams!
Happy Patients!
Happy Doctors!

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Concierge Team

The Teams are committed to not just “finding” a new normal. They are committed to “creating” their new normal.

- Scheduling Concierge
- Treatment Concierge
- Financial Concierge
- Clinical Concierge
Creating Our New Normal

Concierge Team
Building confidence with car side conversations.
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Playful environment

The Greeter – Roller skates

Food trucks – Morning coffee
Concierge Team

Selfies – “Hey Mom...”

“Mom I am on my way out...”

“Dr. Yim says I am his favorite patient”
Creating Our New Normal

Case Acceptance: Incredibly high

1. Rescheduled NPE had waited two months for the appointment
2. “New” New Patient Exams coming in for an appointment during this time really want braces
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Case Acceptance: Incredibly high
Creating Our New Normal

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Case Acceptance: Incredibly high
Creating Our New Normal

Scheduling: Under or over staffed for the current patient flow

“Like things at like times” stay in the zone

Arch wire
Aligners
Repos
Debands
etc.

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Creating Our New Normal

Scheduling: Debands
Creating Our New Normal

Scheduling: Debands
The practice averages = 35 Debands in a month
X 2 month closure = 70 Debands to reschedule
+ current month 35 = 105 Debands to build into the schedule
June 35 Debands = 140 Debands to build into the schedule
Creating Our New Normal

Marketing = Increase visibility
Signage
Creating Our New Normal

Marketing = Increase visibility
We are back

Aannnd, we’re back.
Creating Our New Normal

Marketing = Increase visibility

Thank you to local hero's

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Creating Our New Normal

Marketing = Increase visibility

Messaging = Stay social: Instagram, Facebook
Creating Our New Normal

Marketing = Increase visibility
Messaging = Stay social: Instagram, Facebook
Creating Our New Normal

Marketing = Good Neighbor Programs
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Marketing = Good Neighbor Programs

Update from Rigert Elite Gymnastics

Hello Rigert Elite Families,

We want you all to know we have been keeping up with the news and rapidly changing decisions being made and set in our State for re-opening. We are daily discussing how and when we could possibly re-open. Our hope is to reopen June 1st. However, in order to do that, a few things have to happen.

1. Multnomah County needs to at least be in phase one of reopening allowing specifically gyms to reopen.
2. Guidelines need to state that we can operate the business at 25% normal capacity in order for us to even begin to allow Rigert Elite to open. Anything less and we will not be able to re-open.

We are working on a plan to implement re-opening as soon as these things happen and will make sure to email everyone as soon as we have a Grand Re-Opening date!

We wanted to introduce you to a few procedure changes that you can expect to see when we do re-open to ensure the safety and health of everyone attending Rigert Elite. We are working hard on doing a deep clean of everything in the gym, making repairs to equipment that has been needing to get done, marking off areas for the kids to stand socially distant from each other and to give them visual cues of what a safe distance is. We are changing our lobby to fit the needs of these changes by taking out our cubby system and changing to spaced out hooks for bags as well as working on all the procedural and policy changes needed to safely return to the gym.
Creating Our New Normal

Marketing = Sponsor and donate to summer camps and classes

When we do re-open, we will be taking donations of disinfectant wipes and hand sanitizers. We will have enough on hand to open, but these things are hard to come by these days and sometimes limited on what you can buy per person, we will need a lot in order to continue operating safely.

If we run out and cannot maintain the sanitation needed we may have to close again and we definitely do not want to have that happen so we are trying to stock pile as much as we can and will be taking any and all donations of those items that you would like to donate.
HOMEWORK:

1. Re-schedule the NPE
2. Re-schedule the OBS patients
3. Create a Deband plan
4. Like things at like times
5. Stay visible: Signage & Social Media
6. Be a good neighbor