

Reopen. **Restore.**

A Patterson playbook to prepare and equip your office for the future.



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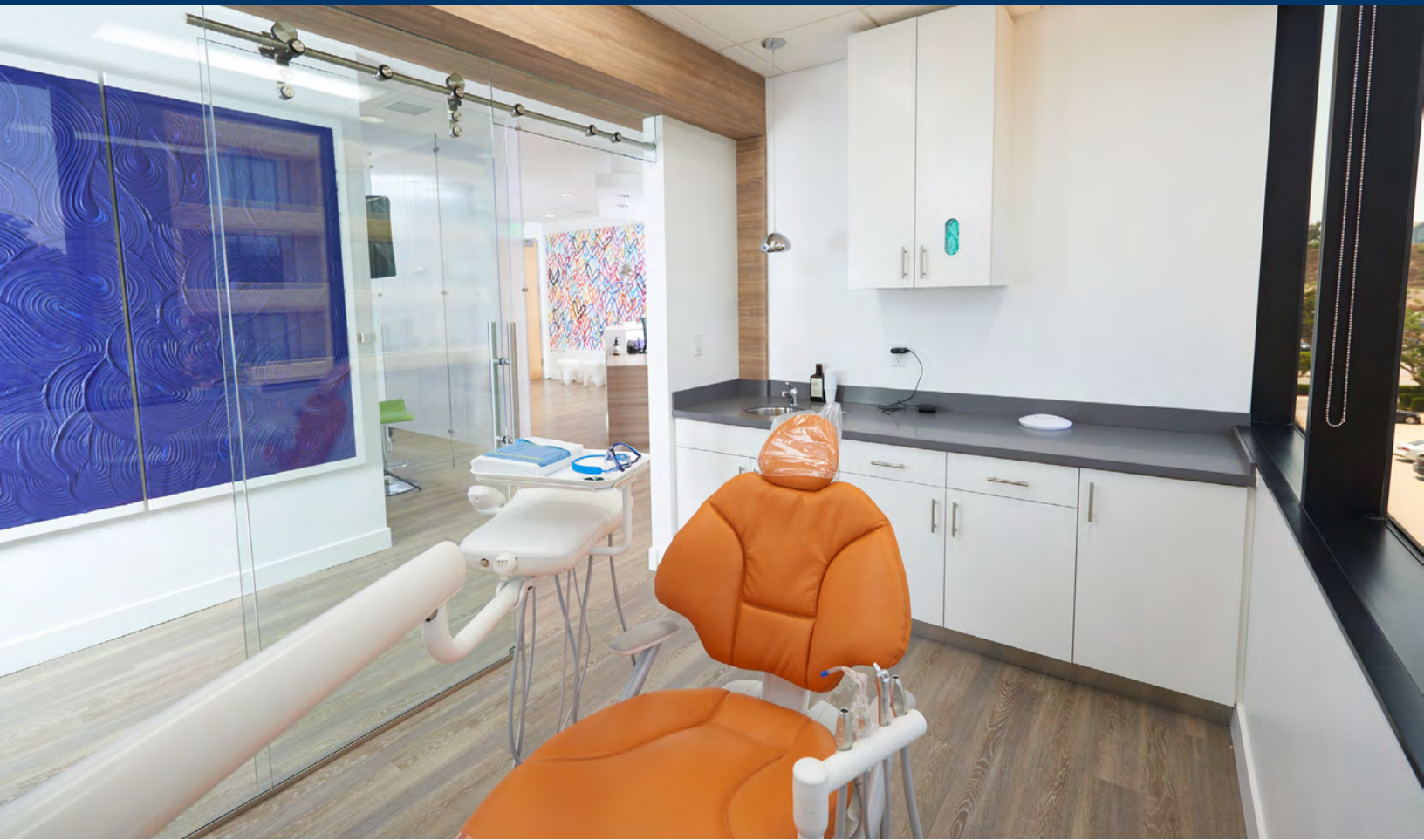
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This playbook is intended for informational purposes only. The document is not intended as financial, legal or consulting advice. This playbook is an informational source for the practitioner who will ultimately be responsible to make the best decisions for the practice based on their professional judgment.



Enabling Your Practice to Reopen

When it comes to your practice, now is the best time to prepare your staff and your space for the future. Enable your office to meet demand and give patients the reassurance they need. This is the time to reenergize your team and reimagine a successful future by seeing beyond today and looking ahead to tomorrow.

To bring you this comprehensive guide, Patterson has compiled information and resources from manufacturers, industry experts and organizations such as the Organization for Safety, Asepsis and Prevention (OSAP), the American Dental Association (ADA), the Harvard Business Review (HBR), the U.S. Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention (CDC), and several others.

The [Patterson resource center](#) offers information, guides, and videos from the most credible sources to support you as you ready your practice for this new experience delivery.

10. Turn on all dental units and chairs and test for proper operation. Ensure there are no leaks.
11. Run shock treatment through delivery unit waterlines. After 24 hours, flush with distilled water, then refill water bottles from delivery units and add tablets.
12. Turn on X-rays, model trimmers, prophy jets, scalers, etc. and ensure they are functioning properly.
13. Plug pano/cone beam back into wall.
14. Plug milling units back in, refill water in the reservoir tank, add lubricant per manufacturer recommendation. Insert water tank and run water pump until a steady stream is observed from motor spray ports. Check and top off water in tank as necessary.
15. Ensure CAD/CAM scanners are connected to network and milling units. Run any new software updates on milling units and scanners.
16. Verify software data backup procedures have been performed.

ADVANTAGES TO HAVING A PATTERSON TECHNICIAN PERFORM THE TASKS ON THE REOPENING CHECKLIST

Our technicians have expert-level product knowledge and understand the interconnectivity of devices within the dental office:

- Techs can easily pinpoint the cause of air and vacuum leaks.
- Techs have experience reading spore tests.
- Techs are able to troubleshoot CAD/CAM and pano communication issues.
- If any issues are found during the reopening procedure, techs can quickly diagnose and fix issues or order the appropriate parts.

[Download checklist HERE.](#)

SUPPLY ROOM

- Check expiration dates on all supplies.
- Make sure you have the right supplies in stock to reopen.

OFFICE SIGNS

The CDC has a variety of posters available for use in the office.

- [HAND HYGIENE](#)
- [WASH YOUR HANDS FACT SHEET](#)
- [STOP THE SPREAD OF GERMS](#)

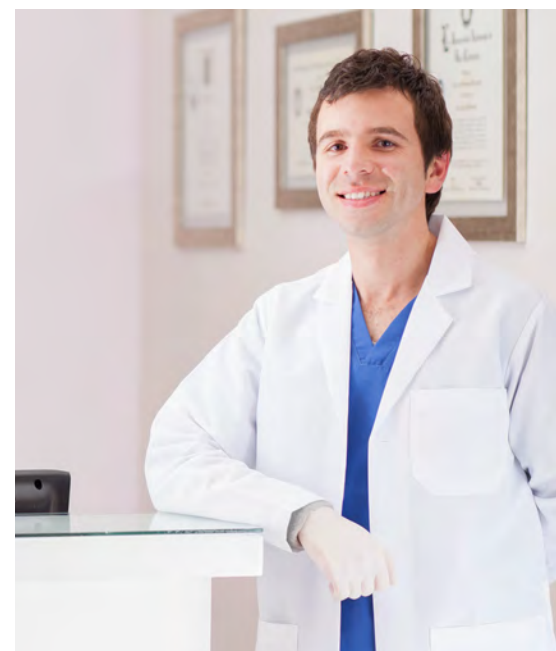
You may also want to consider placing signs explaining your social distancing and check-in policies.

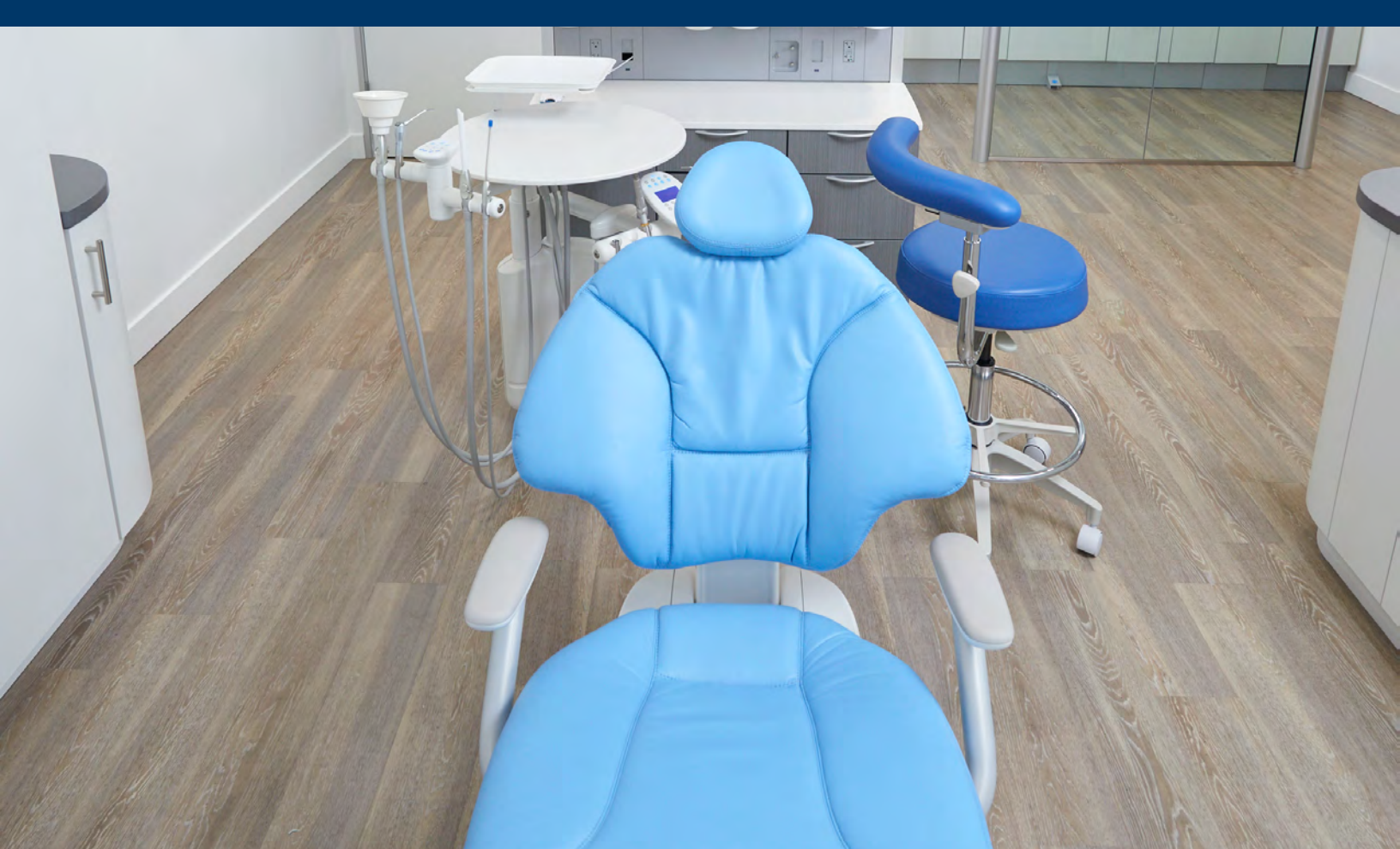
FRONT OFFICE

- Provide hand sanitizer throughout the dental office.
- In addition to the regular disinfection protocol, disinfect waiting areas between patients.
- If possible, have a clear barrier separating front desk staff from patients. Otherwise, try to maintain distance when possible between front desk and patients when conducting office functions such as accepting payments, scheduling future appointments, etc.
- Consider providing pens (with office brand for marketing) for each patient and then giving it to them, rather than reusing. If reusing, remember to wipe down pens between transfers back and forth.
- Provide wipes or materials to clean pens, clipboard, counter, phone, keyboards, light switches, surfaces and anything else that may be frequently touched.
- Remove anything in the lobby that is not needed or could collect germs including magazines, toys, pens and similar items.

Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.





OPERATORIES

- Limit paperwork in the operatory as much as possible.
- Cover keyboard of computer with disposable, flexible, clear barrier and change between patients.
- Limit access to the operatory to just the patient when possible. Supply a mask and shield to anyone who accompanies the patient.
- Keep staff level in operatory to the minimum required.
- Follow CDC guidelines on PPE
<https://www.cdc.gov/coronavirus/2019-ncov/hcp/dental-settings.html>
- No hand shaking or physical contact.
- Clean and disinfect the room and equipment according to the Guidelines for Infection Control in Dental Health-Care Settings—2003
<https://www.cdc.gov/mmwr/PDF/rr/rr5217.pdf>
- Use professional judgment to limit aerosol-generating procedures and employ the lowest aerosol-generating procedures whenever possible. If possible, hand scale rather than ultrasonic scale. If possible, use high-velocity suction and dental dams to minimize droplet spatter and aerosols.

PREPARE YOUR PATIENTS

As you plan to reopen, clear and open communication with patients is key. Consider some of these helpful tips and tools for communication and marketing messages. Inform patients about protective protocols and the updates they can expect during this time.

NOTIFYING PATIENTS YOU ARE OPEN

When you are ready to reopen send a letter or email to your patients to let them know you are going to open and what to expect. The ADA has developed a Welcome Back Reassurance sample letter that you can use.

[Download the Welcome Back Reassurance Letter from the ADA to customize](#)

It is equally important to inform your patients of new protocols and efforts you are making to ensure their safety. Consider sending out and printing posters with a message about how your protocols are changing. Make sure patients are comforted knowing that these changes are due to concern for their health, as well as that of the other patients, the dentist, the staff and anyone else with whom they might come in contact.

- Pre-screening protocols.
- Check-in and waiting for appointment protocols.
- Staff PPE changes.
- This is also a great time to enable your practice to collect completed forms electronically [see patient engagement tools on page 23].

MARKETING TO YOUR PATIENTS

Now is a great time to leverage all the marketing tools in your toolbox and make an impact as you reopen. Communicating the high level of expertise, service and value you and your office provide to patients will help reengage and reassure them during this time. Below we have listed some communication/marketing best practices to use during this transition time.

WEBSITE

Make sure your website is up to date. Include information on hour changes, services you are providing and an easy way for patients to contact the office. Also, add a webpage with up-to-date COVID-19 information. This will assure your patients that you are staying well informed about the latest developments and are taking every precaution to make sure your office is as clean and safe as possible.

EMAIL

Email is a great way to let your patients know that you are excited to see them back in the office and keeping them informed. You can leverage email to communicate:

- Reminders about their routine cleanings that they may need to reschedule
- At-home oral hygiene tips and ways they can contact the office if needed
- Relevant infection control precautions your office is taking to ensure safety of patients, staff, and community

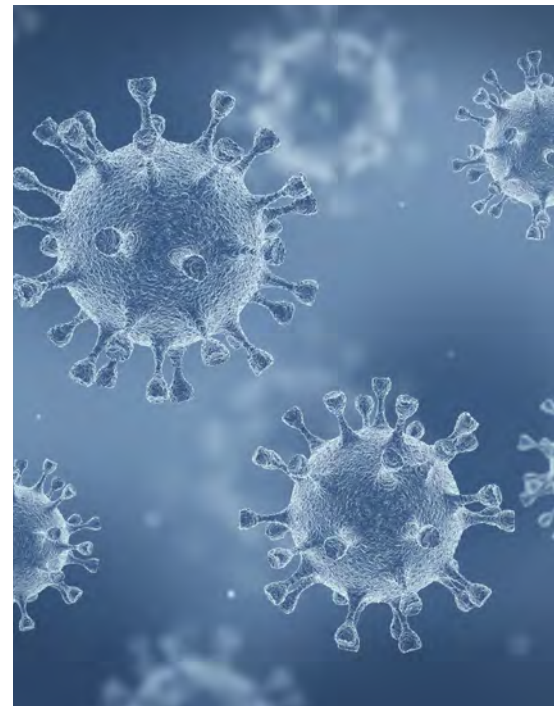
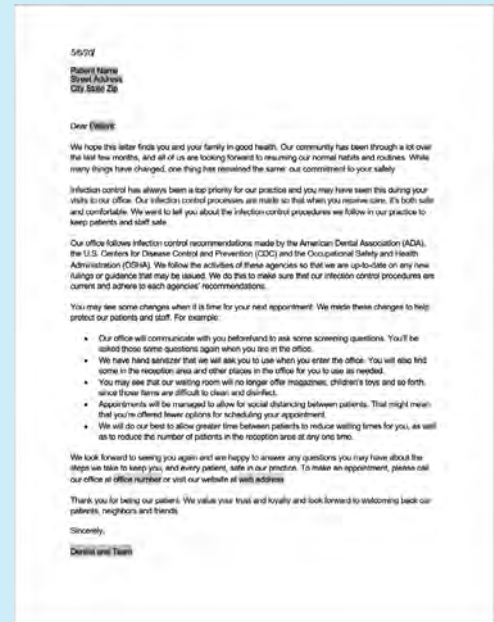
PHONE CALL

With many patients being home, now is a great time to use phone calls to connect with them. Make the call yourself to add a personal touch and show you care. You can also use this time to address any questions or concerns they may have.

SOCIAL MEDIA

In a time when our only form of connecting with one another is via technology, staying active on social media is more important than ever. Use social media to:

- Highlight what is happening in the office. Post updates about when your staff is back in the office, what you are doing to prepare and when patients can expect to reschedule missed and future appointments.
- Provide education. At this time, many patients will be behind on their routine cleanings. Providing tips on oral hygiene will help those patients until they are able to get back into a regular routine. This will also remind patients how important oral hygiene is to their overall health. Dental Trade Alliance (DTA) and Lanmark360 have developed a [website](#) that includes a series of oral health videos that you can download and share.





VIDEO

Video is an engaging way to communicate with patients. Consider creating videos that capture safety measures in your practice, reintroducing the staff and sharing tips for this time in between appointments. The efforts made can put your patients at ease and reassure them it is safe to go to the dentist. You can leverage video for your website, email and social media communication.

Visit the ADA's website here for more information on marketing your practice:

https://success.ada.org/en/practice-management/guidelines-for-practice-success/managing-marketing/01_marketingdentalpractice_whatitmeans

PRIORITIZING YOUR PATIENT LIST

As your office reopens, understanding where your business stands and developing a plan is key to diving back into full-service patient care, no matter which phase you find yourself in.

Whether your approach is to prioritize hygiene appointments, restorations, or a combination of the two, leveraging analytics to determine your priority list will make this planning – call plans, staff scheduling, product needs – much easier. Refer to page 24 for information on Dental Intelligence as a tool that can provide guidance and value to your practice.

ORAL HEALTH IS LINKED TO OVERALL HEALTH

Communicate with your patients about how oral health impacts overall health.

[Download infographic HERE.](#)

The Dental Trade Alliance (DTA) and Lanmark360 have developed a website that includes a series of oral health videos that you can download and share.

www.PostsForMyPatients.com

DELTA DENTAL

How Oral Health Affects Overall Health

“Over the teeth, past the gums, look out body, here it comes!”

THE HEART

Periodontal disease may increase the risk of cardiovascular disease and fatal heart attacks. In fact, those with gum disease are almost twice as likely to suffer from heart disease as those with healthy gums.

THE BRAIN

Periodontal disease may increase the risk of stroke. Research has shown that harmful bacteria in the mouth can make a person more susceptible to developing blood clots and can eventually increase the chance of a stroke.

THE LUNGS

Poor oral health may worsen respiratory illnesses by promoting growth of harmful bacteria that can be transported to the lungs. When the germs reach the lungs, they can breed and multiply to cause pneumonia and bronchitis.

THE KIDNEYS

Bacteria often enter the body through the mouth. With poor oral care, infections progress faster. This increases the disease the kidneys must fight off.

THE PANCREAS

Diabetics are at greater risk for periodontal disease. Periodontal disease may disrupt the control of blood sugars, which can increase the likelihood of serious complications, such as heart and lung diseases.

DELIVERING A SAFER PATIENT EXPERIENCE

Keep your patients safe and show them how much you care about their security and well-being. Provide them with clear communication including pre-appointment COVID-19 screenings, in-office instructions and post-appointment notifications. Give your patients the confidence and assurance needed to keep them coming back.

PRE-APPOINTMENT

It is recommended to screen all patients before scheduling. If you need to leave a voicemail or are sending a text message, ask the patient to call the office prior to their appointment for preliminary screening. If your website is capable, you may install the questionnaire and instructions online. See below (#1-10) for this questionnaire:

1. Do you/they have fever or have you/they felt hot or feverish recently? (14-21 days).
2. Are you/they having shortness of breath or other difficulties breathing?
3. Do you/they have a cough?
4. Any other flu-like symptoms, such as gastrointestinal upset, headache or fatigue?
5. Have you/they experienced recent loss of taste or smell?
6. Are you/they in contact with any confirmed COVID-19 positive patients?
7. Is your/their age over 60?
8. Have you/they traveled outside the United States by air or cruise ship in the past 14 days?
9. Do you/they have heart disease, lung disease, kidney disease, diabetes or any autoimmune disorders?
10. Have you/they traveled in the past 14 days to any regions affected by COVID-19?
 - Positive responses to any of these would likely indicate a deeper discussion with the dentist before proceeding with elective dental treatment.
 - If possible, schedule appointments far enough apart to minimize possible contact with other patients in the waiting room.
 - Remind patients to limit the number of extra companions.
 - If suitable given your office design, you might consider having your patients wait in their car and you can call or text when they should enter the practice. This is not practical for all offices, so use your own judgment. For patients who use other forms of transportation, devise a plan and provide instructions for entering the practice prior to their office visit.

[Download the complete Patient Screening form from the ADA HERE.](#)

OFFICE CONSIDERATIONS

- Take patient's temperature and complete the COVID-19 questionnaire before proceeding with dental appointment.
- Provide patients with instructions to keep 6 feet from all other persons when possible, maintain hand hygiene and maintain respiratory hygiene and cough etiquette. Consider using posters. See page 5.
- Depending on office size, patients may need to wait in their personal vehicles or outside the dental office until their appointment.
- Treating patients at higher risk: COVID-19 is a new disease and there is limited information regarding risk factors for severe illness. Consider separate office hours for high-risk patients.





DURING THE APPOINTMENT

- Now, more than ever, patients will be paying attention to your personal protective equipment. Make sure that you are wearing it properly.
- Make sure that hand sanitizer is readily available.
- Open sterilization bags in front of patients so they know they are getting clean equipment.

POST-APPOINTMENT

- If you have not done so already, it is best to set up a touchless checkout process with all paperwork and payment completed electronically.
- Instruct patients to contact the office if they experience COVID-19 symptoms within 14 days after the dental appointment.

PREPARE FOR INFECTION CONTROL CHANGES

STAFF PROTECTION

Ready your office for infection control changes with the following tips and strategies. Consider a “soft” opening to perfect new methods and learn what works best for you and your team. Practice these routines with staff before welcoming patients. Consider patient flow into and through the practice, timing for operatory usage and sterilization, staff routines as they don and doff PPE and timing daily schedules when returning to in-office care.

FRONT DESK

- Front desk staff can wear masks and goggles or face shields, or offices can install a clear barrier.
- Consider individual phone headsets for each front desk staffer to reduce virus spread through the phone handpiece.

HAND HYGIENE

- With strict attention to staff hand hygiene, instruct staff to clean hands thoroughly.

[Resource: Introduction to Hand Hygiene for Healthcare Providers](#)

The CDC recommends the following personal protective equipment (PPE) for dental health care professionals (DHCP) when providing emergency dental care to patients without COVID-19:

RESPIRATOR OR SURGICAL MASK

Before entering a patient room or care area, put on one of the following:

- An N95 respirator or a respirator that offers a higher level of protection such as other disposable filtering facepiece respirators, powered air-purifying respirators (PAPRs), or elastomeric respirators.
- If a respirator is not available, use a combination of a surgical mask and full-face shield. Ensure that the mask is cleared by the FDA.

During aerosol-generating procedures (e.g., use of dental handpieces, air/water syringe, ultrasonic scalers), put on one of the following:

- An N95 respirator or a respirator that offers a higher level of protection such as other disposable filtering facepiece respirators, powered air-purifying respirators (PAPRs), or elastomeric respirators.

After exiting the patient's room or care area and closing the door (if present), take into consideration that most dental procedures generate droplets, spatter, and aerosols:

- Remove and discard disposable respirators and surgical masks.
- Perform hand hygiene after removing the respirator or facemask.

EYE PROTECTION

Before entering the patient room or care area, put on eye protection (i.e., goggles or a full-face shield that covers the front and sides of the face).

- Personal eyeglasses and contact lenses are NOT considered adequate eye protection.
- If respirators are not available and surgical masks are used, wear a full-face shield.

After leaving the patient room or care area:

- Remove eye protection.
- Clean and disinfect reusable eye protection according to manufacturer's reprocessing instructions prior to reuse.
- Discard disposable eye protection after use.



GLOVES

Before entering the patient room or care area, put on clean, non-sterile gloves.

- Change gloves if they become torn or heavily contaminated.

Before leaving the patient room or care area:

- Remove and discard gloves.
- Immediately perform hand hygiene.

GOWNS

Before entering the patient room or area, put on a clean isolation gown.

- Change gown if it becomes soiled.

Before leaving the patient room or area, remove and discard the gown in a dedicated container for waste or linen.

- Discard disposable gowns after use.
- Launder cloth gowns after each use.

If there are shortages of gowns, they should be prioritized for:

- Aerosol-generating procedures.
- Clinical procedures where splashes and sprays are anticipated.

For complete details, view the Interim Infection Prevention and Control Guidance for Dental Settings During the COVID-19 Response from the CDC: <https://www.cdc.gov/coronavirus/2019-ncov/hcp/dental-settings.html>

The CDC has provided a recommendation for N95 or higher respirators in healthcare settings. [View the CDC guidance HERE.](#)

PATIENT PROTECTION

Being ready to answer patient questions in a manner they can fully comprehend and appreciate is paramount to good dentistry. Make sure your team can explain the steps and precautions being taken in the practice to not only ensure patient safety but to also reassure patients the practice is safe.

SUMMARY OF ADA GUIDANCE DURING THE COVID-19 CRISIS

COVID-19 has created serious implications for dental teams with regard to personal protective equipment (PPE), treatment room disinfection and treatment of patients. It is important that dentists and dental teams understand the risks of treating patients. Despite these risks, the need to treat patients with emergency oral health issues to ensure that they do not end up in hospital emergency rooms is also a critical concern. Dental professionals must be aware of what PPE is available to protect themselves.

[Download the complete "Summary of ADA Guidance During the COVID-19](#)






Interim Mask and Face Shield Guidelines

These recommendations align with existing CDC recommendations for patients without signs/symptoms of COVID-19.

Use the highest level of PPE available when treating patients to reduce the risk of exposure. Some risk is inherent in all scenarios. If masks with either goggles or face shields are not available, please understand there is a higher risk for infection; therefore, use your professional judgment related to treatment provided and the patient’s risk factors.

Considering that patients who are asymptomatic may still be COVID-19 infectious, it should be assumed that all patients can transmit disease.

Mask Type – With Goggles or Face Shield (Understanding Mask Types)	Level of Risk*** to DHCP
 N95	Low
 N95 EQUIVALENT MASK* KN/KP95, PFF2, P2, DS/DL2, KOREAN SPECIAL 1ST	Low
 Surgical Mask**	Moderate

*The FDA has authorized the use of masks equivalent to the N95 during the pandemic period. Manufacturers approved can be found here: <https://www.fda.gov/media/136663/download>

**ASTM has established performance levels for surgical masks based on fluid resistance, bacterial filtration efficiency, particulate filtration efficiency, breathing resistance and flame spread.

- Level 1 masks have the least fluid resistance, bacterial filtration efficiency, particulate filtration efficiency, and breathing resistance.
- Level 2 masks provide a moderate barrier for fluid resistance, bacterial and particulate filtration efficiencies and breathing resistance.
- Level 3 masks provide the maximum level of fluid resistance recognized by ASTM and are designed for procedures with moderate or heavy amounts of blood, fluid spray or aerosol exposure.

***https://www.ada.org/~media/CPS/Files/COVID/ADA_COVID_Int_Guidance_Treat_Pts.pdf?utm_source=adaorg&utm_medium=co-vi-d-resources-lp&utm_content=cv-pm-ebd-interim-response&utm_campaign=covid-19

Professional judgment should be exercised when considering the use of gowns, foot covers and head covers.

These guidelines are intended to help dental practices lower (but not eliminate) the risk of coronavirus transmission during the current pandemic. Dental practices should not presume that following the guidelines will insulate them from liability in the case of infection. Dentists should also be aware of any relevant laws, regulations, or rules adopted in their states.

Understanding Mask Types



SURGICAL MASK



N95 MASK*



**N95 EQUIVALENT MASK
KN/KP95, PFF2, P2, DS/DL2,
KOREAN SPECIAL 1ST***

Testing and Approval	Cleared by the U.S. Food and Drug Administration (FDA)	Evaluated, tested, and approved by NIOSH as per the requirements in 42 CFR Part 84	FDA Emergency Use Authorization (EUA)
Sizing	No	Yes. The sizing differs with each mask model. Some of the sizing options include small, small/medium, medium, medium/large, and large.	Yes. The sizing differs with each mask model. Some of the sizing options include small, small/medium, medium, medium/large, and large.
Intended Use and Purpose	Fluid resistant and provides the wearer protection against large droplets, splashes, or sprays of bodily or other hazardous fluids. Protects the patient from the wearer’s mask emissions	Reduces wearer’s exposure to particles including small particle aerosols and large droplets (only non-oil aerosols). OSHA recommends certifying the authenticity of masks to insure they provide the expected protection.	Reduces wearer’s exposure to particles including small particle aerosols and large droplets (non-oil aerosols). Manufactured in compliance with standards of other countries and considered equivalent to NIOSH approved N95 masks. Authorized manufacturers are listed at: https://www.fda.gov/media/136663/download
Face Seal Fit+	Loose-fitting	Tight-fitting**	Tight-fitting**
Fit Testing+ Requirement	No	Temporary lifting of fit test enforcement requirement.	Temporary lifting of fit test enforcement requirement.
User Seal Check Requirement	No	Yes. Required each time the mask is donned (put on)	Yes. Required each time the mask is donned (put on)
Use Limitations	Disposable. Discard after each patient encounter.	Ideally should be discarded after each aerosol-generating patient encounter. It should also be discarded when it becomes damaged or deformed; no longer forms an effective seal to the face; becomes wet or visibly dirty; breathing becomes difficult; or if it becomes contaminated with blood, respiratory or nasal secretions, or other bodily fluids from patients.	Ideally should be discarded after each aerosol-generating patient encounter. It should also be discarded when it becomes damaged or deformed; no longer forms an effective seal to the face; becomes wet or visibly dirty; breathing becomes difficult; or if it becomes contaminated with blood, respiratory or nasal secretions, or other bodily fluids from patients.

*OSHA video on mask seal check: <https://www.youtube.com/watch?v=pGXiUyAoEd8>.

Facial hair may affect the fit of the mask: <https://www.cdc.gov/niosh/npptl/pdfs/FacialHairWmask11282017-508.pdf>

+Note: A seal test is a user test performed by the wearer every time the mask is put on to insure that the mask is properly seated to the face. If not, it needs to be adjusted. A fit test is used to determine appropriate mask size for the individual.

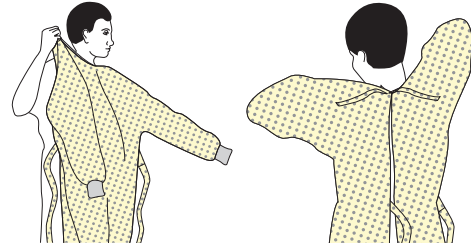
**A mask that does not fit does not protect you, meaning that you should not rely on it to protect you from infection.

SEQUENCE FOR **PUTTING ON** PERSONAL PROTECTIVE EQUIPMENT (PPE)

The type of PPE used will vary based on the level of precautions required, such as standard and contact, droplet or airborne infection isolation precautions. The procedure for putting on and removing PPE should be tailored to the specific type of PPE.

1. GOWN

- Fully cover torso from neck to knees, arms to end of wrists, and wrap around the back
- Fasten in back of neck and waist



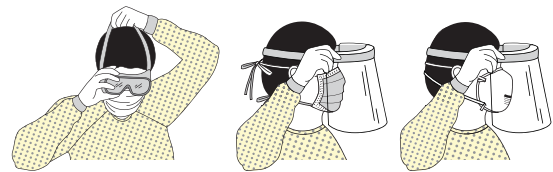
2. MASK OR RESPIRATOR

- Secure ties or elastic bands at middle of head and neck
- Fit flexible band to nose bridge
- Fit snug to face and below chin
- Fit-check respirator



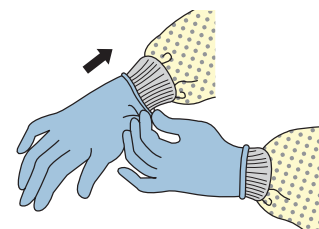
3. GOGGLES OR FACE SHIELD

- Place over face and eyes and adjust to fit



4. GLOVES

- Extend to cover wrist of isolation gown



USE SAFE WORK PRACTICES TO PROTECT YOURSELF AND LIMIT THE SPREAD OF CONTAMINATION

- Keep hands away from face
- Limit surfaces touched
- Change gloves when torn or heavily contaminated
- Perform hand hygiene

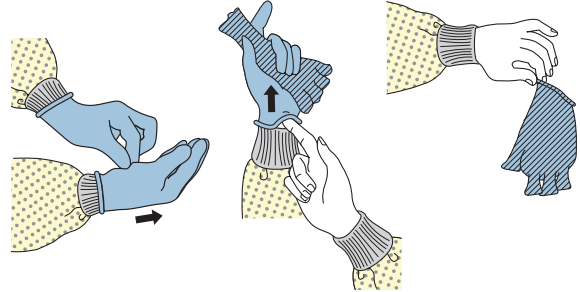


HOW TO SAFELY REMOVE PERSONAL PROTECTIVE EQUIPMENT (PPE) EXAMPLE 1

There are a variety of ways to safely remove PPE without contaminating your clothing, skin, or mucous membranes with potentially infectious materials. Here is one example. **Remove all PPE before exiting the patient room** except a respirator, if worn. Remove the respirator **after** leaving the patient room and closing the door. Remove PPE in the following sequence:

1. GLOVES

- Outside of gloves are contaminated!
- If your hands get contaminated during glove removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Using a gloved hand, grasp the palm area of the other gloved hand and peel off first glove
- Hold removed glove in gloved hand
- Slide fingers of ungloved hand under remaining glove at wrist and peel off second glove over first glove
- Discard gloves in a waste container



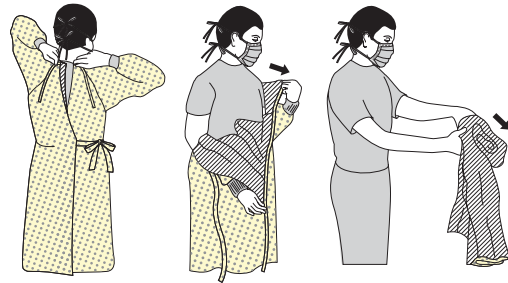
2. GOGGLES OR FACE SHIELD

- Outside of goggles or face shield are contaminated!
- If your hands get contaminated during goggle or face shield removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Remove goggles or face shield from the back by lifting head band or ear pieces
- If the item is reusable, place in designated receptacle for reprocessing. Otherwise, discard in a waste container



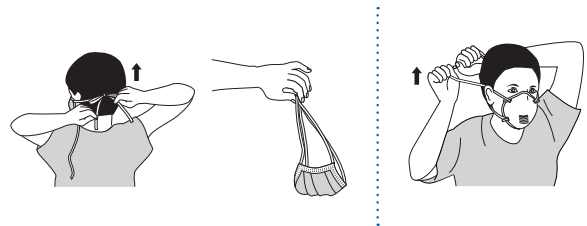
3. GOWN

- Gown front and sleeves are contaminated!
- If your hands get contaminated during gown removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Unfasten gown ties, taking care that sleeves don't contact your body when reaching for ties
- Pull gown away from neck and shoulders, touching inside of gown only
- Turn gown inside out
- Fold or roll into a bundle and discard in a waste container

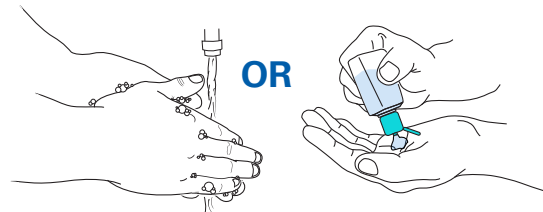


4. MASK OR RESPIRATOR

- Front of mask/respirator is contaminated — DO NOT TOUCH!
- If your hands get contaminated during mask/respirator removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Grasp bottom ties or elastics of the mask/respirator, then the ones at the top, and remove without touching the front
- Discard in a waste container



5. WASH HANDS OR USE AN ALCOHOL-BASED HAND SANITIZER IMMEDIATELY AFTER REMOVING ALL PPE



**PERFORM HAND HYGIENE BETWEEN STEPS IF HANDS
BECOME CONTAMINATED AND IMMEDIATELY AFTER
REMOVING ALL PPE**

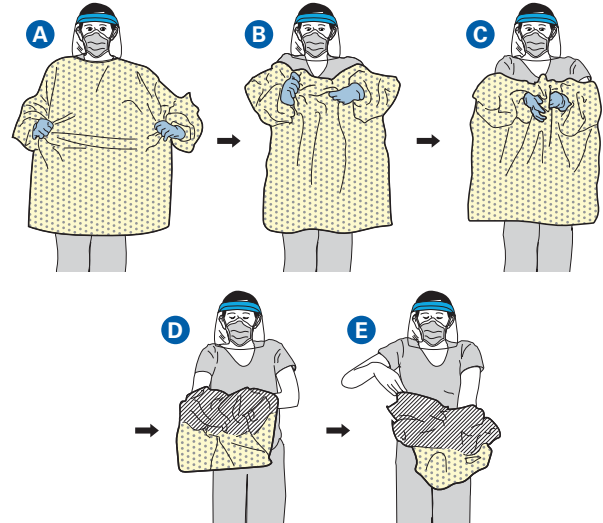


HOW TO SAFELY REMOVE PERSONAL PROTECTIVE EQUIPMENT (PPE) EXAMPLE 2

Here is another way to safely remove PPE without contaminating your clothing, skin, or mucous membranes with potentially infectious materials. **Remove all PPE before exiting the patient room** except a respirator, if worn. Remove the respirator **after** leaving the patient room and closing the door. Remove PPE in the following sequence:

1. GOWN AND GLOVES

- Gown front and sleeves and the outside of gloves are contaminated!
- If your hands get contaminated during gown or glove removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Grasp the gown in the front and pull away from your body so that the ties break, touching outside of gown only with gloved hands
- While removing the gown, fold or roll the gown inside-out into a bundle
- As you are removing the gown, peel off your gloves at the same time, only touching the inside of the gloves and gown with your bare hands. Place the gown and gloves into a waste container



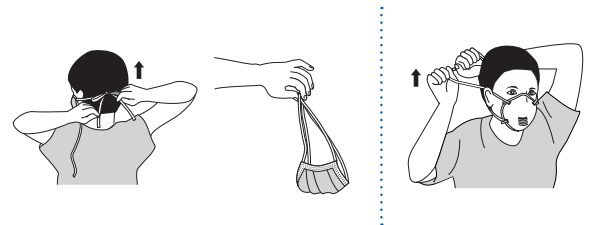
2. GOGGLES OR FACE SHIELD

- Outside of goggles or face shield are contaminated!
- If your hands get contaminated during goggle or face shield removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Remove goggles or face shield from the back by lifting head band and without touching the front of the goggles or face shield
- If the item is reusable, place in designated receptacle for reprocessing. Otherwise, discard in a waste container

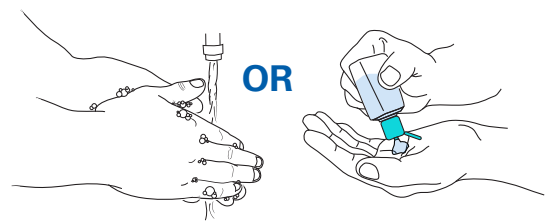


3. MASK OR RESPIRATOR

- Front of mask/respirator is contaminated — DO NOT TOUCH!
- If your hands get contaminated during mask/respirator removal, immediately wash your hands or use an alcohol-based hand sanitizer
- Grasp bottom ties or elastics of the mask/respirator, then the ones at the top, and remove without touching the front
- Discard in a waste container



4. WASH HANDS OR USE AN ALCOHOL-BASED HAND SANITIZER IMMEDIATELY AFTER REMOVING ALL PPE



PERFORM HAND HYGIENE BETWEEN STEPS IF HANDS BECOME CONTAMINATED AND IMMEDIATELY AFTER REMOVING ALL PPE





DISINFECTANTS EFFECTIVE AGAINST SARS-COV-2

EPA-LISTED DISINFECTANTS EFFECTIVE AGAINST SARS-COV-2:

EPA REGISTRATION NUMBER	PRODUCT NAME	CONTACT TIME (in minutes)
46781-6	CaviCide	2
46781-12	CaviCide 1	3
46781-13	CaviWipes 1	3
74559-1	Accel TB (aka Optim 33 TB)	1
74559-10	Oxy-1 Wipes (aka Optim1 Wipes)	0.5
74559-3	Accel TB Wipes (aka Optim 33 TB Wipes)	1
74559-9	Oxy-1 RTU (aka Optim 1)	0.5
9480-5	Sani-Cloth Germicidal Disposable Cloth	3
9480-4	Super Sani-Cloth Germicidal Disposable Wipe	2
9480-8	Sani-Cloth Bleach Germicidal Disposable Wipe	1
9480-9	AF3 Germicidal Disposable Wipe	3
10492-4	DisCide Ultra Disinfecting Towelettes	0.5
10492-5	DisCide Ultra Disinfecting Spray	0.5
5813-79	Clorox Disinfecting Wipes	4
777-99	Lysol® Disinfectant Spray	10

Source: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

NOTE: The above list is not a complete list. If you want to search the full list of over 370 products on the EPA's website, you can search using your disinfectant's EPA Registration Number, found on the Product Label. Always follow the manufacturer's Instructions For Use (IFU) for each product, located on the product label.

EQUIPMENT: INFECTION CONTROL

EXTRAORAL SUCTION:

The ability to capture chairside droplets and airborne contaminants, such as virus particles, is important now more than ever to protect staff during procedures. During treatment, a high volume of droplets and aerosols are produced by high-speed handpieces, ultrasonic scalers and other tools. These particles can linger in the air, placing practitioners at higher risk of exposure to infections.

Trusted dental lab partners like Quatro and Vaniman have chairside extraoral suction units with medical-grade HEPA filtration to capture and filter aerosols. These hands-free products combine high volumes of airflow (CFM) with suction power to limit the aerosols in the immediate environment. Solutions from ADS, Beyes and others add UV light to expose bacteria and viruses to light that destroys them.

Practices considering using hand-held high-volume evacuation (HVE) solutions to control aerosols should ensure that the mechanical room products can handle this increased volume. Vacuum systems from Air Techniques, RAMVAC and Midmark can ensure sufficient suction power for all of your treatment rooms.

AIR PURIFICATION:

Air purification products help the practice expand infection control measures throughout the office. Air purification products destroy airborne pathogens such as virus and bacteria particles, allowing for more comprehensive infection control in patient waiting rooms, employee areas, operator rooms, sterilization centers and lab processing areas.

The most effective air purifiers for dental offices will include multiple stages of filtration, including medical-grade HEPA filtration, combined with a high volume of airflow (CFM). These systems provide continuous protection against airborne contaminants. Solutions like the AF400M from Quatro and the Pure Breeze from Vaniman aren't like the room air purifiers widely available to consumers for home use; these are medical- and laboratory-grade products that scrub the air of biological hazards.

Another option to consider is a ceiling-mounted air purification system. The VidaShield UV24 system combines a UVGI chamber and air circulating fans with an overhead ceiling light. These units are overhead and out of sight, and provide continuous ultraviolet protection against airborne pathogens, all safely hidden behind standard-sized fluorescent or LED ceiling lights.

STERILIZATION:

Sterilization processes and products are undoubtedly at the forefront of the practice's infection control procedures to keep patients safe. Product flexibility and speed will be critical as patient demand ramps up. CPAC's dry heat RH-N95 Decontamination System allows dental practices to reprocess used masks on-site.

DENTAL LASERS:

Hard- and soft-tissue lasers, most notably the Solea Laser from Convergent Dental, are great options to reduce aerosols during treatment. With lasers, less water and air pressure are used compared to traditional methods of drilling, reducing splatter. In addition, fewer changes of PPE are necessary, because working with a laser instead of anesthesia creates efficiency. Removing the need to wait for patients to get numb allows the dentist and staff to stay in one operator room from start to finish without downtime or an additional change in PPE.



MERCHANDISE: INFECTION CONTROL

Patterson Dental has worked hard to ensure the highest integrity of our supply chain to provide you with trusted, quality products. Dentists should only order from authorized distributors of their supply needs to ensure that their purchases are authorized, legitimate and warranted.

HIGH VOLUME EVACUATION



Dentsply Purevac® HVE System Kit

[Click for more details](#)



Kulzer Ivory® ReLeaf™ HVE Suction Device Basic Kit

[Click for more details](#)



DryShield® HVE Isolation System Starter Kits

[Click for more details](#)

MASKS



3M™ Particulate Respirator 8210



Sekura N95 Respirator Masks – Latex Free

[Click for more details](#)



Sanqi N95 Mask



Medicom® SafeMask® SofSkin® Procedure Earloop Face Masks – ASTM F2100 Level 3

[Click for more details](#)



Crosstex Ultra® Sensitive Earloop with Secure Fit® Technology Face Masks – ASTM Level 3

[Click for more details](#)

GLOVES



Patterson® TactileGuard™ Nitrile Exam Gloves

[Click for more details](#)



Ultraform® Powder Free Nitrile Exam Gloves

[Click for more details](#)



Lavender Nitrile Exam Gloves – Powder Free, Latex Free

[Click for more details](#)

ISOLATION GOWNS



SafeWear™ Form-Fit Isolation Gowns™

[Click for more details](#)



Patterson® Fabric Cover Gowns

[Click for more details](#)



Isolation Gowns – ValuMax International Inc.

[Click for more details](#)

FACE SHIELDS



Crosstex Disposable Face Shields

[Click for more details](#)

THERMOMETERS



Pac-Dent Noncontact Infrared Thermometer

[Click for more details](#)

CURING LIGHTS



Ivoclar Bluephase® G4 100-240 V Curing Light

[Click for more details](#)

Rising to the New Normal

BUSINESS SUCCESS

3 KEY DIMENSIONS TO SUCCESSFULLY REBOUND FROM A CRISIS

Whether you're handling emergencies only, entirely shut down, taking initial steps to reopen or already back to business, you're no doubt focused on the near-term future of your practice. Understanding where your business stands and developing a plan is key to diving back into full-service patient care, no matter which phase you find yourself in.

In a recent post on Off the Cusp, we shared a video from Imtiaz Manji, the co-founder and chairman of Spear Education, in which he shared his ideas on how to navigate the coronavirus crisis and how dental practices can use the situation to improve their business and come back stronger. In short, Manji offered three key perspectives: 1) Take the long view, 2) Focus on what you can control and 3) Redirect downtime.

Building off those principles, dental practices will need to follow a similar approach as we begin to reopen our offices and rebound from the current crisis. As mentioned in an article published on HBR.org, some companies have actually been able to gain an advantage during economic downturns. The article points out that some companies have been able to not only accelerate growth but also increase profitability while facing economic headwinds.

Here are three key dimensions from the Harvard Business Review article that companies should focus on to navigate an economic downturn and come out the other side stronger:

1. **Act early** – While it may seem risky to take major actions until there is evidence that your business is being affected by an economic downturn, this is exactly the time to be proactive by recognizing threats and positioning your business accordingly. Be transparent with your staff and clearly communicate goals and expectations as you start to rebound from the crisis and look to the future.
2. **Take a long-term perspective** – Although it's important to stay on top of short-term issues, the HBR article asserts that “substantial competitive opportunities await the leaders who can also keep one eye on the long-run picture.” Think about where you want your dental practice to be a year from now. How will your patients expect your practice to evolve during this time?
3. **Focus on growth, not just cost-cutting** – Many states are loosening stay-at-home orders and allowing for non-urgent dental care to resume. But the economic impact has already hit dental practices, which may be felt for months or longer. Now is the time to position your practice to thrive instead of merely survive. Will investing in new equipment and technology give your practice a competitive advantage? Will upgrading or adding to your practice management software allow for more efficiencies and improved patient engagement? These are all key factors to consider.



USING TECHNOLOGY TO YOUR BENEFIT

As states begin to open and practices gear up to restart, we look toward a future that will alter your patient's dental visit experience. Fulfilling our customer promise, Patterson is providing the expertise, products, technology and service you need so you can safeguard your patients and team as you implement a new standard of care. [Our resource center](#) offers information, guides, and videos from the most credible sources to support you as you ready your practice for this new experience delivery.

REENGAGE YOUR PATIENTS AND OPERATE A PAPERLESS PRACTICE

Your patients are your biggest asset. Keeping them safe and connected is vital to your practice. As you begin the reopening process, if you haven't been staying in touch with patients, it's not too late. Now is the time to reengage them to promote good oral health practices during stay-at-home orders. Let them know you are there for them and communicate changes as you implement COVID-19 precautions and protocols.

To support communication while minimizing direct contact, it's imperative that you use a patient engagement tool. Our customized software choices empower you to effortlessly email, text, collect patient forms electronically, pre-screen for COVID-19, communicate via social media, triage cases remotely with teledentistry and more. We offer a range of packaged solutions that will help your practice effectively communicate and deliver a paperless visit.

Going paperless is a crucial benefit for the health and safety of your patients and staff during this time. It can help minimize touchpoints between patients and team members and give your patients an extra level of comfort by knowing that your office has proper processes in place to keep them safe. Other benefits include:

- Big savings – Practices can save thousands of dollars a year. Eliminating or using less of items such as film, charts, paper, toner and postage adds up over time.
- Eco-friendly services – According to a Nielsen study 73% of millennials will pay more for services if they benefit the environment.
- Increased patient satisfaction – Studies show that only 13% of people prefer using physical forms. Data also shows that patients who fill out forms online are more likely to show up for their appointment.

Read more about going paperless: [The Modern Dental Office](#)

TELEDENTISTRY

Teledentistry empowers dental care professionals to provide advice, consultation, triage and next-step actions. With the use of this technology, patients will feel they have a care outlet, and this will limit the need to seek care for oral health concerns in hospital emergency rooms.

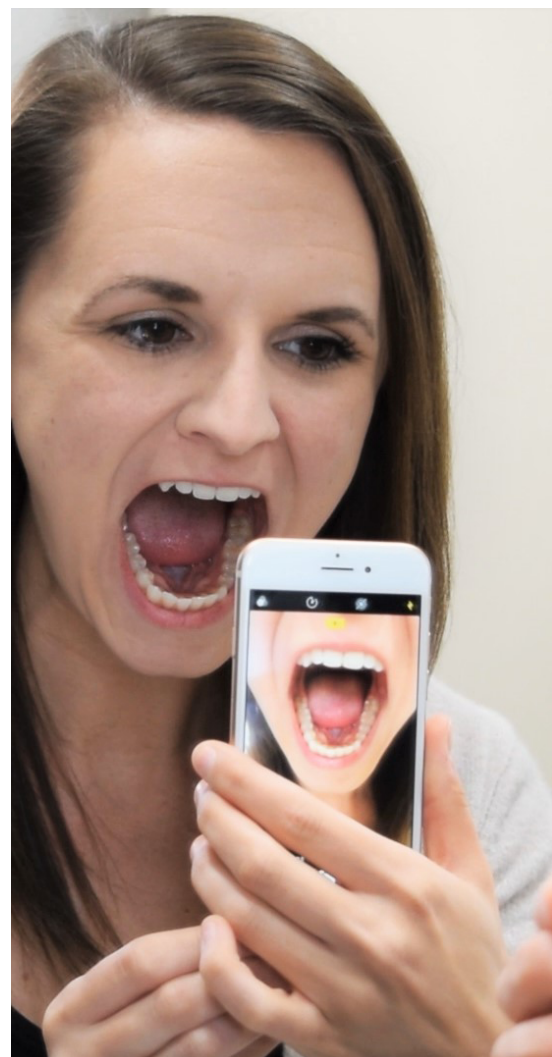
Did you know? According to the ADA:

- Every 14 seconds, someone visits a hospital emergency room for dental conditions in the U.S.
- ER visits cost three times more than a dental visit.

A GUIDE TO TELEDENTISTRY:

Evolving health care technologies offer innovative solutions for expanding patient care beyond the confines of a dental office. Typically, teledentistry options fall into one of two categories: synchronous (real-time) and asynchronous (not simultaneous or concurrent). Regardless of your chosen technology, maintaining the privacy and security of patient information is required both by the provider and the teledentistry service.

Teledentistry can be used to capture consent, gain signatures and deliver advice or instructions. It's also a great way to stay connected with your patients and provide them with a sense of security and normalcy. The technology supports social distancing and



allows dental care professionals to provide care for patients who do not yet require in-office treatment. Some benefits of teledentistry include:

- Limits waiting room time and shortens visits
- Provides the ability to text or call when ready
- Limits paperwork
- Offers COVID-19 screening

For an up-close example of how teledentistry can benefit a practice and the various ways it can be used, see our customer success story [“How a Pandemic is Transforming the Face of Dentistry.”](#)

PATIENT ENGAGEMENT TOOLS

To market your practice, effectively communicate with patients and deliver a paperless visit, especially in support of COVID-19 precautions, it’s imperative that you use a patient engagement tool.

- **RevenueWell** brings appointment scheduling, online payments and patient communication together including teledentistry solutions.
- **Solutionreach** can help reduce no-shows and cancellations, fill last-minute appointment openings, increase patient visits and includes teledentistry.
- **OperaDDS** offers paperless forms and patient communication solutions, including teledentistry, to upgrade your practice.

PRACTICE MANAGEMENT PLATFORM

Our practice management solutions make it easy to integrate additional functionality so you can submit electronic claims, accept online patient payments and send electronic prescriptions. Our patient engagement solutions also integrate with these tools to create seamless and efficient processes for your practice.

- **Eaglesoft** is our award-winning, on-premise software solution that thousands of dental practices rely on for practice management and digital imaging.

Helpful resources to restart Eaglesoft:

[FAQ Page](#)

[Eaglesoft Reopening after COVID-19 Recorded Webinar](#)

- **Fuse**, our cloud-based practice management software, gives you additional flexibility to work remotely and connect practice data and processes across multiple locations.

PRACTICE ANALYTICS

As your practice prepares to or has already reopened, using a tool that delivers data and analytics to plan your schedule and drive efficiencies, profit and growth can be a game changer. Using a practice analytics tool will help drive automation and save valuable time that can be allocated to other areas of your business.

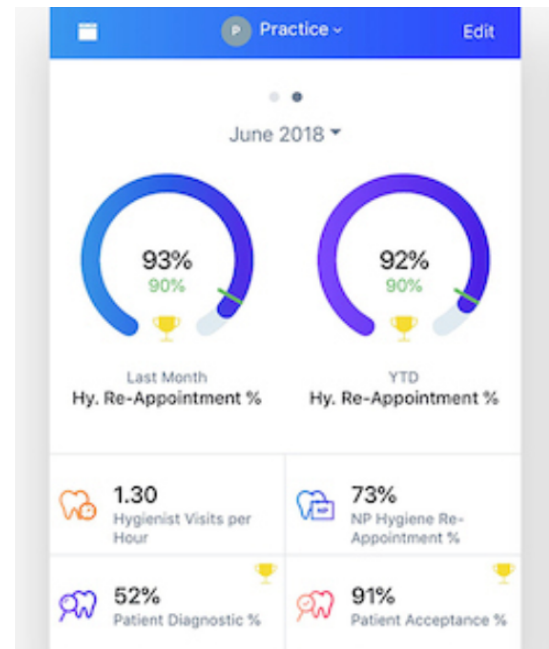
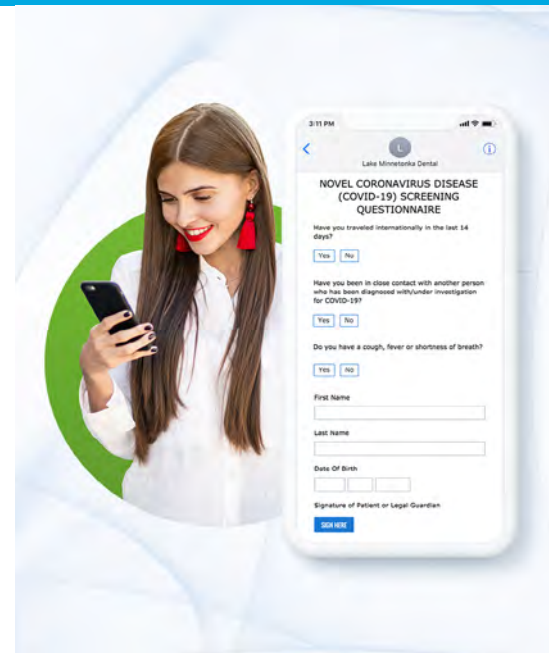
Dental Intelligence, a practice analytics software, connects to your practice management software and runs silently in the background to track data – instantly analyzing, automating, and finding opportunities for growth. It has smart tools that work together to help ensure nothing falls through the cracks, saving you time to help more patients and increase production.

Features include:

- Automate the morning huddle
- Intelligent follow-ups and call lists
- Smart caller ID
- Smart Schedule, vital metric and production measurement
- Metrics and reporting

To learn more about what data your practice should be evaluating and acting on as you reopen, watch this:

[Recover, Rebound or Slingshot Back – The Choice Is Yours webinar.](#)





MARKETING YOUR PRACTICE

Patients are your practice's biggest asset. Here are some ways to market your practice and keep your current patients feeling safe and connected during the COVID-19 recovery:

ATTRACT NEW PATIENTS

RevenueWell makes it easy to attract new patients by improving your online visibility, posting ready-made social media content on your behalf, and turning satisfied patients into loyal advocates.

BUILD BETTER RELATIONSHIPS

Extend your personal touch by sending patients birthday greetings, delivering educational newsletters, and automatically following up on every unscheduled treatment plan.

GET MORE DONE

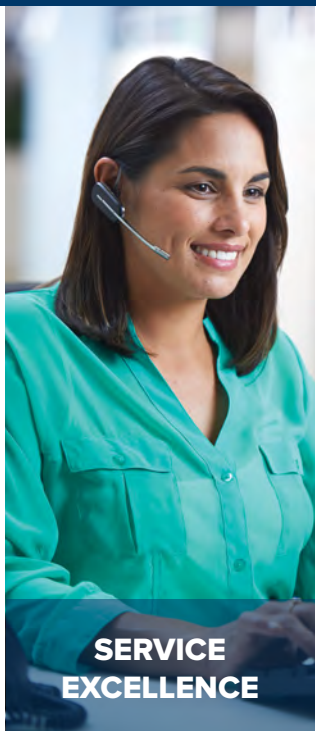
Automatic appointment reminders, immediate online payments, automated recall efforts, and a secure patient portal help you get the most out of your day.

AN INTEGRATED PRACTICE GROWTH PLATFORM

With RevenueWell, there's no need to buy separate solutions for your common marketing and communication needs. The RevenueWell marketing platform includes many essential patient engagement features, which you can extend with add-ons to reach the next level of efficiency and patient experience.



**UNRIVALED
EXPERTISE**



**SERVICE
EXCELLENCE**



**DEDICATED
PEOPLE**



**EASY &
CONVENIENT**



**BUSINESS
SOLUTIONS**

TRUSTED EXPERTISE. UNRIVALED SUPPORT.™

Our Customer Promise

We are committed to strengthening you and your business. We do that by providing you with the trusted expertise of the industry's most responsive sales, service and support teams who have always stood with you every step of the way.

From online ordering and returns to fast, accurate delivery and trusted advice, our unwavering customer focus provides you with the confidence that we will be there when and how you need us – and now even more than ever.

We make the well-being of your patients our top priority. That's why you can be sure our products are sourced directly from the manufacturer – eliminating potentially unsafe "gray market" or illegal "black market" merchandise.

Patterson is ready to help you restore your practice and keep your teams and patients healthy.

REFERENCES

EPA: Disinfectants for Use Against SARS-CoV-2

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

CDC: Get Your Clinic Ready for Coronavirus Disease 2019 (COVID-19)

<https://www.cdc.gov/coronavirus/2019-ncov/hcp/clinic-preparedness.html>

ADA: Return to Work Toolkit

https://success.ada.org/~media/CPS/Files/Open%20Files/ADA_Return_to_Work_Toolkit.pdf

OSHA: Guidance on Preparing Workplaces for COVID-19

<https://www.osha.gov/Publications/OSHA3990.pdf>

Delta Dental: The Mouth and Body Connection

<https://blog.deltadentalid.com/how-does-dental-hygiene-affect-your-health/>

Harvard Business Review: Companies Need to Prepare for the Next Economic Turndown

<https://hbr.org/2019/04/companies-need-to-prepare-for-the-next-economic-downturn>

CDC Sequence for putting on PPE

<https://www.cdc.gov/hai/pdfs/ppe/ppe-sequence.pdf>

ADDITIONAL RESOURCES

Patterson Dental COVID-19 Resource Center

<https://www.pattersondental.com/cp/covid-19>

RevenueWell: COVID-19 Resources & Communication Templates

<https://www.revenuewell.com/article/covid-19-resources-dental-practices/>

OSHA: Occupational Safety and Health Administration – COVID-19

<https://www.osha.gov/SLTC/covid-19/>

CDC: Information for Healthcare Professionals about Coronavirus (COVID-19)

<https://www.cdc.gov/coronavirus/2019-nCoV/hcp/index.html>

CDC: Infection Control Recommendations

<https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control-recommendations.html>

CDC: Guidance on Dental Settings

<https://www.cdc.gov/coronavirus/2019-ncov/hcp/dental-settings.html>

ADA: COVID-19 Safety and Clinical Resources

<https://success.ada.org/en/practice-management/patients/safety-and-clinical>

ADA: State Mandates and Recommendations

<https://success.ada.org/en/practice-management/patients/covid-19-state-mandates-and-recommendations>

OSAP: Coronavirus Disease Toolkit

<https://www.osap.org/general/custom.asp?page=COVID-19>



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