

Patient Return: What to Expect After COVID-19



Introducing the Patient Return Resource Center

Welcome to the ADA's Patient Return Resource Center – a suite of patient communication tools intended to support you and your dental team in communicating with patients about what to expect and what they will experience when returning for non-emergent care. If desired, these materials also allow for customization throughout so you can tailor specific points to your practice and patients.

This ADA member content is based on the American Dental Association's (ADA's) Return to Work Interim Guidance Toolkit developed by the ADA Advisory Task Force on Dental Practice Recovery.

Table of Contents

Page 2	What to Expect Guide Use this step-by-step visual guide to demonstrate to patients what will happen before, during and after their visit. Add your practice name, phone number and email to this editable PDF.
Page 3	Frequently Asked Questions Use this comprehensive FAQ to reassure patients with sample responses that address potential patient concerns. These answers can be used during phone calls, in email exchanges or on social media.
Page 5	Facebook Posts: New Health and Safety Measures Get 5 different post options, complete with ready-to-go images or simple photo suggestions you can take yourself.
Page 7	Facebook Posts: Back to School Get 2 different post options for families with school-age children, complete with ready-to-go images or simple photo suggestions you can take yourself.
Page 8	In-Office Signs Download 4 different options that are easily printed on 8.5" x 11" paper.
Page 9	Email Get 2 different versions of email — complete with areas to communicate your office's specific protocols — to reassure patients of your practice's commitment to maintaining up-to-date infection control procedures.
Page 11	Text Reminders Remind your patients about upcoming appointments and let them know about new check-in procedures with this text message copy.

Patient Return: What to Expect After COVID-19



ADA®

What to Expect Guide

Reassure patients of your office's commitment to maintaining up-to-date infection control procedures. This customizable flyer can be updated with your dental practice's information and sent to patients.

To customize the template for your dental practice, download a copy of the [What to Expect Guide](#).

WHAT TO EXPECT AT YOUR NEXT DENTAL APPOINTMENT

Dental Practice Name

Phone: 312-440-2500

Email: DentalPractice@email.com

The COVID-19 pandemic has changed a lot of things about our day-to-day lives, including dental appointments. Your health and safety are as important to us as they are to you. Every concern you've had, we've had too. As your dentists, we have reviewed all of the expert guidance and research to make sure we're taking every measure to keep patients and staff safe. Here's what you can expect in our office:

BEFORE YOUR APPOINTMENT



To make sure patients are healthy, our team may call you to ask you some health-related questions before your scheduled visit.



To limit the number of patients in the waiting room, you may be asked to wait outside the office or in your car until the team is ready for you.



You may be asked to limit the number of people you bring with you or allow older children to go into the office without a parent.



Some additional cleaning and sanitation measures will be done after each patient leaves to prepare the space for you.

AT YOUR APPOINTMENT



Many cities and states are asking people to wear face masks in public. You'll be asked to wear one to your appointment as well.



The dental team will take your temperature and may repeat the health questions asked before your appointment.



High-touch items like toys or magazines may be removed from the waiting room.



The dental team may wear additional protective equipment, including face masks, plastic face shields, goggles and surgical gowns.

AFTER YOUR APPOINTMENT



If you start to experience symptoms of COVID-19 within 2 days of your appointment, call to alert the office staff so those who came into contact with you may be tested for the disease.



Schedule your next appointment on your way out. Your oral health is connected to your overall health, so one of the many ways you can stay healthy during these times is to keep up with regular dental care. We are here for you.

We want you to feel comfortable when you come in for your appointment. Please reach out to us and we'll be happy to answer any questions you have about our new safety measures. See you soon!



TIP: Use the interactive form fields in the document to customize with your practice's information.



TIP: Send this guide prior to patient appointments.


7/01/20

Patient Return: What to Expect After COVID-19

Dental Appointments and COVID-19: Frequently Asked Questions


Use these sample responses to help answer common questions you and your office staff may receive from patients by phone, email or social media.

Can I put off my dental appointment until after the COVID-19 pandemic is over?


 Regular dental appointments are an important part of taking care of your overall health. While it can be tempting to put off your regular checkup until things feel more “normal” again, I advise against it. Routine appointments give me an opportunity to check for a number of health conditions and catch them early. Some conditions, like tooth decay, can be more difficult, painful and expensive to treat if they’re left undetected.

Your health and safety is, and has always been, my top priority. My staff and I are taking every precaution to limit the risk of COVID-19 transmission at your visit.

What about teledentistry? Can I substitute a virtual visit for my regular appointment?

 A phone or video appointment isn’t the same as your regular appointment. Teledentistry can be helpful in some situations, such as deciding if an oral health issue you’re experiencing is an emergency that requires immediate treatment or if it’s something that can wait a bit. If you think you may be experiencing a dental emergency, call my office and we’ll help you decide if you need to come in.

What are you doing differently because of COVID-19?

 There are a number of science-backed steps my staff and I are taking to help limit the spread of COVID-19. These include:

- **Increased personal protective equipment** including masks, face shields, goggles and surgical gowns or long-sleeved lab coats.
- **Increased cleaning protocols.** This includes using disinfectants known to kill the coronavirus that causes COVID-19, removing high-touch items like magazines and toys from waiting rooms and frequently cleaning items like pens and clipboards.
- **Asking you to change your behavior** by asking you to wait outside rather than in waiting rooms when possible, wearing face masks and not bringing additional people to your appointment.

[Points to consider adding in relation to your office:]

- Detailed instructions on how patients should check in and where they should wait until you are ready for them.
- Information on what happens if the patient forgets or does not wear a mask. Will your office provide one?
- If a parent is calling to book an appointment for their child, consider offering the following information:

Patient Return: What to Expect After COVID-19

- Where to wait, especially if they are bringing in more than one child for back-to-back appointments
 - Whether the parent will be allowed in the treatment room with the child
 - Offer advice to parents on how to describe the new PPE you and your team will be wearing in an age appropriate way to their child(ren)
- Customize the visual guide of what to expect at your next appointment with your practice information. Mail or email the file to your patients prior to your visit as a follow up to this conversation.

I've heard it's safer to schedule your appointment for first thing in the morning — the office will be cleaner because there haven't been patients coming through before me. Is that true?

A You should schedule your dental appointment for the time of day that works for you. The same enhanced cleaning protocols occur all day long, including leaving the room empty after a patient leaves to allow the appropriate time necessary as part of thoroughly cleaning and disinfecting the space between patients.

How is your dental team monitoring themselves for COVID-19?

A Staff at our practice are subject to daily health screenings. This includes taking their temperatures to make sure they don't have a fever and asking them a series of health-related questions each day to make sure they're not experiencing any symptoms of COVID-19.

I see you added a charge related to COVID-19 to my bill. What's that for?

A The safety of patients and dental staff is my highest priority. Because of the shortages in personal protective equipment (PPE), the cost of (PPE) has increased considerably. Our office is including this charge during the pandemic until supply can meet demand and costs are controlled. If you have a dental benefit plan, it may cover some or all of these charges and the ADA has been advocating for payment from insurance companies across the country. However, the outcome is up to each plan.

You said you cannot see me as a patient because of my COVID-19 risk. Can you do that?

A Yes. The safety of our patients and the dental team is our highest priority. As Dentists, we use our professional judgment and guidance from Centers for Disease Control and Prevention (CDC) and ADA to determine risk levels for seeing patients. If it was determined that you were high risk, or had a high temperature on the day of your appointment, we can have a conversation about which factors determined delay of service, so that you can self-monitor and reschedule.

Patient Return: What to Expect After COVID-19

Facebook Posts: New Health and Safety Measures

What to Expect



We know you have questions and concerns about your next dental visit, and we have answers. Here's what to expect when you visit your dentist. We can't wait to see you soon!

MouthHealthy.org/BacktoDentist



IMAGE: [ADA_What_to_Expect_1200x628.jpg](#) (as shown above) or photo suggestion: Take a photo of your team, ready to welcome patients back.

New PPE Protocol

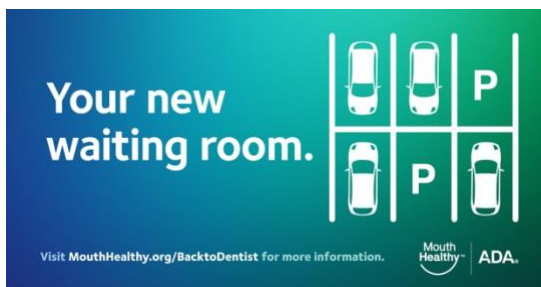


We're still the same smiling dental team under our personal protective equipment. We can't wait to see you soon! Book your next appointment at [\[insert practice website/phone number/email, etc.\]](#).



IMAGE: [ADA_All_Smiles_1200x628.jpg](#) (as shown above) or photo suggestion: Take a photo of the dentist or dental team with and without PPE. Create a split screen image using a simple photo editor.

Your New Waiting Room



We can't wait to see you, and we kindly ask that you embrace our new "waiting room" that includes the great outdoors or the comforts of your car [\[or insert description of the area outside of your office\]](#) until we call you in for your scheduled appointment time. For more info on post-COVID-19 measures we've implemented for your dental checkup, visit MouthHealthy.org/BacktoDentist.



IMAGE: [ADA_Waiting_Room_1200x628.jpg](#) (as shown above) or photo suggestion: Take a photo of your parking lot or the area outside of your waiting room where you recommend patients wait to be seen.

Patient Return: What to Expect After COVID-19



Extra Cleaning and Sanitization

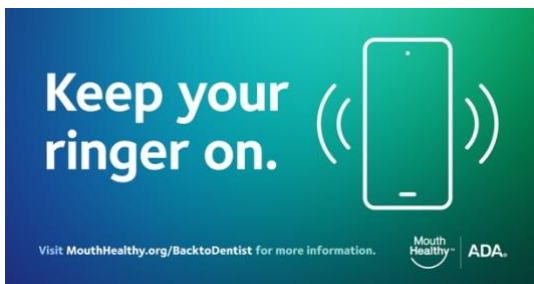


Your comfort and health are our priority. Learn about our additional cleaning and sanitization practices after each patient, in addition to numerous other precautions before, during and after your visit at MouthHealthy.org/BacktoDentist.



IMAGE: [ADA_Health_and_Safety_1200x628.jpg](#) (as shown above) or photo suggestion: Take a photo of a team member prepping a bay for a new patient while using enhanced cleaning protocols.

Ringer On



A key thing to know before you go — charge your phone and have your ringer on! In the moments before your dental visit, we'll call you when it's time to head inside. Reducing the foot traffic and time people spend inside our office is one of the many ways we're working hard to keep you healthy. For more on the steps we're taking, visit MouthHealthy.org/BacktoDentist.



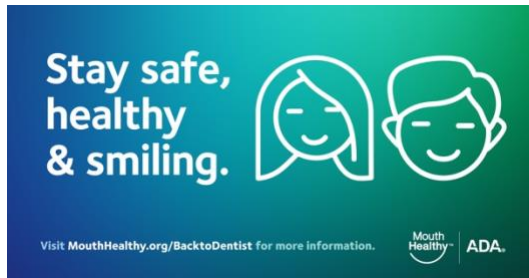
IMAGE: [ADA_Ringer_On_1200x628.jpg](#) (as shown above) or photo suggestion: Take a photo of a patient (with permission) or office staff member standing in the outside waiting area, ready to take a call. Remember to get a signed release from the patient!

Patient Return: What to Expect After COVID-19



Facebook Posts: Back to School

Option 1



If you're thinking of skipping your family's back to school dental checkup, reconsider. Check out this list of all the ways we're preparing our office to keep you safe, healthy and smiling.

MouthHealthy.org/BacktoDentist



IMAGE: [ADA_Back_to_School_1200x628.jpg](#) (as shown above) or photo suggestion: Image of visual guide customized with your practice name and information at the top.

Option 2



While the school year may look different this fall, the back-to-school list of health requirements should remain a top priority for your family. Book your dental checkup now to be sure to get a convenient time before school starts. Make your next appointment at [\[insert practice website/phone number/email, etc.\]](#).

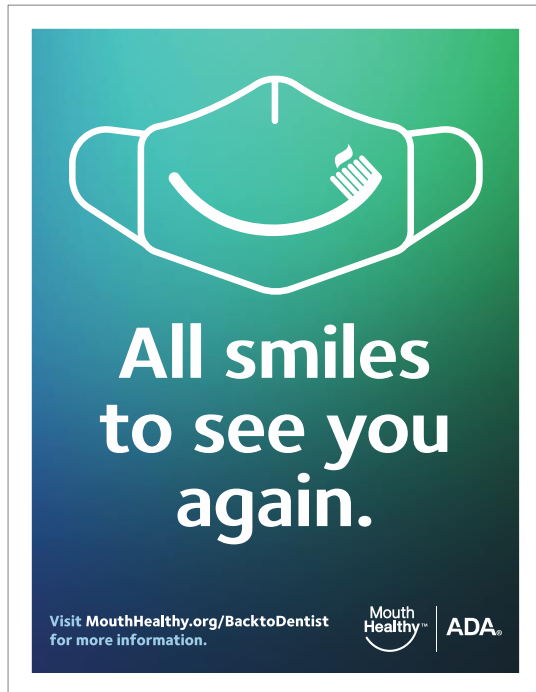


IMAGE: [ADA_Book_Back_to_School_Appt_1200x628.jpg](#) (as shown above) or photo suggestion: Write an encouraging back to school message on a chalkboard.

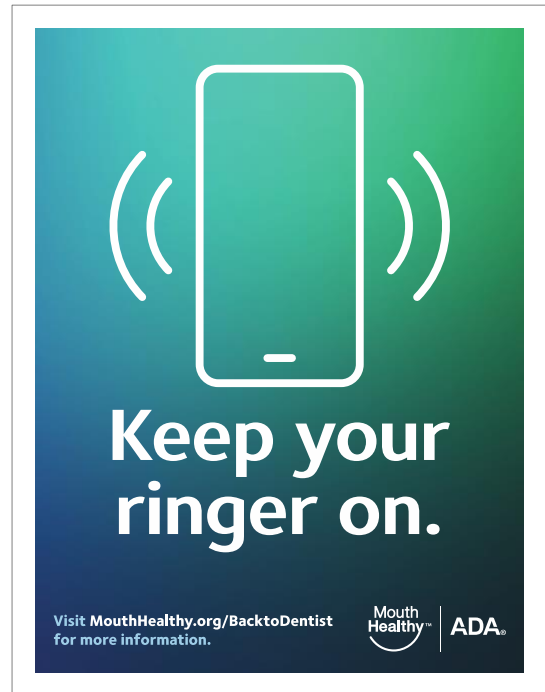
Patient Return: What to Expect After COVID-19

In-Office Signs

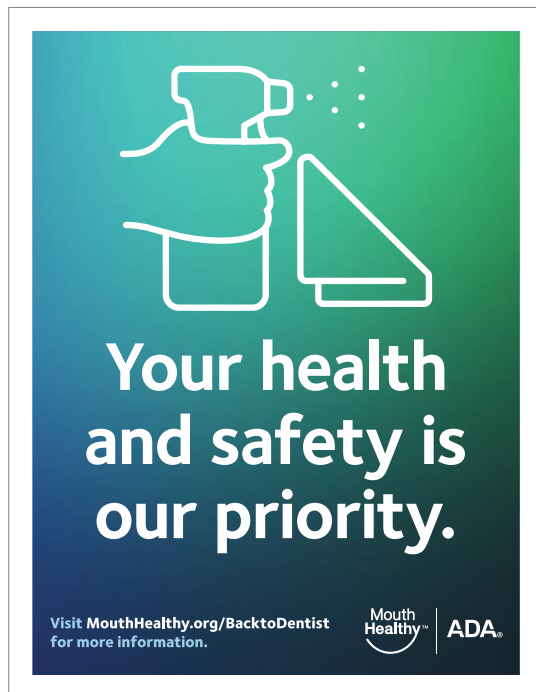
Click on the images or links below to download and print 8.5" x 11" signs to display in your office.



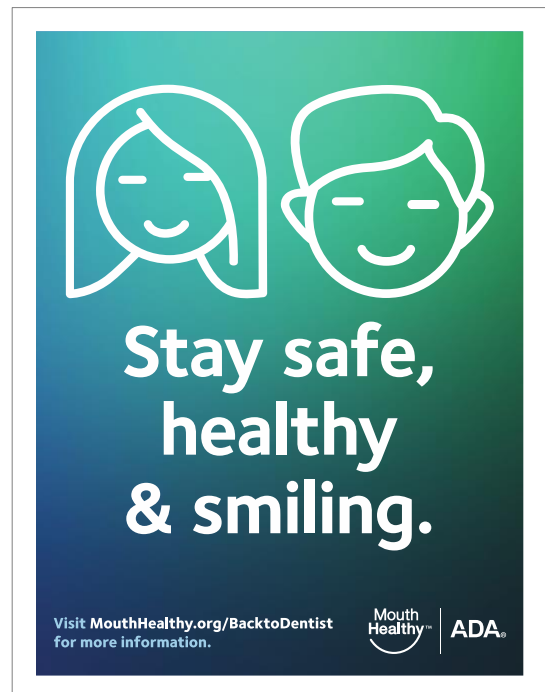
DOWNLOAD: [ADA_All_Smiles_Sign.pdf](#)



DOWNLOAD: [ADA_Ringer_On_Sign.pdf](#)



DOWNLOAD: [ADA_Health_and_Safety_Sign.pdf](#)



DOWNLOAD: [ADA_Back_to_School_Sign.pdf](#)

Patient Return: What to Expect After COVID-19

Email: What to Expect at Your Next Appointment

Subject: Your Upcoming Dental Appointment

Pre-header: What you can expect before, during and after your visit

Dear [PatientName],

We can't wait to see you soon. Oral health is a gateway to your overall health, and your health is our top priority. As you might have imagined, things will be a little different this visit. To keep you safe and smiling, our practice is adhering to the American Dental Association's guidance for providing dental care during the COVID-19 pandemic.

Here's what you can expect:

- Before your appointment
 - We will contact you prior to your visit to check on your current health status
 - You will be asked to limit the number of people you bring to your appointment (this could entail leaving your children at home or having older children go into the office alone)
 - [If a parent is calling to book an appointment for their child, consider offering the following information to help them prepare for the visit and identify any potential barriers that may keep patients from keeping the appointment, such as child care for children who are not being seen that day. Other considerations may include:]
 - [Any age-specific protocols your office has set. (For example, will parents of children under a certain age or with special needs be allowed to stay in the same room during the dental exam?)]
- When you arrive
 - [Specify the number you want the patient to call]
 - [Tell them where to wait to be called back (i.e. in the car, the parking lot)]
- During your appointment
 - For your safety and ours, you'll be asked to wear a mask
 - Your temperature will be taken
 - The dental team will wear additional personal protective equipment (PPE), including face masks, plastic face shields, goggles and surgical gowns or long-sleeved lab coats
- After your appointment
 - To prepare for the next patient, staff will thoroughly clean the areas you've been in using cleansers specifically designed to deactivate the COVID-19 virus
 - [Detail how your team will handle scheduling the next appointment and settle any balances that need to be paid from the day's visit (For example, will the patient complete those steps from their car in the parking lot?)]

All of this is done with your health as our utmost priority. You can rest assured that we are taking every precaution to ensure that our office is optimized for maximum safety. Please feel free to contact us with any questions or concerns you have about your visit.

We look forward to seeing you!

Patient Return: What to Expect After COVID-19



Email: Addressing Your Questions

Subject: About Your Upcoming Appointment

Pre-header: Here's what to expect before, during and after your visit

Dear [PatientName],

We can't wait to see you soon. Oral health is a gateway to your overall health, and your health is our top priority. As you might have imagined, things are going to be a little different this visit. Every question you may have had about health and safety during this time of reopening, our dental team has had too.

As your dentist, I've researched and consulted the many scientific resources I have access to as a doctor to address these concerns. To keep you safe and smiling, our practice is adhering to the American Dental Association's guidance for safely providing dental care during the COVID-19 pandemic.

Before your appointment, we'll contact you to check on your current health status. When you arrive, call [insert phone number] and wait [in this specified area] until we are ready to call you back. The number of people allowed with you will be limited (e.g., older children might have to into the office alone). In the office, may notice that staff are wearing more personal protective equipment (PPE) than you're used to seeing. After your appointment, we will [detail how you will handle scheduling new appointments, taking payment for any services].

All of this is done with your health foremost in our mind. You can rest assured that we are taking every precaution to ensure that our office is optimized for your maximum safety.

We look forward to seeing you!

Patient Return: What to Expect After COVID-19



ADA®

Text Reminders

Version 1

Hello [PatientName], your appointment on [insert date/time] is fast approaching. We are taking every step to ensure that our office is optimized for maximum safety before, during and after your visit. Please contact us if you have any questions. We can't wait to see you!



TIP: Remember to have your patients consent to receiving texts from you.

Version 2

Hello [PatientName], we are looking forward to seeing you on [insert date/time]! As one of our new health protocols, please call us from the parking lot when you arrive. We'll start with some questions over the phone, and call you back when it's time to come inside. Contact us if you have any questions.