



Voice. Broadband. Networks.

The 2020 Dental Centre Communications Planner



How communications can improve your centre management

Smart communications will help you build brilliant end-to-end client experiences.

How do you create a roadmap for cost effective improvement plans for the centre team, clinical excellence and broader organisational requirements?

We've been working with dental centres since 2013, helping hundreds of centres build better clinical outcomes through improved team collaboration.

So how can our technical expertise help drive better successful business outcomes?

Improving experiences through better conversations

Your phone system can have a big impact on client experience. Each centre should ensure their telephone system, at the very least, reaches industry standards we have mapped out for you overleaf.

These changes can be a vital foundation to the exceptional client experience journey; improving client satisfaction, repeat bookings, staff productivity and a happier culture.

Start here

We've designed a minimum specification document with customer service at the heart of it. If your system does not match the minimum specification criteria, Solution IP will attend your sites to provide a free consultation to review the existing set up and discuss potential improvements.

Visit www.solutionip.co.uk/dentalcentre

Start with the big picture

This Dental Centre Plan details the steps to effectively navigating the strategy to planning communications systems and technology adoption.

WHAT YOU WILL LEARN:

- + Why centres must invest in their team communications
- + What are the risks of outdated systems?
- + Why communications planning beyond contract renewals is crucial



STRATEGY

Know your centre growth strategy?

There are many ways dental centres are planning to survive, adapt and thrive in 2020. Whether you are investing in high-growth treatment areas, through centre acquisition, optimising your core commercial capabilities such as marketing and pricing or pursuing a diversified approach to growth. Understanding the vision of the centre will support better communications technology adoption.

- ☐ CAPTURE THIS! Before your procurement review, define your different goals; growth, operational efficiency, cost savings, market share and working environment.

Management information to hand?

Telecoms has changed and access to management information can support better decision making. Are you missing revenue opportunities? Are you providing high levels of client service? Do you have adequate resource for phone bookings over a busy period?

- 📄 TECH WITH BUILT-IN MI REPORTING can include engaged calls, missed calls, busiest periods, managing resource, call answering times etc.

Forecasting and budget planning

IT budgeting is a critical aspect of centre managers duties whether you are managing multiple sites through procurement frameworks or head up a single practice. Are you looking to reduce costs? Are you looking to invest in improving efficiencies/ client experience?

- 🏠 START HERE. Are you still paying for phone calls? This is a good indicator that your systems are outdated and you're poised for a review on telecoms.

THINK LONG TERM

Capex v Opex? Whether you want to batten down the hatches for uncertain economic times or become more scalable for multi-location growth, adopting different commercial strategies will enable you to scale workforce communications up or down, leading to better cost management.

PEOPLE

Can your team be flexible and responsive to higher owner expectations?

Better client engagement is increasingly dependent on seamless operational processes. The challenge of appointment bookings, walk-ins and ongoing client relationship management means you need to flex with the expectations of your clients and team. Many centre managers are seeing disjointed systems and legacy phone systems aren't fit for purpose in today's modern centre.



FOCUS ON COMMUNICATIONS PROCESSES

As expectations of standards of care and service continue to rise, general centre will only benefit from integrated systems and tech through each stage from client experience, clinical governance and the centre team. Map the user experience and track tech requirements through each step.

Your team, better connected

With a multitude of goals for improved productivity and working anywhere, anytime, the demands on modern dental centres can, within a couple of years, outstrip existing systems and technology.



MOBILE WORKFORCE? Is the team based over more than one site? Work remotely or home-based?



KNOW YOUR TEAMS' COMMUNICATIONS ESSENTIALS!

How has your team evolved, and will this continue to change? How do your different departments collaborate/interact with each other? Does everyone have clear visibility of their colleagues?

Our team is your team

The dental centres we work with have multiple requirements of their suppliers from project management, negotiating supplier pricing on their behalf, disaster recovery plans and much more.



THINK ABOUT. What response times do you need if something went wrong? What are your opening hours, and do you have appropriate cover?



CONVERGENCE A PRIORITY? Is one point of contact important to you?

SYSTEMS

Disaster recovery

How much would it cost your business if your phone lines went down for a day? Or a week? Can you afford a loss of connectivity? The list of events that can impact your business is long: power cuts, security threats and severe weather are only some of the factors that could lead to lost work days, putting your business and reputation at risk.

An effective Disaster Recovery Solution can help protect you from the consequences of a system failure, including data loss, lost calls and, as a result, lost business.

Can't do without internet connectivity?

Consider leased lines, also known as Dedicated Internet Access or Ethernet. We'll take you through what they are and how they work.

Can't do without phones?

SIP trunking and hosted phone systems will support rerouting and your business continuity plans.

Handsets

Our range of flexible, capable Avaya, Mitel, Polycom and Yealink handsets, IP desk phones and headsets encourage comfort, productivity and collaboration.

How are your inbound calls being handled?

Reception consoles or operator consoles where the systems are integrated, means that calls to a single number are rotated between offices, each with the ability to see who is available at the other locations to take a call.

Does your current hardware support unified communications or are you just looking for desk phones, mobiles or cordless phones? Will headsets support better call volumes?

LET'S START HERE

- + **Audit your current communications – where are there improvement opportunities?**
- + **What is our communications goal?**
- + **Are we effectively communicating to our key audiences?**
- + **How can we make our communication efforts better?**
- + **Telephone numbers: Do you need more lines?**
- + **Current internal cabling? Get an ICT engineer to assess current cabling and whether it will support your communications plans.**
- + **Alarm lines / PDQ machines? Is there additional invisible infrastructure beyond telecoms in place. Is it secure and well managed?**

WHAT TO DO NEXT

Go to:

www.solutionip.co.uk/dentalcentre for the next steps in your system design. We'll give you information on how to design brilliant vet practice communications.



We work with over 200 practices and surgeries across dental, NHS, vet and specialist healthcare sites.

We bring our technical expertise of patient management systems and processes.

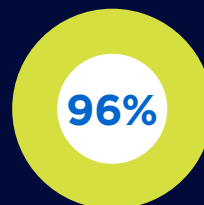
Ask us how to drive operational efficiencies into your business.



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Solution IP has been working with hundreds of vet, dental and healthcare practices as a preferred supplier for nearly 13 years. We have extensive knowledge of the procurement and installation process having worked with senior practice leads and IT project team.

Our service management scores



Calls answered within 3 rings



Responded to within SLA



Resolved to within SLA

Contact our team:

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www.solutionip.co.uk/dentalcentre

to download a brochure, book an appointment or request a quote.