



COVID-19 Recovery Initiatives

April 1st, 2020



COVID-19 Recovery and Beyond - Our Commitment to the Dental Community

Open letter from Ron Barsotti - CEO and President, RecallMax™

The interruption and closure of dental offices across North America due to the COVID-19 pandemic is an industry crisis of monumental proportions. Although we do not know when bans will be lifted, we do know they will be lifted, and we are taking action now to support the recovery of our customers and the dental community as a whole.

Our commitment at RecallMax™ is to support dental practices to recover from the COVID-19 crisis and regain the financial viability of their clinics as quickly as possible. We believe the quick restoration of recall procedures is critical to the overall recovery of dental offices and, without setting false expectations, can assist practices to realize growth opportunities beyond the crisis.

To assist practices, we are making several enhancements to RecallMax™ to provide for the recovery of missed COVID-19 appointments and to maximize the scheduling of restorative and hygiene patients once bans are lifted. This includes providing Virtual Waiting Room capabilities to protect the safety of your staff and patients.

We have also developed a 3 Step Action Plan that practices can follow to accelerate their recovery and ensure patients do not fall victim to attrition. Our action plan provides getting started checklists, patient communication guidelines, and other materials practices can use to make a full recovery.

In addition to software enhancements, we are making our service and support teams available to assist practices with the implementation of recovery strategies including providing instruction on the proper use of COVID-19 recovery features. We will also be providing helpful information guides and hosting instructional webinars.

We believe that now is the time for practices to prepare to take effective action once bans are lifted and we are mobilizing our sales, service and development teams to deliver on our recovery strategies and action plans.

The message we are wanting to get out to the dental community in the midst of the crisis is to "take heart". Our greatest asset under these circumstances is our people, and we have the technology and tools to get through this. Putting the right tools, in the hands of the right people, provided with the right direction, can produce miracles. We've seen recoveries evolving out of past crises that we would not have thought possible, and this situation is no different. We are going to experience challenges and pain, but that does not mean we are going to experience debilitating pain and that we cannot recover quickly. The opportunity exists for every practice to emerge from this crisis stronger than before.

Whether you are a RecallMax™ customer or not - all practices are welcome to use the COVID-19 recovery strategies and materials we are developing that will soon be posted. All practices are also welcome to participate in instructional webinars we will soon be hosting.

In closing, our entire RecallMax™ team is committed to assisting customers and non-customers alike in making full recoveries. As CEO and President, I am deeply appreciative of the talent, skill and dedicated effort each and every RecallMax™ team member brings to assisting dental offices in this time of need.

Sincerely,

Ron Barsotti
CEO and President



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