

The Top 10 Key Impacted Metrics of COVID-19:

1. **COVID-19 Patient List:** The # of patient appointments and the names of the patients, whose appointment were cancelled due to COVID-19 shutdown.
2. **Active Patient Status:** The # of active patients and % of unscheduled patients.
3. **Re-Activation Conversion:** The # of patients that are overdue 30, 60, and 90 days.
4. **Collections and Accounts Receivable:** The total \$ amount of AR and the aging status of 30, 60, and 90 days.
5. **Delayed (Lost) Production:** The \$ of lost production due to shutdown and what is needed to make it up for the year 2020.
6. **Automated Contacts:** The # of patients that have their preferred method as electronic e-mail and/or text message contact.
7. **Outstanding Dentistry:** The # and \$ amount of pending predeterminations and plan for follow up.
8. **Marketing – Digital Footprint Status:** What is the activity on your website? Collect data including search engine keywords, # of social media followers, and Google reviews.
9. **Available Practice Hours:** The # of hours needed to offer upon return to service the backlog of patients from the COVID-19 shutdown.
10. **Cash Flow:** Analyze your temporary BREAK even with the new amounts for postponed and deferred expenses of rent, lab, supplies, and payroll. What essential services payments must be made?