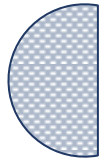


Action Plan 2021



Pediatrics

- Doctor Schedules
- Dolphin Best Practices
- Doctor/Provider Productivity goals
- Schedule Templates standardized
- Clinical Training Program
- Administrative recruitment & retention
- Growth in Pedo/Ortho RM
- Implementation of Gaidge



Orthodontics

- Growth in Adult Ortho
- Digital Impressions- Wayn
- Cross train Admin Staff in Pedo/Ortho
- Facility Improvements Wayn & Ash
- Doctor Schedules
- Dolphin Integration
- Recruitment for Sylva Staffing
- Growth in Pedo/Ortho RM
- TC/Insurance Training
- Implementation of Gaidge



General

- Increase New Patients
- Implement Insurance Process for billing and collections
- Treatment Planning Education & Training



Horizon

- Employee Benefits Evaluation
- Intranet fully operational
- Update Handbook
- Leadership Training
- KPI's for each service line
- Consolidate Credit Card services
- Standardization in Financial policies
- Checks & balances for debits/credits
- Evaluate insurance billing/collections processes
- Email Conversion
- Phone system evaluation
- Structure for OSHA/HIPAA activities
- Consolidate credentialing for doctors & clinical staff
- Social media marketing plan
- Community outreach/advertising & referral source marketing plan
- Doctor monthly study club activities