

Practice Pathway:

Why Phased Opening Works

With all of the new information that seems to come out daily, we know that reopening can be an intimidating process to consider. Fear not! iVET360's HR & Training team has come up with a phased-opening solution that will allow you to reopen gradually while ensuring your practice and your clients remain as safe as possible.

Why should you consider a phased opening versus an immediate opening?

While we understand that it can be tempting to throw caution to the wind, rip the Band-Aid, and open your doors to the public as soon as possible, there are some essential operational items you should consider:

- **Safety.** First and foremost, the safety of both your team and your clients must come first. With a phased opening plan, you give yourself a more considerable margin for error and more time to react should you have staff contract COVID 19 after reopening. Also, with more clients in the building, you will now have to juggle direct client interactions with your increased sanitation protocols.
- **Training.** Your team has become accustomed to a new way of operational success. While some aspects of your client experience have remained the same, most of how you conduct business has likely shifted towards very brief direct client interactions. With a phased opening plan, you can fine-tune how your team interacts with clients and address any systemic training issues before we allow a ton more clients in the practice.
- **Communication.** Your team will now have to relearn how to best communicate with your clients, both verbally and non-verbally. To some of your staff, the curbside experience has likely been a bit of an escape. They were able to mainly focus on medical quality and, with no clients in the practice, they probably were not paying attention to their body language or how they were communicating to their fellow team members. With a phased opening plan, you can re-instill those best practices when it comes to communicating in the practice.

Not sure how to build or implement a phased opening plan?

We have you covered! The following page has a templated version that can act as a starting point for building your phased opening plan. Regardless of the specific items you choose to include in your phased opening plan, we HIGHLY recommend that you go over this plan in detail with your entire team to ensure everyone is aligned on expectations as we progress through the phases.

Phased Opening Plan Template

Phase 1 – Duration should be around four weeks:

- One client per patient will be permitted in the practice.
- Clients are escorted into the building by the technician assigned to the case.
- Clients are checked out in the exam room or online (if you have a payment portal).
- No more than one client will be permitted in the lobby at one time.

Phase 2 – Duration should be around six to eight weeks:

- Two clients per patient will be permitted in the practice.
- Clients can enter the building without an escort.
- Clients can check out at the front desk.
- No more than four clients in the lobby at one time.

Phase 3 – Duration should be around 4 to 6 weeks:

- No client per patient limit.
- No more than four clients in the lobby at one time.

Phase 4:

- WIIIIIIIDE OPEN.
- Masks will be enforced until further notice.

Additionally:

- We would recommend that you tape paths of movement on the floor for clients. For example:
 - How to access the restroom.
 - How to properly exit the exam room and head towards the front desk.
 - Any acceptable areas for clients to stand while they are waiting.
- We would recommend that you survey your staff regarding your current COVID and sanitation protocols. Some questions you could ask:
 - Are there any reasonable adjustments the management team should consider regarding our CHECK-IN Process to make the practice safer?
 - Are there any reasonable adjustments the management team should consider regarding our CHECK-OUT Process to make the practice safer?
 - Are there any reasonable adjustments the management team should consider regarding our general sanitation process to make the practice safer?
 - Are there any additional safety items or protocols you would like to see utilized before we begin allowing clients in the building?
 - Is there anything else we can be doing to make you feel more comfortable allowing clients back in the building?