

As a user of our **IMS™** (Instrument Management System) solution, you are uniquely positioned to take credit for being way ahead of the infection prevention game. We encourage you to share with your patients the investment you've made, and continue to make, to ensure a safe and compliant practice. Not only does this help make them feel more confident in returning but it also helps to differentiate your practice. In this critical time, everything counts, so make sure to highlight what you've done with IMS, both in written patient communications, as well as when the patient is in your chair. There is simply no way to over-communicate how much you care.

Below is a sample letter to help you tell this story to your patients. Feel free to customize it to reflect your office's practices or incorporate portions into communications you are already crafting.

### Sample Patient Communication

Dear [FIRST NAME],

These are challenging times, and we're all looking forward to returning to our everyday lives. We know it won't be as simple as going back to the way things were. With the COVID-19 pandemic, everyone is rightfully more concerned about the looming risk of infectious diseases on their well-being – including us.

At [PRACTICE NAME], we are working hard to get our office ready to reopen, ensuring we have a safe environment for you as well as our staff. When you return, you'll see changes in regards to social distancing and an increased emphasis on personal protective equipment (PPE). These are both important steps, but they are only a few of the many steps we have taken (or are taking) at [PRACTICE NAME].

For example, during your appointments, you may have noticed that we keep our instruments in stainless steel cases. This system helps us safely and efficiently manage our instruments throughout the practice, and thoroughly clean and sterilize them while minimizing the potential for cross contamination. When you sit in our chair, you can trust the instruments are safe from contamination (or sterile).

We've also invested in our infection prevention procedures by joining an exclusive program for dental practices called GreenLight. This resource keeps us on track with everything we need to do to keep our office up-to-date on the latest information from our regulatory bodies, including the CDC, OSHA, and state dental boards. So as soon as anything changes, we know exactly what we need to do to be in compliance.

While there are still lots of uncertainties about the future, you should know your health and safety has always been the top priority at [PRACTICE NAME]. We will be in touch about resuming your dental care and address any questions or concerns you may have.

Stay safe and we hope you see you soon!