

# Contingency Planning August 2021



	Risk Level (1=low; 10=high)	Trigger Points	First Day Steps	First Week Steps	End Plan Trigger
	<i>What is the risk of the scenario?</i>	<i>What will cause the scenario to start?</i>	<i>What are we doing soon after the scenario?</i>	<i>What have we done in the first week?</i>	<i>What will trigger the end of the contingency?</i>
<b>Inbound Phones</b>	9	Weekly phones report showing >3% unanswered inbound phones	Review stats with admin team, call in 1 additional phones from PRN pool	Monitor stats daily, team progress updates, called in 2 PRN phones coord. if needed	97% or higher phones answered
<b>Collections</b>	5	Collections ≤ 50% of monthly goal by August 15th	Review stats with site coordinators, end of month incentives in place for finance team	Update on additional pay-in-full and OTC collections, authorize Friday hours &/or O.T.	≥100% of collections goal achieved
<b>Production</b>	3	Production ≤ 50% of monthly goal by August 15th	Review stats with Sales Team Leader, end of month incentives in place for sales team	Update on case starts, conversion, no-sale list, authorize \$250-\$500 discounts PRN.	≥ 100% of production goal achieved
<b>New Patients</b>	2	New patients scheduled ≤ 50% of monthly goal by August 15th	Review stats with marketing team and phones, digital marketing budget review, review schedule capacity, next in family & recall campaign review, in-bound phones incentive booster.	Reviewed all inbound phone calls, increased late hours capacity for new patients, opened columns on Saturdays, emails, phones and texts for next-in-family and recalls.	≥100% of new patient goal achieved