

The Dental Office Manager's Summer Survival Guide

Keeping your appointment schedule full during the summer months can feel like an uphill battle. Patients go on vacation, routines go on a hiatus, and suddenly the calendar has more gaps than you'd like. The good news? You don't have to overhaul your whole strategy — just one or two thoughtful actions can make a meaningful difference.

This survival guide offers seven creative ways to beat the summer slow-down. With a little planning and intention, you'll keep your schedule on track and your bottom line healthy.

#1: Create a deal or promotion

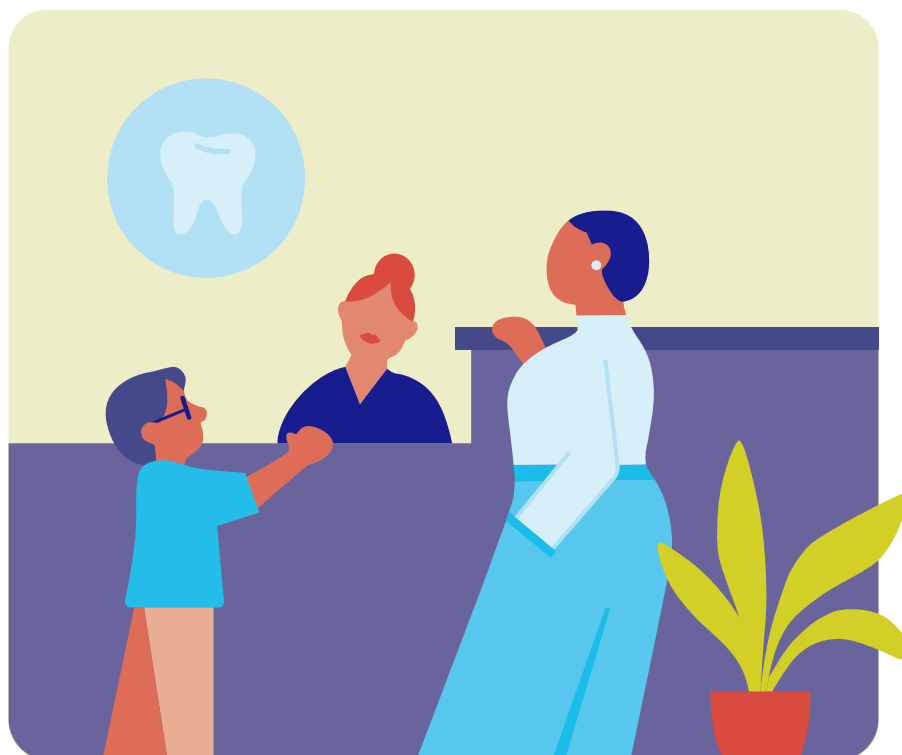
Consider offering a limited-time promotion with a fun seasonal name, like "Back-to-School Smile Check-up." Even something simple like a free whitening treatment with a cleaning can motivate patients to book before fall hits.

#2: Join a community event

Find a local event where you can post a flyer or host a booth. Bring something eye-catching to draw people in. For example, if you're targeting pediatric patients, have a bubble machine at your booth! It's all about showing up where your future patients already are.

#3: Leverage customizable messaging

Re-engage patients who are overdue with personalized, relevant messaging! Use their name and make reference to their appointment history when appropriate, such as mentioning that you haven't seen them for a while for a teeth cleaning. You can also add a timely summer hook. For example, your message could open with: "Get your smile ready for all those beach photos!"



#4: Run a referral campaign

Launch a patient referral program with a prize that sparks interest, like event tickets or a picnic basket. Partnering with a local business can result in some great prizes, and it can be a win-win since you give them some promotion by showcasing their offerings!

#5: Host an open house

Invite potential patients into your space for a friendly walkthrough and a free dental screening. It's a great way to build trust with people who may be looking for a new provider, but haven't yet made the leap.

#6: Try extended hours

Consider offering pop-up appointments outside of your regular hours once or twice a week. Use messaging like: "We know you're on the go this summer — so we're open late just for you."

#7: Be active on social media

No matter which ideas you try — share it! Promote your offers, open house events, or referral programs on social media to boost awareness and maximize participation. If you have capacity, you can make a social media campaign out of it as well.



About Intiveo

Intiveo is a patient engagement software, designed to empower dental practices to enhance the patient experience. Our platform improves patient engagement and outcomes through two-way chat, recall reminders, quality improvement surveys, and online review management tools. With comprehensive integrations across major PMS systems, Intiveo streamlines front office workflows, centralizing patient engagement and communication management. Intiveo serves over 3,000 dental practices across North America, helping them improve their patients' experience, streamline operations, and drive revenue growth while improving staff morale. For more information, please visit intiveo.com.