



Quick Start Guide for Teledentistry During COVID-19

- ❑ Step 1 (10 min): **Set up Zoom** for video calls.
- ❑ Step 2 (20 min): **Set up Calendly** for automated scheduling and appointment links for your patients.
- ❑ Step 3 (30-60 min): **Inform your patients** via all communication mediums that teledentistry appointments are now available.
- ❑ Step 4: **Bill insurance companies** using appropriate telehealth codes.
- ❑ Step 5: **Consider long term telehealth services** after the COVID-19 changes to telehealth policy are updated.

Setting Up Zoom

Zoom is a popular, easy-to-use video chat service that offers free and premium options. Meetings with 3 or more people are limited to 40 minutes using the free service, while 1-1 meetings may be unlimited in length.

1. Go to <https://zoom.us/signup>.
2. Enter your work email to get started.
3. Go to your email and click the confirmation link they send.
4. Enter your name and password.
5. If desired, enter the email addresses of any staff or colleagues you want to join Zoom (or skip the step).
6. Click "Go To My Account" and add a photo.

Setting Up Calendly

Calendly is a service that allows you to set up your own schedule, appointment types, and appointment lengths so that patients (or anyone) can schedule a meeting with you on their own. It will auto-generate a calendar invite for both of you, including a Zoom link to a private video chat, and all you have to do is open the Zoom meeting from your own calendar when it's time for the appointment.

1. Go to <https://calendly.com/signup>. Enter your work email to get started.

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2. Create a Calendly URL — choose something short but unique to your practice, like **sunshine-dental** — and click Continue.
3. If you sign in using a Google email address, Calendly will auto-connect your calendar. You may need to manually connect your calendar if it is not linked to a Google email address.
4. Confirm the default settings for resolving calendar conflicts and auto-adding events to your calendar. Click Continue.
5. Set your basic availability for appointments.
6. Choose “Interview Scheduling” as your “day-to-day role”. Click Finish.
7. You’ll now be able to see default meeting types. You can either edit an existing meeting type (based on length) by clicking on the settings wheel (⚙) or clicking “+ New Event Type”.
8. Go to <https://calendly.com/integrations/zoom>. *Calendly is offering this integration for free through June 30, 2020. After that date, you will need a premium account to continue using this integration.
9. On the new page that opens, click Connect Zoom.
10. Sign into Zoom.
11. Click the blue button that says “Pre-Approve”.
12. Click Authorize.
13. Click Go to Event Types.
14. For a new event, select “One-on-One” and click Create.
15. Name the event using a clear title, such as “30-Minute Consultation”.
16. Click the dropdown box for “Location” and select “Zoom.”
17. Enter a description. This is what the patient will see when scheduling, so include any relevant details. This may include the cost the patient will be billed for this appointment, issues that can or cannot be covered during the appointment, other information a patient needs to know before scheduling.
18. Click Next.
19. Click the appropriate event duration (the default is 30 minutes).
20. Under “Date Range”, click Edit and set the period of time your Calendly can be used according to your own practice’s needs. You can also leave this as the default of “60 rolling days,” meaning patients can make an appointment in the next 60 days.
21. Click Next.
22. Copy the link where patients can see your calendar. You can also click the link or View Live Page to see what it looks like on the front end.



Inform Your Patients

At this point, it's important to spread the word via every medium you can about your new telehealth services.

This may include:

- Email Newsletter
- Social Media
- Website Banner
- Dedicated Web Page

Below, I've given samples you can use for your own patients.

Email Newsletter

Dear [Name],

As you're aware, the coronavirus pandemic has limited our ability to see patients in-office. Despite these rules, you may have current needs that must be addressed.

Not all of these issues must be addressed by in-office appointments, particularly non-emergencies. In addition, it's sometimes unclear what constitutes a dental emergency.

Teledentistry appointments are one great way to solve at least part of this problem.

The federal government has relaxed HIPAA regulations that would normally govern how, where, and for what reasons telehealth services may be provided. Specifically, this not only allows us to use telehealth to meet with new patients, it allows us to conduct telehealth appointments outside of HIPAA-regulated services, which are fairly costly to set up.

For these reasons, we have set up a calendar where you can set up your own [LENGTH OF APPOINTMENTS OFFERED] appointment to meet with your dentist on a video call.

These appointments obviously cannot replace all services, but may be used for needed prescriptions, assessments of dental issues (is it an emergency, or can it wait?), and advice for remedies that you can use for at-home relief.

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To set up an appointment, please visit [INSERT CALENDLY LINK HERE].

If you have any questions, please reply to this email.

[SIGNATURE]

Social Media

Keep in mind that each network varies in how links can be shared. Below, I have offered examples for Facebook and Instagram. To download these images, click here.

Facebook

We are now offering
virtual appointments for
new & existing patients.

Please visit the link in
the description to set up
your appointment
today.

COVID-19 has limited our ability to see patients in our office, but we're still here to serve you in any way we can.

You can now set up a video appointment with your dentist. These appointments can be used for needed prescriptions, assessments of dental issues (is it an emergency, or can it wait?), and advice for remedies that you can use for at-home relief.

Set up your appointment: [INSERT CALENDLY LINK HERE].



Instagram

We are now offering virtual appointments for new & existing patients.

Please visit the link in our bio to set up your appointment today.

COVID-19 has limited our ability to see patients in our office, but we're still here to serve you in any way we can.

You can now set up a video appointment with your dentist. These appointments can be used for needed prescriptions, assessments of dental issues (is it an emergency, or can it wait?), and advice for remedies that you can use for at-home relief.

Set up your appointment by clicking the link in our bio.

[ADD CALENDLY LINK TO INSTAGRAM PROFILE]

Website

Consider adding a banner to the homepage of your practice's website as well as a dedicated page to describe your teledentistry offerings and how to set up an appointment.

Banner Text

Need to talk to a dentist but can't come into the office? Set up a virtual appointment here. [ADD CALENDLY LINK TO THE WORD "HERE"]

Web Page Text

The coronavirus pandemic has limited our ability to see patients in-office. Despite these rules, you may have current needs that must be addressed.

Not all of these issues must be addressed by in-office appointments, particularly non-emergencies. In addition, it's sometimes unclear what constitutes a dental emergency.

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We have set up a calendar where you can set up your own [LENGTH OF APPOINTMENTS OFFERED] appointment to meet with your dentist on a video call.

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These appointments obviously cannot replace all services, but may be used for needed prescriptions, assessments of dental issues (is it an emergency, or can it wait?), and advice for remedies that you can use for at-home relief.

To set up an appointment, please visit [INSERT CALENDLY LINK HERE].

Insurance Billing

The ADA has released a detailed guide for insurance billing during COVID-19. Please visit the links below (or share them with the staff member who conducts billing) for more information. The second link explains “normal” teledentistry billing.

[COVID-19 Coding and Billing — Interim Guidance](#)

[D9995 and D9996 — ADA Guide to Understanding and Documenting Teledentistry Events](#)

Long-Term Telehealth

This, like all seasons of uncertainty, won't last forever. When COVID-19 is no longer as major a threat as it is today, there will still be a need for teledentistry services.

When that time comes, there are a number of regulatory, legal, and logistical issues to consider. HIPAA restrictions are numerous, and that's not the goal of this guide. But if you're like most dentists I know, you're not currently thinking about how to set up long-term telehealth services — you're focused on the now.

So, I'll make it easy: click the link below to auto-add an event to your Google calendar dated May 1, 2020. In that event, I've included a reminder to learn more about telehealth services with links to a detailed Medscape course on the topic as well as a link to the top telehealth software systems.

[Remind Me on May 1, 2020](#)

I hope this guide has been a helpful resource to get you started with seeing patients right away. Please do not hesitate me with any additional ways I can help you during this time.

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