

6 Steps to Fix Your Summer Production Gap

**IDENTIFY THE GAP. FIX THE RIGHT
PROBLEM. GROW THROUGH SUMMER.**

Summer doesn't have to be a slow season. If your numbers feel inconsistent, this guide will help you pinpoint exactly where production is slipping — and show you how to fix it with precision.



It's Not "Just Summer"

Every year, practices feel the same pattern: lighter schedules, unpredictable collections, and a dip in production that doesn't have a clear cause.

But the real issue isn't the season, it's visibility. Most practices can't answer the most important question: **Where is production actually dropping?**

Is it?

- **Fewer new patients?**
- **Lower treatment acceptance?**
- **More missed calls?**
- **Slower conversions?**
- **Or a combination of all of them?**

When you don't know the source of the gap, every decision becomes a guess.

This guide gives you clarity so you can fix the right problem.

Once you know the real problem, the solution becomes obvious.

PERCEIVED PROBLEM

Summer is always slow.

A general assumption that doesn't explain what actually changed.

ACTUAL PROBLEM

Specific breakdown in the patient journey.

- Missed calls during peak hours
- Lower conversion on new patient calls
- No-shows increasing
- Treatment acceptance dropping
- Hygiene recall not being tracked
- Fewer referrals because the team stopped asking

Step 1: Identify Your Summer Production Gap

Before you can fix a slowdown, you need to understand what actually changed. Look back at the past one to two summers and identify the exact point where production dipped.

Where did the breakdown occur?

- New patient flow slowed
- No-shows increased
- Treatment acceptance dropped
- Collections lagged

Now quantify it:

- \$25K
- \$50K
- \$100K+

If you don't know the size of the gap, you can't build a plan strong enough to fill it.

Exercise:

Your Estimated Monthly Gap:

Step 2: Fix the 3 Metrics That Control Your Growth

Strengthen the systems that control your current patient flow.

Focus on:



Call Answer Rate:

Are you answering nearly every call during business hours?

Every missed call is lost production.



Conversion Rate:

Are 80–90% of callers scheduling?

If not, your team is working harder than necessary to fill the schedule.



Time to Appointment:

Are you getting patients in quickly?

Delays create cancellations, drift, and lost opportunities.

If any of these are off, you are losing production every day.

Exercise:

Call Answer Rate:

Conversion Rate:

Days to Appointment:

Step 3: Activate Unscheduled Treatment

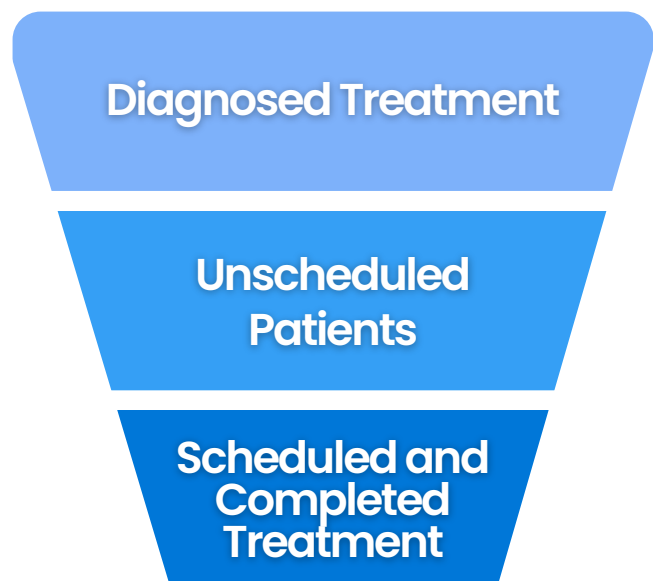
Your fastest source of production isn't new patients — it's the treatment you've already diagnosed but haven't scheduled.

Every practice has thousands of dollars sitting in this category.

Bring it forward by:

- Choosing a treatment threshold
- Reaching out with urgency
- Offering limited availability

This moves future production into your current schedule.



Step 4: Increase Patient Referrals

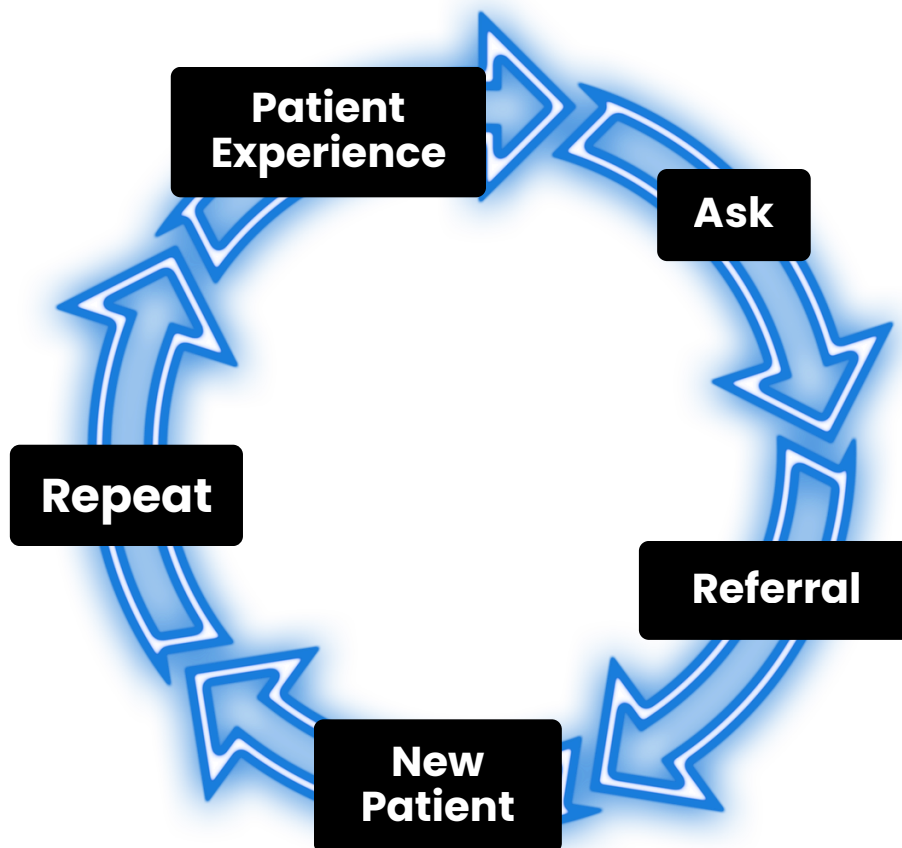
Referrals don't slow down because patients stop trusting you – they slow down because the team stops asking.

Your best patients want to help. They just need a prompt.

Strengthen referrals by:

- Asking consistently
- Giving patients specific language
- Making it easy to refer

This creates a steady flow of high-quality new patients all summer.



Step 5: Create a Summer Production Event

Instead of waiting for slower months, create intentional demand.

Options include:

Treatment Acceleration Day

Focus on unscheduled treatment and move cases forward.

Specialty Focus Week

Highlight a specific service and create urgency.

Both options pull production forward and fill the schedule quickly.

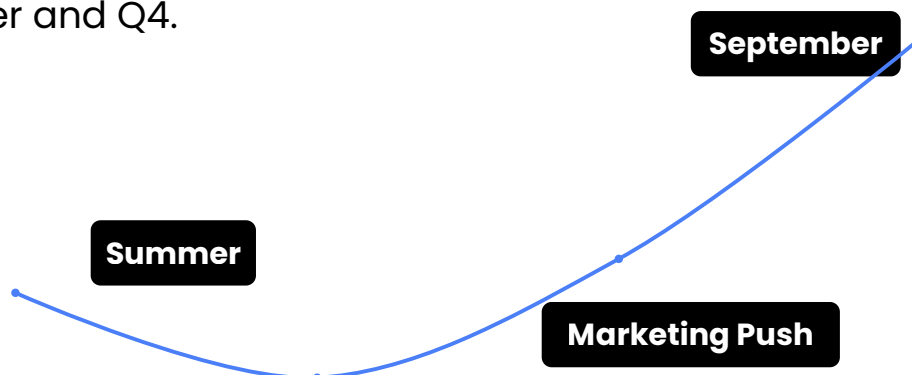
Step 6: Increase Marketing With a Plan

Marketing can absolutely fill your summer gap – but only when you know exactly what you’re trying to solve.

Get clear on:

- Your production gap
- How many patients you need
- Your expected return

When you market with intention, you build momentum that carries into September and Q4.



Your Growth Isn't Random

It's driven by a few key systems. When something feels off, it usually is — and the difference is knowing exactly what to fix.

Once you identify the right gap, growth becomes predictable again. If you want help identifying your exact gap and building a plan around it, we can walk you through it.

In a complimentary 15-minute call, we'll gather the info needed to let you know:

- Where your best patients should be coming from
- What your numbers should look like
- Where you're losing the most opportunity

[**Schedule your call here**](#)

Clarity is what turns slow seasons into growth.