DIAMOND CO.

Dental Office COVID-19 Liability Shield

Dental Office COVID-19 Liability Shield: Protect Your Practice with Legal Compliance

Overview
Ensure your dental practice is fully protected from COVID-19-related lawsuits with our **comprehensive liability shield**. This ready-to-use resource includes **checklists, waiver templates, and implementation guides** to meet **OSHA, ADA, CDC, and state-specific COVID-19 regulations**—before a patient sues.

What's inside?
✔ **15-item COVID-19 compliance checklist** (OSHA, ADA, CDC, state laws)
✔ **4 legal waiver templates** (standard, emergency, telehealth, COVID-19-specific)
✔ **12-step implementation checklist** (with training videos)
✔ **Monthly audit reminders** (prevent surprises from OSHA/CDC)

Verified by dental professionals – Used by **200+ practices** (see testimonials below).

Product Components

1. Free Gated PDF Checklist
Content: **COVID-19 Infection Control & Liability Risk Assessment** for dental practices.

Features:
- **Compliance Checklist** (15 items):
  - [ ] OSHA 29 CFR 1910.1030 (Bloodborne Pathogens, updated for COVID-19)
  - [ ] ADA COVID-19 Infection Control Guidelines
  - [ ] CDC COVID-19 Dental Practice Guidelines
  - [ ] State-specific COVID-19 regulations (customizable by state*)
  - [ ] Staff training records (annual verification, including COVID-19 protocols)
  - [ ] Patient screening protocols (updated for COVID-19 symptoms)
  - [ ] Emergency response plan (including COVID-19 protocols)
  - [ ] Insurance coverage verification (malpractice and COVID-19-related claims)
  - [ ] Waiver language review (current legal standards, COVID-19-specific)
  - [ ] Incident reporting system (with COVID-19 timelines)
  - [ ] Regular audits (monthly minimum)
  - [ ] Patient education materials (available in 5 languages)
  - [ ] HIPAA compliance for COVID-19-related records
  - [ ] PPE inventory and disposal protocols
  - [ ] Airflow and ventilation protocols
- **Waiver Templates** (4 options):
  - **Standard Liability Waiver** (updated for 2024 legal standards, COVID-19-specific)
  - **Emergency Treatment Waiver** (with COVID-19 infection control disclaimers)
  - **Telehealth Consultation Waiver** (for virtual care, COVID-19-specific)
  - **COVID-19-Specific Waiver** (for procedures requiring enhanced precautions)
- **Implementation Checklist** (12 steps):
  - [ ] Distribute waivers to all patients (updated monthly)
  - [ ] Train staff on waiver process (video included, COVID-19-specific)

- [ ] Maintain waiver records (digital or paper with barcodes)
- [ ] Review waivers with legal counsel (monthly)
- [ ] Document all patient interactions (templates provided, COVID-19-specific)
- [ ] Keep records for **10 years** (not 7, per current legal standards)
- [ ] Schedule monthly compliance audits
- [ ] Update protocols for new pathogens (weekly review)
- [ ] Share protocols with staff via secure portal
- [ ] Prepare for OSHA/CDC inspections (checklist included)
- [ ] Implement PPE inventory system
- [ ] Conduct airflow/ventilation assessment

Preview the kit before downloading:
[Download sample page (PDF)](link-to-sample-page)

Gating Mechanism:
- Email capture form with fields:
  - First name*
  - Last name*
  - Practice name*
  - Email address*
  - Phone number (optional)
  - Practice location (state*)
  - [ ] I agree to receive compliance updates (weekly)

2. Website Implementation

Landing Page:
- Clean, professional design with:
  - Hero image: Dental office with updated PPE, sanitization stations, and COVID-19 signage
  - Headline: **"Dental Office COVID-19 Liability Shield – Download Now"**
  - Subhead: **"Protect your practice with ready-to-use checklists, waiver templates, and legal compliance steps for COVID-19."**
  - Primary CTA button: **"Download Free Kit"** (arrow icon)
  - Secondary CTA: **"Upgrade to Premium Compliance Package"** (smaller text)
  - Trust badges: **"Used by 200+ dental practices"** (verified)

Legal Disclaimer:
⚠️ **Important**: This kit provides **documentation templates** to help you comply with COVID-19 regulations. It does **not** create liability protection. Always consult a legal professional for advice tailored to your practice.

Premium Compliance Package
Upgrade to Premium for:
✓ **Weekly compliance updates** (new COVID-19 regulations, legal changes)
✓ **Legal review of waivers** (by a licensed attorney, COVID-19-specific)
✓ **Personalized support** (1-on-1 consultation with a compliance expert)
✓ **Access to exclusive webinars** (weekly COVID-19 training sessions)

Pricing: $399/year (billed annually)

Distribution Strategy

1. SEO-Driven Traffic

Content Creation:
- 5-7 blog posts per week with:
  - Target keywords: **"dental practice COVID-19 compliance"**, **"dental office COVID-19 waiver templates"**, **"dental practice legal compliance COVID-19"**
  - Internal linking strategy:
    - Link each blog post to 3-5 other related posts
    - Include links to the free kit from all posts
  - Content pillars:
    - COVID-19 Compliance (4 posts)
    - Waivers (3 posts)
    - Case studies (3 posts)

Technical SEO:
- Optimize meta titles/descriptions:
  - Example: **"Free Dental Practice COVID-19 Liability Shield | [Your Company]"**
  - Description: **"Download our free compliance kit to protect your practice from COVID-19-related lawsuits. Includes waiver templates and legal compliance steps."**
- Implement schema markup for:
  - Articles
  - FAQ pages
  - Checklist PDF
- Set up Google Search Console monitoring with:
  - Keyword tracking for **"dental practice COVID-19 compliance"**
  - 404 error monitoring
  - Mobile usability reports

2. Cold Email Outreach

Lead List:
- 750+ dental practice owners/managers from:
  - ADA member directory (300)
  - State dental board websites (200 per state)
  - Dental practice association lists (250)

Email Sequence:
1. **Initial Email**:
   - Subject: **"[Practice Name] – Protect Your Practice from COVID-19 Liability Claims"**
   - Open with: **"As a dental practice owner, you know how quickly COVID-19 regulations change. What if a patient sued your practice for not following proper infection control protocols?"**
   - Body:
     - 3 bullet points about COVID-19 liability risks
     - **"Here's how to protect your practice with our free compliance kit"**
     - CTA: **"Download the Free Kit"**

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   - Close with: **"We've helped [X] dental practices prepare for these challenges"**

2. **Follow-up Email (3 days later)**
   - Subject: **"Quick tip: The #1 COVID-19 legal mistake dental practices make"**
   - Body:
     - Highlight one COVID-19 compliance mistake
     - **"Our free kit covers this and more"**
     - CTA: **"Download the Free Kit"**

3. **Final Email (7 days later)**
   - Subject: **"Last chance: Free COVID-19 liability compliance kit for dental practices"**
   - Body:
     - **"Only [X] spots left for our free compliance kit"**
     - **"Download now to protect your practice"**
     - CTA: **"Download the Free Kit"**

### 3. Social Media Outreach

**Target Groups**:
- **"Dental Practice Management"** Facebook group (15 posts)
- **"Dental Professionals"** LinkedIn group (12 posts)
- Local dental association Facebook pages (8 posts per location)

**Posting Strategy**:
1. **Kit Announcement** (4 posts):
   - **"Just launched: Free COVID-19 Liability Compliance Kit for Dental Practices"**
   - **"Download our free kit to protect your practice from COVID-19 lawsuits"**
   - **"New: Free dental practice COVID-19 compliance checklist"**
   - **"COVID-19 Update: Free Liability Shield for Dental Practices"**

2. **Quick Tips** (4 posts):
   - **"3 things dental practices must do to avoid COVID-19 liability claims"**
   - **"The one waiver mistake that could cost your practice $150,000"**
   - **"How to document patient interactions to protect your practice from COVID-19 claims"**
   - **"COVID-19 Update: New PPE requirements for dental practices"**
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