YOUR PROFITABLE DENTAL HYGIENE DEPARTMENT:
2 Important Things You Need To Know

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INTRODUCTION

- Do you feel as if your dental practice has a revenue hemorrhage and you cannot stop the financial bleeding?

- Are patients cancelling their appointments and your hygiene schedule has numerous openings?

- Are the number of New Patients down this year?

- Are less patients accepting their treatment plans?

- Do you feel powerless because you don’t know what to do?

- Are you willing to blame this decline on the economy and accept things as they are today?

Times are tough and we all feel it! You know that something needs to be done, but what should you do? Sometimes the answers are simpler than you think. These decisions are not always easy, but they are worth it. It is as simple as one word, “CHANGE!”

Yes, change sounds like a bad word, especially if you like what you do. “Change” is a word you need to put into your daily vocabulary until things start to feel different. Making a change in the current way you are doing things is what we are going to do. This change is what will take you to the level where you need to be. This will get you back on track with financial stability and growth

Here are 2 Important Keys to Your Business Success:

1. Know Your “WHY”
2. Create a Profitable Dental Hygiene Department
1. Know Your “WHY”

I know, you think this is mundane. Remember, I said you need to change the way you are doing things and if you haven’t changed or revisited your mission statement in at least 3 years, this is a great starting point. The path to success changed direction about 3 years ago. Now you need to look at your compass and change your direction.

- Refresh the world you live in
- Create and write down the value that you bring to patients
- Create and write down the services you offer and how they benefit your patients
- Understand exactly what your patients really want!
- Know why YOU do What You DO

Is there anything more frustrating than trying to help a patient and encountering objections to your care? When you speak to patients through your voice which represents your WHY you are doing what you do, I believe that you will find a 180 degree transition in your patients’ response. This is because you speak from the value that you believe you offer your patients, not from the value of a business that is only about profit.

Think back to the last time a patient told you that you made a difference in their life. When you come from this emotion, that strong desire to make a difference in the life of someone else, the outcome of your bottom line also begins to shift in a very positive way!

At the core of your thoughts, your reason for WHY you are doing what you do, ask yourself; “How will my patients be better because of the care I provide for them?”

When you understand what you do that makes patients feel good – feel better about themselves, not only will you enjoy your day at the office more, but you will find that more patients want to return to your office, for your care.
2. Create a Profitable Dental Hygiene Department

The dental hygiene department is the 2nd largest profit center in your dental practice. You need to have these systems in place because these are the areas that will increase your revenue:

1. Assessments
2. CAMBRA
3. Same day services
4. Smile Analysis
5. Continuing Care
ASSESSMENTS

Assessments are what create the following profit centers. As a team you will schedule a time to sit down and decide which assessments will be provided for your patients, at what intervals they need to be completed, and which auxiliaries can provide support to implement these assessments.

A few of the important assessments are: Periodontal Screening Exam, Oral Cancer (Vizilite®, VELscope®, Identafi®, etc.) Xerostomia, Caries Risk (CAMBRA), Teeth Whitening, etc.
NON-SURGICAL PERIODONTAL TREATMENT

Is your patient a prophylaxis patient or a periodontal patient? To be, or not to be? This is the Million Dollar question!

The latest research says that it can possibly be over 80% of the adult US population that has some level of periodontal disease. For over a decade, the research has been out, stating that there is a link -- a connection -- between the oral cavity and systemic health. Science has helped understand that to prevent disease we need to have a healthy mouth.

Our role as healthcare professionals is to prevent disease. This means that early intervention can halt the progression of oral disease. A decline in oral disease can mean a decline in systemic diseases. You do the research and see what it says. We have scientific knowledge, easily available, at our finger tips. This is a great way to communicate to patients about their disease and the benefits of early intervention to prevent further destruction and future disease(s). When you share this science, most people will sit up, listen, and take action to complete their necessary treatment.

When you communicate the science you are adding value to your patient services. The end result is optimal health and a higher income stream to your dental business. Happy patients are also more likely to be great source of new patient referrals! A win for everyone!

Non-surgical periodontal treatment is one service that brings high value to your patients and a constant stream of revenue to your dental practice. Here is an example that most dental offices will understand as a reality when the hygiene department regularly assesses each patient, over the age of 13, for early signs of periodontal disease. Use this example as a reference:

- 100 patients in your dental practice, over the next 12 months, accept non-surgical periodontal treatment, also known as scaling and root planing and they each spend $1,200.00 USD over the next year
- Take a general dental office, with an active patient base that has at least 2000 adult patients. This office and the entire team understand how to effectively communicate the scientific oral health/systemic health link
• Everyone on the team understands how to communicate to the various personality styles and overcome their objections
• Third party finance options are available to your patients

What will your ROI (Return on investment) for this service be to your dental practice’ net profits?

100 patients receive Phase I Periodontal Therapy over the next 12 months X $1,200.00 = $120,000.00 USD

15 Patients return for Periodontal Maintenance 4 Times over the next year and spend $500.00

30 Patients return for Periodontal Maintenance 3 Times over the next year and spend $375.00

30 Patients return for Periodontal Maintenance 2 Times over the next year and spend $250.00

15 Patients return for Periodontal Maintenance 1 time over the next year and spend $125.00

10 of these 100 patients who are enrolled in Periodontal Therapy have not been back for Periodontal Maintenance because they are not due.

**Total over 12 Months when you Enroll 100 Patients in Periodontal Therapy**

Periodontal Therapy Phase I = $120,000.00

Patients who have returned for Periodontal Maintenance = $28,125

**TOTAL ANNUAL INCREASE: $148,125.00 USD**

*This example does not include other areas (Read on) of profit centers in your dental hygiene department.*

This example will be applicable to most dental practices. Most offices that we assess have at least 100 active adult patients who have not been treated for Periodontal Disease. What are the risks and benefits to your patients when you assess, diagnose and complete treatment at an early stage?

These benefits are life-long!

The key is “assessment”. If you understand when and exactly “What” to assess, you will be successful at treating all disease processes at an early stage. You will be providing “Patient-Centered Preventive Care”.

Prevention is the key piece here.
CAMBRA

CAMBRA (Caries Management by Risk Assessment) is now considered the standard of care. This means that you will no longer wait and watch the progression of decay.

Utilizing this system and enrolling 50 patients into a preventive program for caries risk, will potentially add thousands of dollars to your dental practice annually.

Patients who are categorized at Moderate to Extremely High Risk for Caries will return every three to four months for a biofilm assessment, review of oral hygiene instructions, a fluoride varnish treatment and take home 1.1% Sodium Fluoride for use daily. These patients should also use a power toothbrush which is scientifically proven to reduce not only tooth decay but periodontal disease.

More information about this: http://www.cdafoundation.org/learn/education-training/cambra

SAME DAY SERVICES

As a team, meet to strategize and discuss services which can be offered, while a patient is in the dental hygiene and/or any dental treatment areas. At this team meeting, discuss what types of services your patients request and/or desire. What types of services can you easily complete in an operatory? How can you prevent patients from returning to the office for an additional visit?

Same day services are very helpful for patients who are categorized according to the CAMBRA guidelines as moderate to extremely high risk for caries. These patients may receive a salivary pH or biofilm assessment, review of home care and a fluoride varnish treatment. This CAMBRA example is just one example of a service you can very easily complete the same day, while your patient is seated in a dental chair.
SMILE ANALYSIS

Have you heard the expression “If you never ask, the answer is always No?” This is also true with your patients.

Next time you see your hygiene patient; ask them “If there is one thing you would like to change about your smile, what would that be?”

Or ask them “If I could wave a magic wand, what would you like your teeth to look like?”

Never prejudge your patients. People will buy what they want and if you can ask the correct questions you will find your patients saying “Yes” to more high end treatment.

Give your patient a mirror and have them take a look at their own teeth, there will usually be a story they tell, when they look at their own teeth. Ask your patients to tell you what color they think their teeth are. For example, do they believe their teeth are too yellow? Some will tell you they are brown or gray.

Pull out a shade guide and have them point to where they think their teeth are on the shade guide. Then have them look in a mirror and reassess where they are on the shade guide.

You may be surprised at the positive outcome this conversation can bring how this simple procedure can increase your high-end cosmetic treatment plans.

The smile analysis is just one more way to improve upon your treatment plans, case acceptance and the services you offer. When you offer the state-of-the art, cosmetic type of treatments, you will increase patient satisfaction and create another income stream for the dental practice. The net-profits added to your dental practice just by asking simple open-ended questions, will be exponential over the lifetime of your dental practice!

Be sure to check out our FOREVER WHITE PROGRAM. This is various percentages of whitening gel in Hydrogen Peroxide and Carbamide Peroxide. Each syringe costs you only $3.17 per 3.0 ml.

http://dentalpracticesolutions.com/products/forever-white-order/
CONCLUSION

When you create a plan and utilize just these tips, you will begin to see the patients’ and your financial bleeding disappear, and your cancellations will decline. Your new patient numbers each month and your profits will soar! It takes time to create a strategy but this is what allows you to take the shortest path to success. Remember that when you run into a hair-pin curve along the road, all you need to do is shift gears and redirect your path towards the direction called “SUCCESS.” If you don’t change your path, you will most likely, CRASH, and your business will die.

Disclaimer: Never think you need to walk the path to success alone. There is a roadmap to success already developed for your individual needs. The most important thing for you to do is ask for the shortest direction to that pot of gold. It’s waiting for your arrival.

~ ~ ~ ~ Charles Darwin

Love and Dental Practice Success,

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P. S. Call us today for your Complimentary Practice Assessment. Find out your untapped potential today. The assessment is worth millions to your future dental business.