

“5 Steps to Increase Hygiene Production By More Than \$200,000 In The Next 12 Months!”

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Every member of your dental team is an essential part of your practice success. However, whether or not your hygienist consistently performs at her/his peak can have a tremendous influence on the health of your patients, and your entire practice.

Have your practice follow this simple five step formula and it will yield dramatic results:

- 1.) Welcome to the first step to increase your hygiene production to more than \$200,000 per year. Focus on how to increase your fluoride patients. By offering fluoride to 4 patients a day at \$25 each, that will add up to \$20,000 per year.
- 2.) How often are you offering sealants? If you perform 4 sealants a day at \$25 per sealant, that will add \$20,000 per year.
- 3.) Did you know that 80% of the population complain of chronic sensitivity with their teeth and 10 million Americans complain about hypersensitivity? If you use a desensitizing product such as Brush & Bond on 4 teeth per day and charge \$25 per tooth, you will give your practice a \$20,000 increase in the next 12 months!
- 4.) As you know x-rays can catch small problems before they turn into a big headache for patients. Increase the frequency of anterior PAs. This will

add to your productivity and will increase the level of service for the patient.

It is of little cost and of great benefit to patients and your practice benefits as well. It isn't hard to see that everyone wins with this approach.

In 2006, the ADA and FDA suggested significant changes in the recommended frequency for these exams. Still, many practices are not proactively and consistently taking x-rays.

- Anterior PA's provide a valuable level of service to our patients
- For many insured patients, this is a covered benefit.
- There is little, if any, out of pocket expense for them.
- We are helping them maximize their benefits.
- We are catching decay in its earliest possible stages.

If a practice can do 4 PAs a day at \$25 each, it will increase their bottom line by \$20,000 in one year.

5.) Advanced oral cancer screening service is a very valuable service that you can offer to your patients and it can be very valuable to your practice as well.

Approximately 36,540 Americans will be diagnosed with cancer of the oral cavity and pharynx in 2013. During the same time period 7,880 Americans will die of oral cancer.

If you offer this service to only 4 patients per day at \$25 each you can generate \$20,000 in extra revenue in 12 months.

The American Cancer Society recommends you perform this service annually to your patients.

In our economy, it is all about maximizing the resources that we already have. Just by going back to basics, with just two hygienists following the steps outlined above, you'll see an increase of more than \$200,000 a year.

Even if your practice is implementing some of these ideas already, have you reached the level of mastery where you are consistently getting these kinds of results?

If You Want a Simple System That Will Add a Minimum of \$150,000 to Your Practice over the Next 12 Months with Zero Doctor Time, Call Us at (404) 532-9404