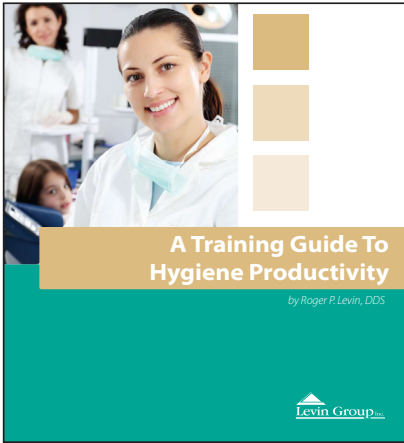


# EXCERPT

## From Dr. Levin's Book **A Training Guide to Hygiene Productivity**



*It is time for re-evaluation and restructuring of the hygiene department. A high percentage of the adult population has some form of periodontal disease. Therefore, the need for a strong periodontal focus in your hygiene department is critical.*



**Roger P. Levin, DDS**

Chairman & CEO  
Levin Group, Inc.

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### **Increasing Profitability**

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Profitability is critical for the success of today's dental practice. Financially successful dentists tend to do more for their patients in providing comprehensive treatment. Dentists become successful because of their dedication to optimal care. This means having the best staff, the best materials, the best office, and the best equipment.

Any professional will tell you that to fill a practice with only the best will cost money. The newest and most innovative equipment is expensive. To organize a winning staff is time-consuming and costly, and staff will want regular rewards (such as pay increases and bonuses) for their hard work. However, the dentist needs to achieve a level of profitable success to reinvest in the practice and continue to deliver outstanding quality of care.

#### **Ensuring Profitability**

Dentistry is a business, and businesses need to increase revenue and limit expenses. The dental practice must have a plan for future financial security. The hygiene department plays a critical role in the financial picture.

To increase profitability, the practice must be ready to make the necessary system improvements. This can mean an entire reorganization of the way the practice does business. The practice can immediately make a few simple changes to increase profitability. These include more efficient scheduling, an effective collection system, scheduling higher-production procedures, and possibly looking at fee adjustments.

In support for the dentist, the hygiene team should make general observations to patients regarding restorative and periodontal treatment. This type of relationship building is effective and creates trust with patients, which leads to increased case acceptance.

In addition, if the hygienist discusses treatment with patients, it will be more informational than sales-oriented and will increase patient understanding and acceptance of recommended treatment. Remember that the hygienist is helping patients by educating them on oral health care, because each recommendation that patients follow will save discomfort, time, and expense at a later date.

#### **The Time for Change is Now!**

It is time for re-valuation and restructuring of the hygiene department. A high percentage of the adult population has some form of periodontal disease. Therefore, the need for a strong periodontal focus in your hygiene department is critical. In addition, an ongoing upgrade of maintenance recording, documentation and patient communication skills will be needed to maintain a high standard of care.

As a result, the hygienist's function should include the following duties:

- Communication of dental and hygiene treatment plans
- Dental hygiene education

**Continued On Back**

- Gathering diagnostic data
- Documenting existing conditions
- Periodontal treatment planning
- Monitoring of ongoing periodontal treatment

This new emphasis on periodontal care will allow dentists to evaluate their practice and make the necessary changes to accommodate new dental techniques.

Patients should no longer say, "I cannot make my appointment, it's just a cleaning and checkup anyway!"

With an individualized treatment program, thorough diagnosis, charting and periodontal examination, patients will now have a different perception of dental care and therefore, a stronger, more valued appointment.

Through proper education, patients will also take on more responsibility for their dental needs, which will result in greater patient satisfaction and better patient care. Patients will become more interested in returning for continuing care appointments. Patients will become more motivated to prevent dental problems and preserve their oral health. As a result, the acceptance of treatment will increase.

The hygienist must also use a variety of skills to reduce burnout that a "prophy only" schedule can create. In the end, restructuring of the hygiene department will result not only in a more productive hygiene department, but also in a more profitable practice with patients who are more responsive to recommended treatment.

By restructuring the hygiene department, patients who have been treated in your recare department now remain in the system and in your office regularly. This gives you a larger base of patients and increases case acceptance. Many offices today are concerned about marketing for new patients. Although every practice needs new patients, consider the value of patients who know and trust you and their potential referrals. These patients are invaluable to your practice and its growth.

Dentists are able to create a "win-win" situation for themselves, their practice and their patients by providing education along with preventive and restorative dental care. Consistent recare ensures that patients will enjoy optimal oral health, and a continued relationship with the dental practice will lead to increased growth. When a practice provides quality care in combination with ultimate customer service, the end result will be a loyal happy customer.

### **Conclusion**

Building value for hygiene services is one of the most important areas of change necessary for practices to reach their production potential. The numerous strategies will be very powerful in strengthening the hygiene department. Now is the time to maximize the opportunities within the hygiene department!

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*This groundbreaking book by Dr. Roger P. Levin, gives you everything you need to successfully maximize the opportunities in your hygiene department. Dr. Levin shows you how to grow your practice and increase hygiene production. Use his expert insights to take your hygiene productivity to the next level!*

**Retail Price \$149.00.** Order your copy today at <http://store.levingroup.com> or call 888.973.0000.