3 Ways to Create a Productive and Profitable Hygiene Department

(PLUS how to keep score and watch your profits soar!)

Debbie Seidel-Bittke, RDH, BS with Special Guest:

Rick Willeford, MBA, CPA, CFP
1. What are 3 things you set out to accomplish this quarter?

2. What are 3 things you are committed to accomplishing the next quarter of the year?


4. Hygiene Department Benchmarks

   Profit ratio 3:1

   Schedule

   Hygiene Production

   Adult Patient Perio Therapy

5. Number 1 - Continuing Care
   a. Run recare report
   b. Lifetime Whitening
   c. Benefits of Lifetime Whitening for reducing cancellations:
      d. Your Cancellation Policy
      e. Phone Message
      f. Etc., etc.

6. Number 2 – Case Acceptance
   a. Begins during the 1st ______ mins of the hygiene appt
      i. Above link is a 3-Part Video Training
7. Number 3 – Adult Periodontal Percentage
   Last 12 months:
   # of Adult Prophylaxis Patients \( \times 100 = \) \( \) 
   # of Perio Maint Patients \( \times 100 = \) \( \) 
   # of Scaling and Root Planing Patients \( \times 100 = \) \( \) 
   YOUR PERCENTAGE: \( \) %

8. What are your goals for next 3 months?
   
   a. What can hold you back from accomplishing these?
   
   b. What are your successes that will help you accomplish this?

9. What are you 100% committed to that will accomplish your next 3 month goals?

10. DENTAMETRIX
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https://www.timetrade.com/book/WTWJQ