5 Hygiene Department Benchmarks and What You Need to be More Profitable

Debbie Seidel-Bittke, RDH, BS

Email: support@dentalpracticesolutions.com

Office: 888-816-1511 or 503-970-1122
The 5 Hygiene Department Benchmarks are:

1. ________________________________________
   Your Hygiene _________ should be ___________

2. ________________________________________
   Your Hygiene _________ should be __________

3. ________________________________________
   A good goal should be ____ and at the most ____% of time _____ in your entire ____________.

4. ________________________________________
   Patients enrolled in _________________ should be ____________.

5. ________________________________________
   _____________ should be _____________.

Tips to Increase Hygiene Department Production

1. Hygienists are no longer__________________ people but they are ____________ of the dental practice.

2. Creating a ___________________ with your patient is most likely to get them to take ownership of the disease or dental challenges.

3. When hygienists do more than __________ teeth and offer patients __________ services the hygiene production is more likely to be at __________ of the total office production.

4. Creating a ___________ with your patients will allow them to take ___________ of their _______________ or ________________.

5. _____________ should be at least _______%.

6. **Adult Periodontal Percentage**. Last 12 months:
   
   # of Adult Prophylaxis Patients   _____ X 100 = _____
   # of Perio Maint Patients        _____ X 100 = _____
   # of Scaling and Root Planing Patients _____ X 100 = _____

   **YOUR PERCENTAGE:** _____%

7. The best way to get your patients to accept treatment is:
   
   a) ________________
   b) ________________

8. When patients leave without scheduling their next appointment you always need to _______ a ________________.

9. 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?

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

RESOURCES

   $500 Value
2. #1 Reason patients will return to your office and it will help grow your practice:
   LIFETIME WHITENING
   i. Same gel as you are buying today but only $3.25 per syringe with customized imprinting (100 syringe minimum order)
   ii. Whitening Pens. $3.75 per syringe with customized imprinting (100 syringe minimum order)
   iii. Order Form: http://bit.ly/LifetimeWhiteningOrderForm
3. Free Hygiene Department Video Training + More: http://www.dentalhygiene.solutions
SPRING SPECIALS

1. **Hygiene Empowerment 6 Month Virtual Training**
   b. **10% off for webinar attendees Until May 1st, 2016**
   c. Accountability based and Results driven!
   d. No less than a 17% increase in net-production over 12 months for Hygiene Empowerment clients
   e. Call or email for registration fee: support@dentalpracticesolutions.com or 888-816-1511 or 503-970-1122

2. **45 Day Hygiene Department Profits Program**
   b. Reg. $1,200 and today: $297

3. **Hygiene Depart 4-D’s: Videos and Ebooks**
   b. Reg. $65.00 and today: $45

4. **2 Continuing Care eBooks: Reactive, Reactive Your Patients and Increase Profits**
   b. Reg. $67.00 and today $37

5. **GET ALL 3 ABOVE (#’s 2-4): NOW ONLY $379**
   (45 Day Hygiene Department Profits Program, 4-Ds Videos and eBooks + continuing Care eBooks)
   b. Reg. $1,332.00 and today only $379.00

**NO COST STRATEGY CALL. $500USD Value**

Send in your hygiene department survey and/or go here to schedule a hygiene department health assessment: [https://www.timetrade.com/book/WTWJQ](https://www.timetrade.com/book/WTWJQ) or email 2 dates and times and we will confirm a time for your call.

**ADDITIONAL NOTES:**