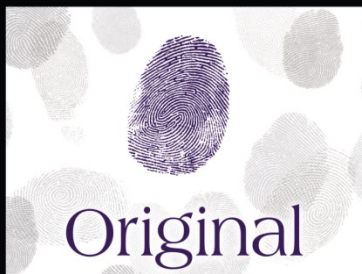
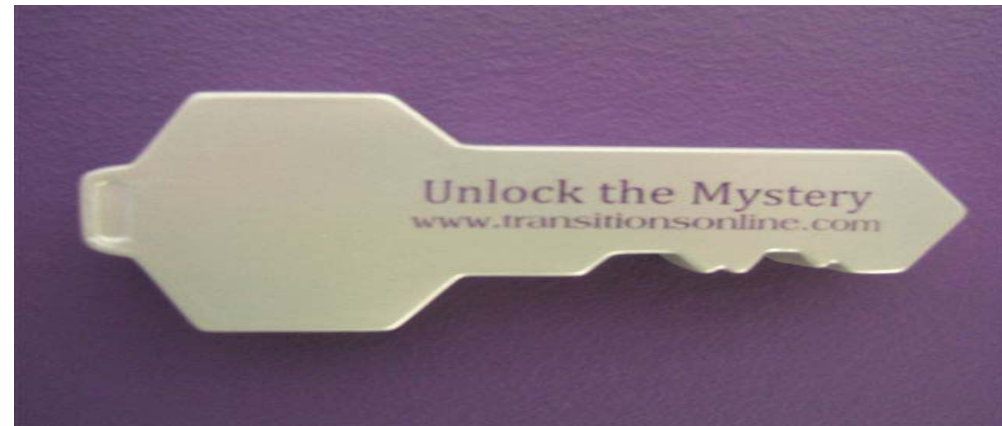




Dental Practice
Management Solutions

Unlock the Mystery
To
No Shows & Cancellations



Original

MODULES



Distinctive

WORKSHOPS



Exceptional

SPEAKING



Transitions
UNIVERSITY

VIRTUAL PROGRAMS



Accountable

COACHING




*Unlock the Mystery
To
No Shows & Cancellations*



 Original	 Distinctive	 Exceptional	 Transitions UNIVERSITY	 Accountable
MODULES	WORKSHOPS	SPEAKING	VIRTUAL PROGRAMS	COACHING




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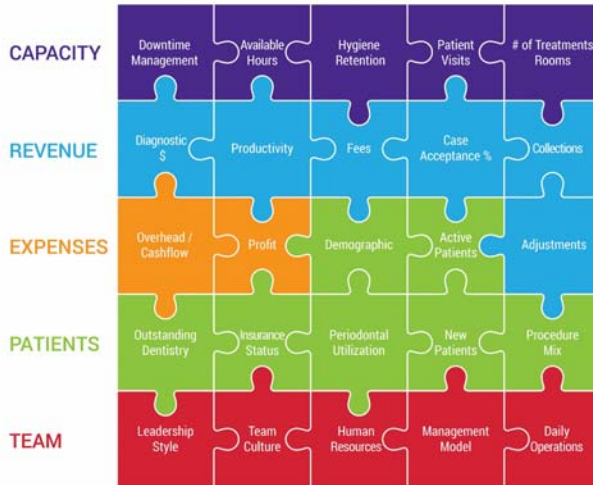
Some Background...



TGNA BUSINESS MODEL



YOUR DENTAL PRACTICE



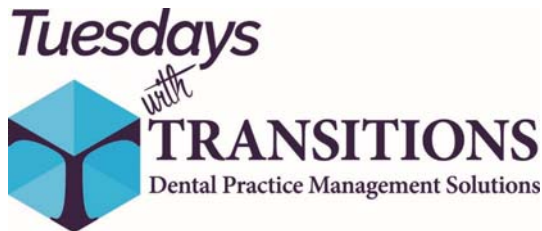
5 ENGINES

25 METRICS

MULTIPLE BUSINESS SYSTEMS

ALL INTEGRATED TO WORK TOGETHER

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Dental Practice
Management Solutions

Addressing the downtime

from....

'no shows'
and
'Cancellations'



Dental Practice
Management Solutions

What is Downtime?

Open chair time and provider time left
unscheduled in restorative and hygiene

Caused by:

- No Shows-fail without notice
- Last minute change--not filled
- Open Units—capacity demand

How is it Calculated?

Non Productive time / Available Hours
= % of downtime

i.e.

Available hours -8 pt. hours X 16 days per
month =128 hrs./month

Non productive time = 13 hours

(No Show-4 hrs, Cancellation-5 hrs, Open
units = 4 hrs)

****13 divided by 128= 10%****

Cost of Downtime?

- Average cost of adult hygiene visit with bitewings = \$150
- 2 hygienists averaging one 'no show' or 'cancellation' per day
- \$300 x 4 days/week = \$1200
- 4 weeks per month = \$4800
- 12 months per year = \$57,600



MONITOR YOUR DOWNTIME

Goal

- Hygiene --Less than 10% downtime
- Restorative -less than 5% downtime

So Why does it happen?

Lack of perceived Value

1. It's JUST a CLEANING
2. Every VISIT they tell me I need something more (crown of the year)
3. "They nag me".



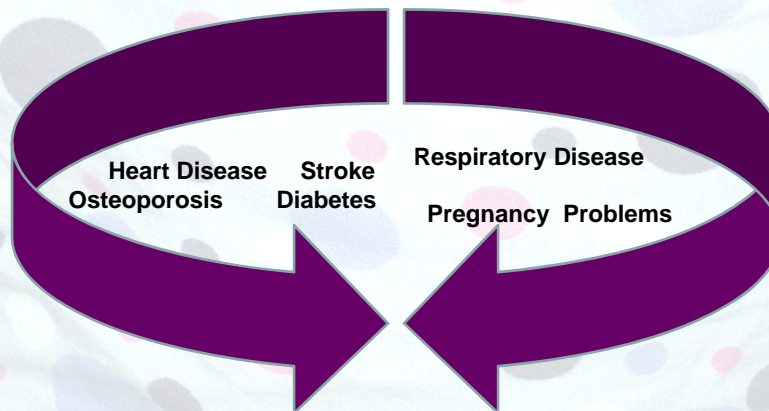
Why are Patients not Respecting your Time?

Are you educating your patient about their oral health?

Talk about the Systemic Link

'Oral health is the gateway to overall body wellness'

Mouth- Body Connection



HYGIENE STATUS

➤ ERASE the word "CLEANING"

Replace with ...

- ✓ HEALTHY '**CONTINUING CARE**'
- ✓ DISEASE '**GUM THERAPY**'
- ✓ MAINTENANCE '**PERIO MAINTENANCE**'

Disease and Maintenance

- "I Couldn't get you completed today"
 - "You need to come back every 3 months"
 - "I am not sure if your insurance will cover it"
- ✓ your oral health demands that more visits are required
 - ✓ Is 4 hrs/year a time commitment you could dedicate to your oral health?"
 - "what would work best for you is to schedule 1 hour every 12 weeks"
 - ✓ "we will do our best to maximize your benefits "

Transfer of Ownership

A patient will NOT say yes to a TX recommendation unless they perceive it as a solution to a problem they OWN

Erase....

I, we, us, our,
the

Replace with...

Partner, YOU,
YOUR, and
TOGETHER






Value add....

- Complimentary oral health aids; toothbrush, floss, dental pics, toothpaste
- Visit report card
- Intra-oral camera and pictures
- Assisted perio screening/probing
- Patient info- oral health/systemic link
- Brochures; whitening/implants etc.
- Marketing give aways

Chairside Laminate

Crest Oral-B

Stages of Periodontal Disease

	<p>Healthy</p> <ul style="list-style-type: none"> Firm, pink gingiva (gum) tissue No bleeding Pocket depths less than 3 mm
	<p>Gingivitis</p> <ul style="list-style-type: none"> Infection and inflammation of the gingiva Generalized bleeding Pocket depths less than 3 mm
	<p>Early Periodontal Disease</p> <ul style="list-style-type: none"> Chronic infection Bad breath, bad taste Pocket depths range from 3-4 mm
	<p>Moderate Periodontal Disease</p> <ul style="list-style-type: none"> Chronic infection Worse breath, worse taste Gingival recession Pocket depths range from 5-7 mm
	<p>Advanced Periodontal Disease</p> <ul style="list-style-type: none"> Chronic infection Severe destruction of periodontal structures Increased gingival recession, tooth mobility and infection Pocket depths of 8 mm or greater

Crest Oral-B
We mean business.





ORAL-HEALTH SOLUTIONS

Oral Health Assessment

Patient Name: _____
Date: _____

Stages of Periodontal Disease

Periodontal disease is one of the most common dental problems that adults face. The early stages usually don't cause any pain or discomfort, but if left untreated, it can lead to tooth loss and other major health issues. It's important to be aware of the symptoms of periodontal disease.

	<p>Healthy</p> <ul style="list-style-type: none"> Firm, pink gingiva (gum) tissue No bleeding Pocket depths less than 3 mm
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Your Oral Health Assessment

Based on the results of your full periodontal examination, your registered dentist, following hygiene therapy program.

Your Oral Health Level	Recommended Hygiene Therapy	Possible Risks of Lack of Treatment
<input checked="" type="checkbox"/> Healthy	Regular home appointments to ensure your infection and health is well in hand.	NA
<input type="checkbox"/> Gingivitis	Professional treatment required - 2 appointments for treatment of infection and disease control.	Remedial course Destruction of gum tissue and bone
<input type="checkbox"/> Early Periodontal Disease	3 appointments for treatment of infection and disease control.	Periodontal surgery
<input type="checkbox"/> Moderate Periodontal Disease	5 appointments for treatment of infection and disease control.	Tooth loss
<input type="checkbox"/> Advanced Periodontal Disease	10 appointments for treatment of infection and disease control.	Chronic gum infection and long-term damage to health (NA)

Crest Oral-B
We mean business.

Hygiene Exam – it's not "just a cleaning"

Today your Dental Hygiene appointment consisted of:

Examination

- Examining the health and function of the jaw joint
- Assessing the soft tissues around your mouth
- Looking for early signs of oral cancer
- Documenting the position of the teeth and bite
- Assessing the condition of any partials, denture, etc.
- Looking for the presence and stage of gum disease
- Assessing the condition of existing fillings, crown and bridge, etc.
- Assessing for new decay
- Assessing the condition of the dental pulp (middle of tooth)
- Looking for missing teeth
- Evaluating the growth and development of the teeth and jaw in children

Dental Hygiene Services (as required)

- Removing the soft and hard deposits from above and below the gumline
- Measuring the depth of the pockets around the teeth
- Selective polish
- A fluoride treatment
- Irrigation
- Oral hygiene instruction
- Nutritional counselling
- Radiographs
- Intra oral pictures
- Blood pressure monitoring



Additional Notes

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CANCELLATION POLICY

IT'S NOT JUST "OK"....



Develop a Clear Cancellation Policy

Policy Suggestions

- 2 business days NOT 48 hours
- Documented on all communication/ team verbalizes
- Posted in multiple locations in practice

Out of respect for other patients, 2 business days notice is required to change your reserved time.

Rescheduling

**Never let a patient off the phone
without a future
commitment.....EVER**

Consistency

**Constantly explain the
confirmation/courtesy
reminder process**

**A confirmation is different then a
reminder courtesy call**

Dental Advice

The appointment time you schedule is a commitment, not a suggestion.



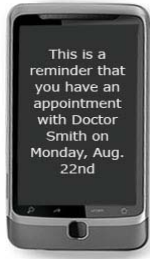
 *Kara RDH*

Alternative Choice

- Never ask “when would you like to come in?” or “Do you want to schedule that now?”

Instead

- Let them know when their procedure is available with two choices



Confirmation Calls

Are you reaching your patients?

Text messages per day per age group...

UNDER 18...**81**

18-34....**42**

35-54....**14**

OVER 55....**5**

USA TODAY, OCT 2010

➤ **2-4 weeks to Confirm**

- ✓ **Call with contact**
- ✓ **Email with reply**
- ✓ **Text with acknowledgment**

➤ **2 days--Courtesy Reminder Call**

Generational Preference

- **Traditionalist** **1925-1945**
- **Boomers** **1946-1965**
- **Gen X, Latchkey** **1966-1985**
- **Gen Y** **1986-2000**

Know your patients



A, B, C CLASSIFICATION

EVERY patient has an A, B or C attached to their name based on appointment history to customize verbal skills

Classifications

"A" Patient: Good patients - always arrives on time; gives proper notice for valid changes.

"B" Patient: Relatively good patients - sometimes misses an appointment, sick or forgotten.

"C" Patient: Three or more broken appointments, either a no-show or short-notice changes.
If we see them we believe them.

Pre schedule ALL patients



Clinical Area

Don't Ask "if" they want to??

***EVERY** patient who leaves the practice without their next visit costs the practice 2-3 hours of telephone tag chasing patients

When scheduling an appointment include detail for accuracy

- John Brown:
PFM crown #14 – insert Oct. 11, \$\$
- Jan White:
RC, perio charting, 4 bitewings

Do you audit your charts?



Protected time to call

- No show patients
- Patients who cancelled and were not rescheduled
- Quick call list of patients who can come in with little notice
- 'RC' due and overdue patients




**Make Financial
Arrangements
Before Services Are
Rendered**

Keys to Productive scheduling

- **Pre-blocking**
- **Proper delegation**
- **Ideally 10-minute increments for scheduling**
- **Room prepared before Doctor enters**
- **Expedient sterilization**
- **Not talking too much 80/20 rule**
- **Completing the 'scheduled' dentistry**
- **Ownership**

Patients deserve your attention!

- **No personal telephone calls during patient appointments**
- **Proper information in the appointment schedule**
- **Proper equipment and instruments**
- **Providing the hygiene evaluation at the doctor's convenience**
- **Scheduling longer appointments – doing more dentistry per appointment on fewer patients each day**



Have an Action Plan

- ☑ If it's Working –DO MORE OF IT
- ☑ If it's Not Working – DO SOMETHING DIFFERENT
- ☑ If You Don't Know if it Works – FIND OUT!!

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