

PROFITABLE HYGIENE

Hygiene Does NOT have to Become a
Loss Leader

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Founder + CEO, Inspired Hygiene



inspired*hygiene*

Since 2004

Impact + Results



OUR CLIENTS EXPERIENCE



- **37%** avg increase in monthly hygiene production
- **90%** average increase in Perio %
- **\$5K/mth** avg increase per hygienist

50% of **Hygiene Success** Happens
Outside the Hygiene Department

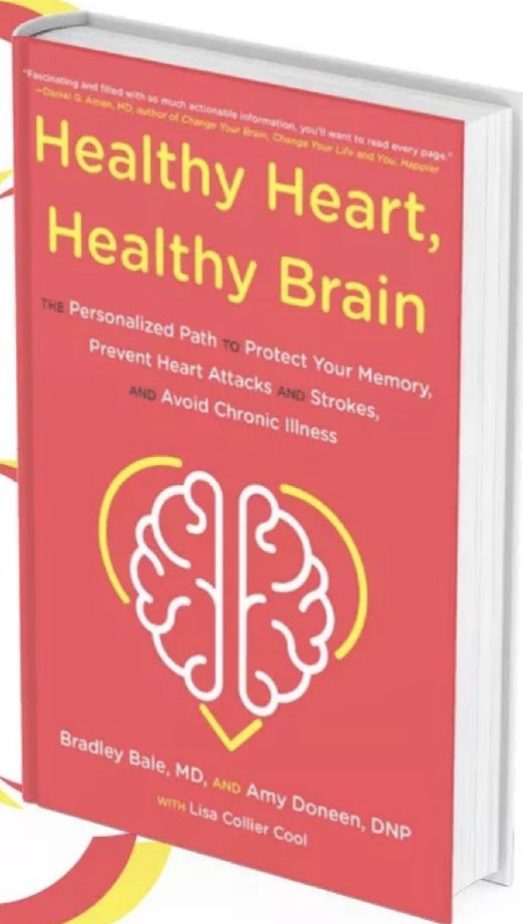
The other **50%**

- ✓ Strong clinical leader
- ✓ Schedule supports high quality care and profitability
- ✓ Full team support
- ✓ Invest in education + technology

The Hygiene Department Influences the **Future of Your Organization**

Loss Leader or **Legacy Leaver**

- ✓ Hygiene can be a profitable part of the practice
- ✓ Focus on improved patient outcomes rather than increased patient volume
- ✓ Take control of the hygiene schedule now
- ✓ Empower hygiene to move toward leaving a legacy of health and wellness in your community



Healthy Heart, Healthy Brain

by Bradley Bale, MD
and Amy Doneen, DNP
with Lisa Collier Cool

Boost your cardiovascular health,
optimize your mental strength,
and prevent and reverse arterial
disease with this personalized
plan from the founders of the
renowned Heart Attack & Stroke
Prevention Center.



STANDARD OF CARE

Above all else, **inspiring a strong commitment to outstanding care** is our goal at Inspired Hygiene. Nothing else can occur before we, as healthcare providers, make a commitment to seek knowledge and technology to improve our ability to serve our patients. This document will help you create a calibrated standard of care that the entire team will follow and utilize on a daily basis with every patient.

Hygiene Diagnostics

We commit to performing a complete periodontal examination and charting every ____ months on adult patients. For patients in Perio Maintenance, we will perform and record a complete perio evaluation every ____ months.

A complete perio evaluation includes recording of:

Pocket Depth, Bleeding, Furcation, Recession, Suppuration, Mobility.

Radiographs

_____ **bitewing x-rays** will be taken every ____ months with exceptions based on decay and periodontal disease risk.

Panoramic x-rays will be taken every ____ years or _____

Full mouth series x-rays will be taken ____ years or _____

Health History Update

Understanding our patients' overall health and risk factors allows us to communicate to our patients the link between their oral health and overall health.

Our patients will complete and sign a full new **health history questionnaire** every ____ months. We will update their health history at every visit and document changes in the chart.

We will perform a **blood pressure screening** at every hygiene visit. At a BP over _____, we will alert our patients to visit their physician for further screening.

At a BP over _____, we will send our patients directly to their physician's office and postpone dental treatment.

American Heart Association Hypertension Resources

<https://www.heart.org/en/health-topics/high-blood-pressure/high-blood-pressure-toolkit-resources>

Two-Doctor Boutique Practice **Doubles Perio%** and Achieves 10x ROI

95% increase | Perio %
442% increase | SRP
81% increase | Hyg Production

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30A SMILES

This coastal fee-for-service practice created an impressive 10x ROI by expanding and calibrating their hygiene team with Elevate coaching



2

doctors

4

hygienists

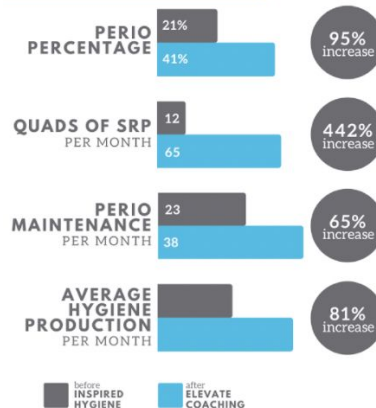
1

location

SS
**THANKS TO
INSPIRED HYGIENE,
WE HAVE EXCELLED
BEYOND OUR WILDEST
IMAGINATIONS**

-Dr. Hoppe, FL

THE RESULTS



TEAM TRANSFORMATION

Calibrated entire team's verbal skills to increase treatment acceptance of perio and restorative care

Refined their current perio program resulting in a dramatic increase in perio diagnosis and treatment

Increased demand for hygiene care resulting in the addition of a full-time hygienist

Elevated hygienists' confidence with restorative co-diagnosis with a streamlined approach to the hygiene-doctor handoff



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