

Motivating your Hygiene Department

The Challenge

Typical situation:

- Dentist understands PreViser value
- Hygienists already feel 'slammed' with existing responsibilities

What to do?

*It is not atypical for a dentist to understand how valuable PreViser could be to help increase Hygiene Department productivity and manageability, *and then to encounter implementation headwinds from their Hygienists who feel too pressed to do 'one more thing' during an examination. Frequently the dentist has little time to devote to managing through this problem, and doesn't like forcing change onto the Hygiene team in any case.
*So, what can be done?

What's at Stake

- The PreViser Practice Analysis Report (PAR) defines the care your patients need

Executive Summary

Based on the data you provided, your total adult patient population >29 years of 2939 patients are projected to exhibit the following combinations of risk and disease severity:

Score Range		Current Disease Score				total of risk category	% of risk category
		1-3	4-10	11-36	37-100		
Severity Category		Health - Gingivitis	Mild Periodontitis	Moderate Periodontitis	Severe Periodontitis		
Current Risk Score	1,2	1,134	781	118	0	2,033	69%
	3	17	134	311	8		
	4,5	0	17	302	118	437	15%
total of disease category		1,151	932	731	126		
% of disease category		39%	32%	25%	4%		

Patients sample size used to prepare this report:

350

The mean of all PreViser Risk Scores is:

2.07

The mean of all PreViser Disease Scores is:

12.28

Let's start with what is at stake. After all, if adopting PreViser doesn't significantly change clinical outcomes and practice productivity, perhaps it isn't worth forcing the issue. *The easiest way to determine the economic impacts of using PreViser to guide hygiene diagnosis and treatment planning is to start with a PreViser Practice Analysis Report. *Let's take a look at a typical PAR report to see what it can tell us about Hygiene opportunity. This is the data from a large practice in the NE, and in this case we used the first *350 adult PreViser assessments for periodontal disease, to describe the disease and risk characteristics for all *2,939 adult patients. *For example, this population indicates that 29% of adults have moderate to severe periodontal disease at different individual risk levels – which is a pretty typical number nationwide.

What's at Stake

From this distribution of disease risk and severity, we can estimate that your patients will require the following care over the next twelve months to optimize their periodontal health:

Quadrants of Scaling and Root Planning:	2,108
Prophylactic Appointments:	793
Surgical procedures, assumed to be performed by specialist:	347
Periodontal Maintenance Appointments:	4,230
Patients who may be considered for referral to a periodontist:	311
Full Time Equivalent Hygienists required for adult preventive care:	3.35
Full Time Equivalent Hygienists required for scaling & root planing:	1.46
Projected hours of review and management by dentist(s):	717
Projected gross revenue for non-surgical procedures:	\$1,392,884
Implied gross revenue per hour of dentist's time:	\$1,943
Implied revenue per hour of hygienist's time:	\$173

The information collected during a PreViser assessment includes probing depths and bleeding points. From this information, PreViser can calculate a great deal of useful information, which is about 95% accurate. *For example, we can calculate how many quadrants of SRP are needed to provide optimum care for each patient. *In addition, the PAR shows how many prophy appointments are needed for healthy patients based on their individual risk and disease levels, *how many perio maintenance appointments will be needed, *how many hygienists will be required to provide the care one's patients need, *what the maximum potential Hygiene Department revenue is based on the practice's reported rates of reimbursements, and finally * what the production value per hour of Hygienists' time would be if all patients received all of the care their objectively determined needs required.

One Possible Strategy

- Optimized production = \$173.00 per hygiene hour
- Subtract current production per hour - \$100.00 = \$73.00 per hour potential if all patients receive the care they need
- Offer hygiene staff percentage of increased productivity. Example – 25% = bonus of \$18.25 per hour

Some PreViser Dentists looking for ways to motivate their Hygienists have developed an interesting strategy. *They start with the revenue potential their PAR analysis indicates is achievable if all of their patients receive the care they really need. It's important to remember that this projection is based on real needs, not just some consultant's opinion that you should be doing more hygiene! A typical range for PreViser analyzed practices is between \$150 and \$225 per hour, so for now, let's use the practice just examined as an example - \$173 per hour. *Next, subtract current hygiene production per hour to arrive at the hygiene opportunity. *Finally offer the hygiene staff a % share of the increase in production that will result from using Previser to identify needs.

Why this Works

- Incentive is based not on just creating more revenue, but creating healthier patients.
- PreViser analysis will result in all patients with needs being identified
- Patient reports will increase compliance
- The Result? Patients get healthier, Hygienists professional status and compensation are elevated, and practice productivity takes a giant leap!

This strategy works for a very simple reason. * It is based on improving clinical outcomes, not just more money for the practice. * When PreViser is used on all patients as a standard of care in the practice, no one with needs are missed. * Because the PreViser reports give patients information they understand, their likelihood of accepting needed care goes up. * The result is positive for all participants – patients, hygienists, and of course, your practice.

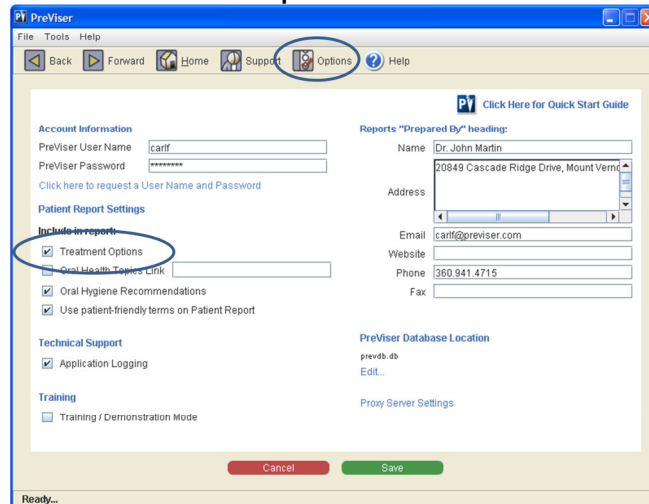
Baby Steps

- Create a hygiene evangelist
 - Educate
 - Have this hygienist PreViser assess all of her/his patients
- This hygienist then can transfer knowledge and experience to other team members

Sometimes, dentists will get their practices started with PreViser by taking a 'baby step' first before re-structuring compensation to encourage adoption. * This strategy is simple and easy to implement. Start with one hygienist in the practice, even a part timer, that is comfortable with change and technology. Work with PreViser to educate that hygienist – and frequently all this requires is asking that hygienist to view all of the PreViser training videos. Since the value to patients of PreViser analysis is easy to understand, this creates a fully informed hygienist. Ask her to PreViser assess all patients she sees, and *then use her experience to help other team members understand the benefits so they can get started with confidence.

Other Baby Steps

- Start using PreViser, but don't print reports with treatment options



There are other small steps you can take to get the PreViser process rolling. *Sometimes hygienists are wary of showing patients the treatment options on the reports – after all, what if they disagree with the recommendations? This is easy to address. *Just go to the 'Options' tab of the PreViser application, and *uncheck the 'Treatment Options' box.

Other Baby Steps

- Start using PreViser, but don't print reports with treatment options

The screenshot shows the PreViser application window with the following settings:

- Account Information:** PreViser User Name: cariff, PreViser Password: [masked]
- Patient Report Settings:**
 - Include in report:**
 - Treatment Options (highlighted with a red circle)
 - Oral Health Topics Link
 - Oral Hygiene Recommendations
 - Use patient-friendly terms on Patient Report
- Technical Support:**
 - Application Logging
- Training:**
 - Training / Demonstration Mode

Additional fields on the right include: Reports "Prepared By" heading: Name: Dr. John Martin, Address: 20849 Cascade Ridge Drive, Mount Vernon, WA, Email: cariff@previser.com, Phone: 360.941.4715, Fax: [empty].

Once this box is unchecked, the Patient reports will not include treatment recommendations. Later, when the hygiene team has experience with PreViser, they will find that their judgment almost always aligns with PreViser's on what treatments their patients need, and this feature can then be re-activated to get the full benefit the reports can have on influencing treatment acceptance.

Other Baby Steps

- View PreViser videos
- Schedule viewing a couple at each staff meeting
- Call PreViser with questions
- Ask PreViser for online training or web casts
- Encourage exploring the PreViser web site

*Another very effective small step that can be taken is to view PreViser's informational and training videos to help educate staff. * These videos can be viewed a couple at a time during scheduled staff meetings. This allows for interaction and questions between team members that can be addressed by the dentist, or * if desired, referred to PreViser for answer. We love to get questions, so we hope you will avail yourselves of our availability. *In addition, we have trained many dentist's staff through a combination of a conference call, video viewing or participation in a web cast. *Finally, encourage that your staff explore the PreViser web site. There are PreViser scientific papers, press reports and much, much more that will help your staff understand how important PreViser could be to your practice.

Summary

- Start with one hygienist to create a knowledge base in the practice
- Use this hygienist's experience to educate other hygiene team members
- Emphasize that PreViser use will result in healthier patients, and greater job satisfaction
- View videos, explore the PreViser web site
- Possibly start without treatment options on patient reports
- Have a PAR generated for your practice, and develop compensation strategies that allow hygienists to participate in optimizing patient health, and practice productivity

To summarize these simple steps, *start with a single hygienist *whose experience helps educate the other team members. *Be sure to emphasize that the reason for promoting the use of PreViser is to enhance the clinical outcomes for patients while elevating the professional status of the hygienist. *View to PreViser videos and explore the web site for scientific and other information. *If you feel it is necessary, start printing the patient reports without including treatment options. *Once the ball starts rolling and you have enough PreViser assessments done to have a PAR generated, use the hygiene department revenue potential to create incentive compensation programs for your team.

Thank You!

360.661.5763

That's it. While each practice is different and will face different challenges, the payoff is huge both for the practice, and for your patients and staff. PreViser would love to work with you to help drive adoption of this important technology in your practice. Just email us at support@previser.com, or call us for more information.