

EP.2 3 High-Level Services you Should Provide your Patients

What do you think of when you hear of High-Level Service?

- Don't assume it's a high-dollar service
- It's anything you do that creates value!

Intra-oral Camera

It is your best-selling tool! If the patient can see what you can see, that is half the battle of getting them to accept your treatment. It can actually help your patients to self-diagnose. So many offices have cameras, but they are not fully utilizing. The most common thing we hear is that they have cameras, but they are broken. Who is going to own getting the cameras fixed when they break! Our motto is that "if everyone owns it, no one owns it." How many cameras do you have? If everyone is sharing a camera then it is not going to be used on a regular basis. If you don't have one in every room, then set a production goal to hit and use the extra money to make the investment.

Adult Fluoride Varnish

Adults are more prone to decay with receding gums. We let insurance dictate what we recommend instead of following what the ADA classifies as low, moderate and high risk patients for decay. It's a huge benefit for the patient and a high-level service. On average, offices charge \$35 per application. At 75% acceptance, this is adding another \$40,000+ per hygienist per year with such a valuable service. We've got to get past "insurance doesn't cover it" and recommend what the patient needs. With the right verbal skills you can do anything!

Desensitizers

Using them on exposed root services can be a huge benefit. A lot of offices do not charge for this and you absolutely should charge! Patients really see the value if they are experiencing pain and you are able to help them with that. There are a lot of great products out there and with the air test you can show them instant relief.

Meet with your hygiene team and review what type of High-Level services you are providing and how they should be incorporated into your standard of care