

EP.7 Why You Should Incentivize Your Hygienist

It is so important that you incentivize your hygienists. Incentives will motivate your hygienists to achieve higher degrees of productivity.

If you want your hygienists to produce more, then you need to create an incentive plan that will reward them for their extra effort.

3 elements of a proper incentive plan:

1. It must be a win-win situation. What does that mean? Basically, you want to feel excited when handing your hygienist their incentive check, and they must be motivated by that dollar amount to produce more than they currently produce.
2. Hygiene incentives should ideally be based off of their individual collections. If you do not track collections, then 1. You should start right away! 2. You can incentivize them off of their adjusted production, assuming that you do not have a collections problem.
3. You need to have at least a 3-month history in order to create a proper incentive plan. Otherwise, you will be pulling numbers out of thin air.
4. Make sure your goals are a stretch but attainable or else your hygienists will not be motivated.

Come up with your incentive plan and make sure it makes sense before you roll it out to your team.