

EP.8 Hygiene: The Business within a Business

Besides the doctor, the hygienist is the only other provider in the practice.

A Hygiene Department should be producing at least 1/3 of total office production.

How do you get your hygienists to “own” their department?

1. Release the ownership of the department to your hygienist.
2. Provide the necessary tools to do it.
3. Hygienist track on a daily basis. (Only measuring tools for success.)
4. Invest in training them.
5. Must have the “business-partner mindset”.

Benefits:

1. Motivating for Hygienists.
2. Re-energizes hygienists who’ve been doing it for a while.
3. Takes Hygiene to the next level.

Releasing ownership to your hygienists can be difficult for some dentists, but the only way for the hygiene department to run on its own is to give them the tools to do it!