

## EP. 19 Do you have a vision statement for your hygiene department?

1. Your Team may have goals, but do they have a Vision?
2. You need a mission statement and a vision statement.
3. A Mission Statement is the purpose of your practice (or department) and its reason for existing. It is “present” based and answers the question, “what are we going to strive to provide every patient today?”
4. A Vision is “future” based. It is meant to inspire and give direction for the daily operations of the business.
5. Vision: Two essential components: 1) States where the business or department wants to be in the near future and 2) It must have a level of excitement and motivation to it.
6. While it’s important to create Mission and Vision statements, it is more important to take it to heart and aim to achieve it.
7. It should be well thought out and accompanied by a plan to answer how the vision will be reached.
8. A great tool to help you come up with your vision statement is to have your hygienists answer a few questions. Why you do what you do everyday? What do you love most about what you do? Where do you want to see your department in one year? Five years? Use this as a guideline to create a vision statement that means something and truly reflects your team-- not just a fluffy, wordy statement with not substance.
9. Remember the Benchmarks for a Profitable Hygiene Department. (75% tx diagnosed out of hygiene, downtime 5% or less, 25-40% perio codes, Hyg. produce 3X’s their salary, 33% of overall production.)
10. Profit is not a bad word, and likely if your practice is profitable, it means that your team is relating to patients in a positive way that has treatment plans being accepted and patients showing up for appointments.
11. The Vision should be a means for making the Benchmarks happen.

Get together with your team and create your Vision Statement! It may take time to develop but get the ball rolling.