

EP. 26 3 Ways to Grow Your Hygiene Department

There are three key areas that any business must focus on in order to be successful. Since your Hygiene Department is a “business within the business,” you must always focus on these three key areas to be profitable.

Here are the 3 Ways to Grow Your Hygiene Department:

- 1. Increase New Patients** - You will never increase hygiene hours if you never increase new patients. If your new patient numbers have remained the same over the years, then your hygiene department will remain the same as well.
- 2. Increase Frequency of Purchase** – How often a patient comes into your practice has a huge impact on your hygiene numbers. The more often they return, the more value is created, and the less likely they will be to cancel.
- 3. Increase size of purchase** – The amount that your patient invests at each visit can greatly affect your bottom number. Listen to your patients to know what the demand is and start offering it!

Oil change analogy – Business sign out front to increase new patients – We welcome New Customers! 20-Minute Oil Change. They check your filters and recommend a new air filter to increase size of purchase. Then, they put a sticker to get you back in for another oil change to increase frequency of purchase.

If your hygiene department has remained the same over the last several years, it’s time to put focus on these 3 areas of your practice.