

EP. 41 Are You Underutilizing Desensitizers in Your Practice?

Many offices are underutilizing desensitizers in their practice. Others are using them and not charging out for them. Are you filing codes for desensitizers in your practice? This valuable product can bring in thousands of dollars and provide great relief to your patients.

Fact: 75% of the general population has some form of sensitivity over their lifetime.

If you provide relief to your patient's sensitive areas, it will create so much value! Patients are happy to pay for a product that will give them instant relief. You can apply the air/water syringe test and show them chairside how fast the product works.

Common Desensitizers:

- Varnish and fluoride toothpaste. Combine with other in-office applications to get the best benefits.
- Gluma – Can easily be applied in the room. Be careful not to use too much!
- Brush and Bond – Need a curing light. Sometimes the patients feel there is more value created when a curing light is involved in the process. Of course, you need to have a curing light accessible to use this product.

If you don't have a curing light in the hygiene room, you may want to choose a product that does not require curing. On the flip side, if you really see the value in using the curing light, then make a business plan to invest in one and pay it off.

If you charged \$25/quadrant and applied desensitizers to one patient a day to all quads, that's an extra \$100/day. This really adds up over time and provides a great benefit to the patient!

Decide what fees make the most sense for your practice, which products you are going to use, and how you are going to present desensitizers to your patients. Remember – if you are giving it away, the patient does not value it!