

EP. 66 How to Win a Million Dollars

If you are serious about growing your hygiene department, you have to track. In this episode, we discuss why and what to track to hit your goals.

First and foremost, set a daily goal and track your clinical production numbers.

How to begin? Each day track your numbers.

1. **Daily Production** – total charges for each patient, choosing whether or not to include exams is your option. If the charges were incurred in the treatment room you are working in, you could include that number. Example: \$1,840/day
2. **Number of Hours** – How many hours did it take to provide the daily production? You can divide production by hours and have an estimate of your hourly production. Example: \$1,840 divided by 8 hours is a \$230 hourly estimated production.
3. **Patients Treated** – How many patients did you treat in your treatment room? Example: \$1,840 divided by 10 patients is a \$184 estimated per patient production.
4. **New Patients Treated** – this number is reflective of your contribution to building the practice.
5. **'No-Shows' or 'Cancellations'** – If you had two hours empty in your schedule, you know that the lost production was approximately \$460 (2 hours X \$240 hourly estimated production).

These metrics can assist with decision-making process knowing how you could make your treatment room more productive. If you are a client, schedule your next hygiene training for access to the FLOSS (Finding Lost Opportunity Stat System) to make tracking easy!

Meet with your team and discuss what things you should be tracking. Remember – anything you want to go up, you need to track. It is your only measuring tool for success!