

## EP. 70 Interview with Tracking Expert, Michelle Spates

In this episode, we talk to one of our favorite hygienists, Michelle Spates, and learn how she was able to implement a detailed tracking system, motivate her team, and overcome self-doubt.

### **Q. Tell us a little bit about your practice.**

A. I work for Dr. Burton Gooch in Birmingham, Alabama. He just passed his 10-year anniversary and he took us to Pappadeaux's and we had an engagement party. We all got engagement rings to be engaged in the practice. When I started, I was hired as the third hygienist. They barely needed me. Now we are considering a fifth hygienist.

### **Q. What are some of the changes you've seen since you started with Dr. Gooch?**

A. I already knew a little bit about Scheduling Institute before I started with Dr. Gooch. I loved the idea of being patient-focused and being able to improve the practice. Since I've started, there has been a lot of changes in how we do things. The Recare, Retention and Reactivation training was huge and did a lot for us. The Profitable Perio changed the way we presented perio to our patients. We started seeing numbers grow with the way we track things. We track everything.

### **Q. Is everyone using the tracking to grow?**

A. We actually created a scorecard on a google sheet. We have the entire practice on one google sheet. You can see where you are supposed to be versus where you are actual at. The visual aspect of where you need to do better.

### **Q. Do you track on a daily basis or monthly basis?**

A. We track daily, weekly, monthly, and yearly. I send out weekly emails to the hygiene team that lets them know where we are at, where we want to be, and let's work on this specific spot. I'm also working on grab bags for reaching daily goals.

### **Q. What are you focusing on right now in your hygiene department?**

A. We are super zoned-in on the new gingivitis code and the products they need at home. The hygienists are just afraid of the patient saying no, but if you tell the patient what will make them their absolute best, you will never be afraid to recommend a product.

### **Q. What are some of your favorite products?**

A. Peridex is everything! I like to call it Neosporin for the mouth. It kills it all. Another one is Prevident. I personally use the in-office fluoride varnish and the Prevident and my cavities have gone way down.

## **EP. 70** Interview with Tracking Expert, **Michelle Spates** *(cont'd)*

### **Q. Do you have any words of advice for our listeners?**

A. My biggest weakness was having confidence. It's not really so much for the team leaders as it is for the doctors who relay how much they need the team leader. When Dr. Gooch sat me down and told me the reasons why he wanted me to be the team leader, I was like "you see all that stuff in me?" It built confidence up in me to know that these are the things that he admires about me and these are things that I need to instill in my team. Everything that I've learned in the practice, I've also taken home and implemented. I've seen my family get stronger through that.

We loved talking to Michelle and learning how tracking has made a big difference in her practice. Do you have a system for tracking on a daily, weekly, monthly, and yearly basis?