

## EP. 71 How to Increase Production to Meet your Goals

Ideally, hygiene department production should be about one third of overall production. First, you need to figure where your department stands. If you find that your team is producing much less than that, make a plan to ramp up to get to one third. This will take time, in fact it could take a couple of years or more, depending on what needs to be done.

Sometimes it may mean that major changes need to be made within the practice, such as hiring additional hygienists. There are many things that you and your team can do to increase your production.

### How to Increase Production:

- 1. Set a goal.** This could be a hygiene department goal and an individual goal. If you find that you are only at 20% of the overall production, consider setting a goal to get to 25% in order to ramp up to the 33-35%. Goals should be SMART—Specific, Measurable, Attainable, Realistic, and Time-bound. Set goals that are reasonable, but that urge you to push yourself. Then break the number you are reaching for into monthly, weekly, even hourly goals—whatever makes it easier to focus on.
- 2. Track your goals every day.** If you don't know where you are statistically, you won't know your progress, whether good or bad.
- 3. Prepare.** Reaching a goal cannot be like a New Year's Resolution—it can't be a wish that is forgotten within the first month. Do a chart audit every day. What does each patient on your schedule need? Are there additional services that you could offer? Are x-rays up to date? Has the patient put off active perio therapy? What intraoral pictures can you take to have the patient buy-in?
- 4. Track openings.** It's hard to reach goals with open chair time. What can you do about that? For one, this should be your priority in down time. There's only so much stocking your room needs, so work with your hygiene coordinator and/or that front desk to work the recare system. As a trusted care provider, you may be able to say something to your patient to have them return that someone else may not. Also, if your retention is low, focus on the value you create, a high level of customer service and building relationships with your patients to increase loyalty.
- 5. Track your treatment acceptance.** If what you are saying and doing now doesn't seem to be working, make a change. Could you have said something in a different or better way to get a different result? Could you have used chairside tools or information to get buy-in? Over sixty percent of treatment on the doctor's book should have come thru hygiene. That means that the patient should have heard your concerns and recommendations long before the doctor comes in for the evaluation.

## **EP. 71** How to Increase Production to Meet your Goals *(cont'd)*

These are just a few things you can do to see your production numbers go up. It takes a conscious effort on your part to see the change. Start taking control of your goals today!