

## **EP. 73** Shannon Vogds on the Importance of Individual Tracking

We sat down with Shannon Vogds, Hygiene Team Leader, and talked about how individual tracking and having someone own the recare has made a huge impact on their hygiene numbers.

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

A. We are in Ripon, Wisconsin, which is a smaller town. I don't actually live in Ripon. I live about 30 minutes away in a bigger city. I think the population is 5 or 6,000. We started with 5X 6 years ago about the time I started. Dr. Cris Johnson is the owner of the practice and we have grown tremendously. It's been kind of cool that I've been there to see the growth since joining 5X.

**Q. What did the Hygiene Department look like when you started and what does it look like now?**

A. Oh gosh! So different. We were doing some things, like recommending fluoride and anterior pa's. The simple things like that but focusing on numbers not so much. We certainly did perio, but there was a lot of doing AP's instead of doing PM's. Pushing us to do what we should be doing. It's changed a lot!

**Q. Have you grown your team?**

A. We have an associate, an orthodontist. There were 3 hygienists when I started and now we have 5, working on number 6.

**Q. What are some things you've implemented that's helped you hit these big numbers?**

A. Perio and fluoride treatments. We do a lot of Sonicare and Waterpiks. The cordless Waterpik has been great for patient acceptance. We started the gingivitis code. A lot of educational videos. And tracking has been huge! We track our own numbers.

**Q. What are some huge successes you've had?**

A. March was our biggest month ever. Our big year goal, we went over that by \$23,000. We crushed it! Next Wednesday the entire team gets 30 minute massages.

**Q. Can you put your finger on anything that made March a better month?**

A. I honestly think because we are tracking our own individual numbers. We also have someone in charge of the hygiene schedule now. Without her, it would not happen. We could tell if she wasn't there and had a day off. She keeps our schedules full all the time.

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### **Q. Any advice you could give to listeners to grow your team?**

A. I've only been a team leader since June, and I'm still working on my confidence. I think believing in your team and being energetic. Realizing that being a leader is a process. You can't just say you're a leader and be a leader.

### **Q. Are you on track to hit your Big Year goal?**

A. We need an associate so that's been holding us back. Hygiene is nearly on track! We are on track for new patients.

Shannon had some great advice on having your hygienists track their individual numbers. Do your hygienists track their individual numbers?