

EP.3 TRACKING: WHY IS IT SO IMPORTANT?

Everyone's favorite topic, tracking! We always talk about it, but why exactly is it so important?

What does tracking actually show us?

- Facts over feelings.
 - Meaning, we may 'feel' like we have a high perio acceptance, but we don't truly know until we track that statistic.
- Allows the clinician to always be patient centric.
 - When we see the numbers increase, we know more patients are accepting the treatment and quality care they need and deserve.
- Where you currently stand and what you're aiming for.
 - 'If you aim at nothing, you will hit it every time'
- Reduces burnt out.
 - When you start to visually see the progress made for your patient and practice, it brings back our passion of helping others.

What do the numbers even mean and what is the payoff behind it all?

- The why behind your what, guides to the payoff behind it all.
 - Allow yourself to dig deeper than just a paycheck.
- How many lives did you truly change/touch?
- Keeps you intentional, focused, and accountable
- Allows you to change/improve presentation to your patients

Utilize your stats at each morning huddle.

- This is the best time to keep everyone up to date with where you are.
 - Understand the Gap for the office, department, and yourself.
- Daily goals allow for redirection- Growth/consistency
- Is the needle moving towards the big picture?

Recommended hygiene department areas to track:

- Production
- Collections
- Individual adjunct services