

EP.4 IT'S NOT 'JUST A CLEANING!'

As a profession, we're constantly devaluing ourselves by calling what we do 'just a cleaning.' Although there is a "professional cleaning" preformed during the hygiene visit, we know as health care providers that we've accomplished so much more for our patients. So how are you creating value for what you do in your practice? Below are some key points that were discussed in this podcast.

- Not just offering things insurance covers.
 - We have to stop standing in our way by assuming that a patient won't accept a service or treatment just because their insurance doesn't cover it.
 - It's not up to us whether or not their insurance covers however, it is our obligation to offer what they need and can benefit from.
- Change your mindset as a hygienist and have confidence when discussing any service or treatment with a patient!
- Don't let these be your barriers: "I don't have time..." or "**the patient** isn't going to pay for that".
 - If you truly feel that is the case, offer solutions to your doctor or team lead.
- Over deliver: How are you different than other practices?
 - Dental hygiene diagnosis – prepare and educate prior to Doctor coming in room
 - Checklists and transfer the info to the patient
 - Education: intraoral camera 1 pic every time

Ask yourself:

- Why do our patients deserve the services we are offering?
- What is Co-discovery and what are tools are we utilizing to accomplish this?
 - How am I getting my patients to see value in the services or treatment that is being offered?

Investing in yourself and career development: What are you and your team doing beyond your required CE credits?

- How can we provide more for our department?
 - What are you listening to or reading that will not only improve yourself, but your department as well?
- Have a training every 90 days
 - **this can be** as a department or an entire team.
- Having monthly meetings as a department.
 - Take this time to make sure that everyone is on the same page.
 - Utilize individual team members strengths to coach/train the team on a certain product or verbiage.