

# Growing Your Hygiene Department by Enhancing Periodontal Care.

Treat healthier patients.  
Enjoy heartier practice wealth.

## Enlighten Your Patients

Serving your patients at the highest level of care requires an ability to diagnose, educate, treat and code periodontal disease accurately and proficiently. With this philosophy in mind, you will incorporate management strategies for diagnosing periodontal disease, effective treatment planning and collaborative patient education in order to improve the overall health of your patients while increasing your economic growth potential.

## Learn and Implement

We work directly with you and your team, to:

- Develop a customized periodontal therapy program for your practice
- Enhance the hygienists' role as trusted advisors and educators for oral care
- Utilize proven methods for identifying the systemic link between medical and dental health, identifying the risk factors tied to both
- Provide training on the evidence-based protocol for use of systemic antibiotics, site-specific antibiotics and rinses
- Increase value for your clinical care as you integrate the periodontal needs of your patients
- Involve the entire team in the specific skills and mindset necessary to present ideal oral health care options to patients in order to increase recommended periodontal treatment acceptance
- Master documentation, appointment planning, coding and fees related to periodontal therapy

## Our Comprehensive Approach

Prior to the onsite visit, your Mercer Advisors Certified Practice Analyst/Licensed Hygienist will conduct separate clarification calls with you and each hygienist. For our 360° Planning® clients, the analyst also meets with your practice consultant to review practice progress and challenge areas from the consultant's point of view.

The **Enhancement Series** consulting modules address various topics focused on further developing your practice in order to reach your goals.

Attracting New Patients Using the Internet

§ **Growing Your Hygiene Department by Enhancing Periodontal Care**

Integrating a New Associate Successfully

**16 CE CREDITS**

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**Format: 3-day onsite consulting module**

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**MERCER**  
ADVISORS™

The analyst will spend three consecutive days at your practice, coaching you on methods for identifying, diagnosing and treating periodontal disease. The analyst, also a licensed hygienist, will also provide one-on-one treatment plan training for your hygienist(s).

The analyst begins by observing the practice in motion and assessing current systems, then meets one-on-one with the doctor and associate to clarify established goals and objectives for the visit. The balance of the visit is spent introducing strategies, conducting training, facilitating discussions and feedback sessions, all the while providing hands-on group and individual coaching.

The visit concludes with training on methods for tracking your strategy effectiveness through the measurement of behaviors. The training also covers best practices for analyzing this data to determine if any course-correction is needed in order to achieve your vision.

### Your Expert Tool Box

To assist you in effecting positive and meaningful change within your practice, you will receive the following customized support tools, designed specifically to reinforce your implementation of a successful and satisfying growth initiative:

- A written vision for success to drive the strategies introduced, build team alignment and gain consensus
- Strategy workbooks, step-by-step guides and sample language scripts for reference as you implement your new strategies
- A detailed Implementation Report of the visit, which includes a summary of actions taken and decisions made, a recap of the onsite visit and future recommendations for achieving your vision
- Two follow-up consulting calls\* to support the strategies learned and the coaching received during the onsite visit

*\*Mercer Advisors 360° Planning clients receive on-going coaching as part of their web-based sessions with their Practice Consultant.*

## Needed: Life-Long Supportive Periodontal Care

Periodontal disease has been cited as the number one cause of tooth loss — yet reports indicate that only 3–4% of patients receive proper diagnosis or treatment.<sup>†</sup>

<sup>†</sup>CDC and Delta Dental of New England statistics, 2006.