

## **PRACTICAL CLINICAL COURSES**

*A Service of the Gordon J. Christensen  
Career Development Program*

### **V4700**

## **Top Ten Revenue-Producing Expanded Functions**

Gordon J. Christensen, DDS, MSD, PhD

#### **Materials Included:**

C.E. Instruction Sheet  
Products List  
Clinicians Responsible  
Goals & Objectives  
Overview  
Supplemental Materials  
AGD Post-Test

**Gordon J. Christensen**  
**PRACTICAL CLINICAL COURSES**

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Gordon J. Christensen  
**PRACTICAL CLINICAL COURSES**  
*Sources of Products Discussed in*  
**V4700 Top Ten Revenue-Producing Expanded Functions**  
Presented by: Gordon J. Christensen, DDS, MSD, PhD

1. **ATRIDOX (doxycycline hyclate)**  
Den-Mat Holdings, LLC  
1017 West Central Avenue  
Lompoc, CA 93436-2701  
(800)433-6628  
(805)347-7990  
[www.denmat.com](http://www.denmat.com)
2. **G5 All-Purpose Desensitizer**  
CLINICIAN'S CHOICE  
Dental Products, Inc.  
P.O. Box 1706  
New Milford, CT 06776  
(800)265-3444  
[www.clinicianschoice.com](http://www.clinicianschoice.com)
3. **GLUMA Desensitizer**  
Kulzer North America  
4315 South Lafayette Blvd.  
South Bend, IN 46614  
(800)431-1785  
(574)291-0661  
[www.kulzerus.com](http://www.kulzerus.com)
4. **Glu/Sense**  
Centrix, Inc.  
770 River Road  
Shelton, CT 06484  
(800)235-5862  
(203)929-5582  
[www.centrixdental.com](http://www.centrixdental.com)
5. **MicroPrime Desensitizer**  
Zest Dental Solutions  
2875 Loker Avenue East  
Carlsbad, CA 92010  
(800)262-2310  
(442)244-4835  
[www.zestdent.com](http://www.zestdent.com)
6. **Mouthguard Laboratory:  
Dentsply Sirona Orthodontics**  
7290 26<sup>th</sup> Court East  
Sarasota, FL 34243  
(800)883-8733  
(941)554-5250  
[www.essix.com](http://www.essix.com)
7. **Mouthguard Laboratory:  
Glidewell Laboratories**  
4141 MacArthur Blvd.  
Newport Beach, CA 92660  
(800)854-7256  
(949)440-2600  
[www.glidewelldental.com](http://www.glidewelldental.com)
8. **Mouthguard Laboratory:  
Great Lakes Dental  
Technologies**  
200 Cooper Avenue  
Tonawanda, NY 14150  
(800)828-7626  
(716)871-1161  
[www.greatlakesdentaltech.com](http://www.greatlakesdentaltech.com)
9. **Mouthguard Laboratory:  
NDX Keller**  
160 Larkin Williams Industrial Ct  
Fenton, MO 63026  
(800)325-3056  
(636)600-4200  
[www.nationaldentex.com](http://www.nationaldentex.com)
10. **Mouthguard Laboratory:  
Space Maintainers Laboratory**  
9129 Lurline Avenue  
Chatsworth, CA 91311  
(800)423-3270  
(818)998-7460  
[www.smlglobal.com](http://www.smlglobal.com)
11. **Mouthguard Laboratory:  
Sportsguard Lab (BIOguard)**  
821 West Main Street  
Kent, OH 44240  
(330)673-6932  
[www.sportsguard.com](http://www.sportsguard.com)
12. **Opalescence Go**  
Ultradent Products, Inc.  
505 West 10200 South  
South Jordan, UT 84095  
(888)230-1420  
(801)572-4200  
[www.ultradent.com](http://www.ultradent.com)
13. **Preppies**  
Whip Mix Corporation  
361 Farmington Avenue  
Louisville, KY 40209  
(800)626-5651  
(502)637-1451  
[www.whipmix.com](http://www.whipmix.com)
14. **PreviDent 5000 Gel**  
Colgate Oral Pharmaceuticals  
300 Park Avenue  
New York, NY 10022  
(800)226-5428  
(212)310-2000  
[www.colgateprofessional.com](http://www.colgateprofessional.com)
15. **Prophy Jet**  
Dentsply Sirona USA  
13320 Ballantyne Corporate Pl  
Charlotte, NC 28277  
(844)848-0137  
(717)845-7511  
[www.dentsplysirona.com](http://www.dentsplysirona.com)

16. **Snap-Stone**

Whip Mix Corporation  
361 Farmington Avenue  
Louisville, KY 40209  
(800)626-5651  
(502)637-1451  
[www.whipmix.com](http://www.whipmix.com)

17. **TEETHMATE DESENSITIZER**

Kuraray America, Inc.  
Dental Division  
33 Maiden Lane, Ste 600-D  
New York, NY 10038  
(800)879-1676  
(212)986-2230  
[www.kuraraydental.com](http://www.kuraraydental.com)

18. **VarnishAmerica Natural Varnish**

Plak Smacker  
2260 Wendt Street  
Algonquin, IL 60102  
(800)558-6684  
[www.plaksmacker.com](http://www.plaksmacker.com)

***Product names, the products themselves, and company names change rapidly. Please contact the companies shown to confirm current information.***

**Gordon J. Christensen Practical Clinical Courses, 3707 North Canyon Road, Suite 3D, Provo, UT 84604  
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## PROGRAM

### **V4700 Top Ten Revenue-Producing Expanded Functions**

#### CLINICIAN RESPONSIBLE:

**Gordon J. Christensen, DDS, MSD, PhD**

*Founder and CEO, Practical Clinical Courses  
Senior Consultant & Previous CEO, CR Foundation  
Practicing Prosthodontist, Provo, Utah*

#### GOALS & OBJECTIVES

At the completion of this video presentation, viewers should be able to:

1. List and discuss two major reasons for the decrease in dentist NET revenue.
2. Discuss dentist income at this time compared to pre-Great Recession.
3. List the members of the dental "perfect team."
4. Identify the team members to receive delegated clinical responsibilities.
5. Discuss how to decide on what procedures to delegate.
6. Discuss how to determine which employee gets a specific task.
7. List the ten procedures discussed in this video.
8. Discuss how to educate your staff to the new procedures.
9. Describe the auxiliary-oriented diagnostic appointment.
10. Describe the occlusal splint technique.
11. Discuss use of local antibiotics for periodontal disease.
12. Describe treatment of snoring.
13. List and describe desensitizing external tooth sensitivity.
14. Discuss the many methods of topical fluoride application and specifically varnishes.
15. Discuss the need for athletic mouthguards and the technique shown in this presentation.
16. Describe use of the Ultradent Product's "Go" bleaching concept.
17. Describe a proven method to place sealants.
18. Discuss the service increase in a practice willing to allow expanded auxiliary functions.
19. Discuss the revenue increase in a practice willing to allow expanded auxiliary functions.
20. Predict what expanding staff clinical tasks will do for your practice.

## OVERVIEW

### **V4700 Top Ten Revenue-Producing Expanded Functions**

Dentist gross income has increased since the Great Recession, but NET revenue is at the level adjusted for inflation of over 20 years ago. The major reasons are reduced third-party payment reimbursements and the growth of corporate dentistry. One of the only ways to reduce this financial challenge is to increase the amount of services provided, thus increasing gross and net revenue. The following topics are included in this presentation:

- Reasons for the stagnation of dentist NET revenue
- Dentist income at this time
- Members of the dentistry “perfect team”
- What clinical procedures to delegate to staff
- Determining to whom to delegate tasks
- Ten delegatable procedures included in this presentation
- Educating your staff on the procedures to be delegated
- The auxiliary-oriented diagnostic appointment
- The occlusal splint procedure
- Local antibiotics for periodontal disease areas
- Treating snoring and detecting sleep apnea
- Desensitizing external tooth sensitivity
- Topical fluoride using fluoride-containing varnish
- Athletic mouthguards
- Sealants
- Service increase potential
- Revenue increase potential

## SUPPLEMENTAL MATERIALS

### **V4700 Top Ten Revenue-Producing Expanded Functions**

1. Christensen GJ. Increasing Patient Service by Effective Use of Dental Hygienists, J Am Dent Assoc. September 1995; 126 (9), pp. 1291-1294.
2. Christensen, GJ. Ask Dr. Christensen: Expanding the role of dental hygienists; Use of amalgam in spite of patient disapproval. Dental Economics. September 2006; 96(9): 120-1.
3. Christensen GJ, Child PL Jr. What has happened to Dental Assisting? DentalTown. 2011 Nov;12(11):24, 26, 28, 30.
4. Christensen GJ. Ask Dr. Christensen: 4-handed and 6-handed dental assisting. Dental Economics. June 2011; 101(6): 66-70.
5. Christensen GJ. Ask Dr. Christensen: We already have the perfect team. Dental Economics. 2018 Aug;108(8)82-4.
6. Christensen GJ. Ask Dr. Christensen: Educating staff for practice efficiency. Dental Economics. 2018 Jan;108(1)68-70.
7. Christensen GJ. Ask Dr. Christensen: How do you encourage staff to take responsibility? Dental Economics. 2017 Dec;107(12)63-4.
8. Christensen GJ. Ask Dr. Christensen: Simple methods to increase service to patients and revenue. Dental Economics. 2015 May;105(5):84-5.
9. Darling BG, Kanellis MJ, McKernan SC, Damiano PC. Potential utilization of expanded function dental auxiliaries to place restoratives. J Public Health Dent. 2015 Spring;75(2):163-8. doi: 10.1111/jphd.12089. Epub 2015 Mar 10.
10. Christensen GJ. Ask Dr. Christensen: Increasing staff functions to improve practice productivity. Dental Economics. 2014 Sep;104(9)24-8.
11. Beazoglou TJ, Chen L, Lazar VF, Brown LJ, Ray SC, Heffley DR, Berg R, Bailit HL. Expanded function allied dental personnel and dental practice productivity and efficiency. J Dent Educ. 2012 Aug;76(8):1054-60.
12. Guay AH, Lazar V. Increasing productivity in dental practice: the role of ancillary personnel. J Am Coll Dent. 2012 Spring;79(1):11-7.

## POST-TEST

### **V4700 Top Ten Revenue-Producing Expanded Functions**

1. Two major reasons for the decrease in dentist NET revenue are:
  - a. decrease in dental fees and decreased third-party payments.
  - b. decrease in dental fees and increased corporate dentistry.
  - c. decreased third-party payments and increase in corporate dentistry.
  - d. increase in corporate dentistry and decrease in patient oral disease.
  
2. The dentistry “perfect team” includes:
  - a. distributors.
  - b. manufacturers.
  - c. dentists.
  - d. all of the above.
  
3. Procedures to be delegated should be:
  - a. the dentist’s decision.
  - b. the staff member’s decision.
  - c. the suggestions of dental distributors.
  - d. the decision of the dentist and the staff.
  
4. Deciding what task to delegate to whom should be:
  - a. a random assignment.
  - b. the staff member’s decision.
  - c. the decision of the individual staff member and the dentist.
  - d. the dentist’s decision.
  
5. Educating staff to assume new responsibilities usually requires:
  - a. courses.
  - b. reading.
  - c. internet information.
  - d. all of the above.
  
6. The auxiliary-oriented diagnostic appointment:
  - a. is expensive.
  - b. requires about 3 hours.
  - c. always includes a prophylaxis.
  - d. none of the above.
  
7. Periodontal locally applied antibiotics:
  - a. are necessary for most patients.
  - b. are indicated for all periodontal pockets over 5mm.
  - c. are indicated for pockets that have not responded to scaling and root planing.
  - d. are inexpensive.



**POST-TEST (CONT'D)**

**V4700 Top Ten Revenue-Producing Expanded Functions**

- 8. A preventive appointment:
  - a. is usually about 30 minutes.
  - b. includes fluoride varnish.
  - c. does not require casts.
  - d. must be repeated on an annual basis.
  
- 9. Snoring treatment and sleep apnea detection require:
  - a. a team of three.
  - b. an at-home sleep test or a sleep test in a sleep clinic.
  - c. observation of occlusal factors to assist in selection of the correct appliance.
  - d. all of the above.
  
- 10. Mouthguards as promoted in this presentation:
  - a. must be made in a dental lab.
  - b. use pressure and heat to form the guard.
  - c. use vacuum to form the guard.
  - d. are done by boiling the resin and biting into it.

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