

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

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PRACTICAL CLINICAL COURSES

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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
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
3. **GLUMA Desensitizer**
Kulzer North America
4315 South Lafayette Blvd.
South Bend, IN 46614
(800)431-1785
(574)291-0661
www.kulzerus.com
4. **Glu/Sense**
Centrix, Inc.
770 River Road
Shelton, CT 06484
(800)235-5862
(203)929-5582
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
6. **Mouthguard Laboratory:
Dentsply Sirona Orthodontics**
7290 26th Court East
Sarasota, FL 34243
(800)883-8733
(941)554-5250
www.essix.com
7. **Mouthguard Laboratory:
Glidewell Laboratories**
4141 MacArthur Blvd.
Newport Beach, CA 92660
(800)854-7256
(949)440-2600
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
9. **Mouthguard Laboratory:
NDX Keller**
160 Larkin Williams Industrial Ct
Fenton, MO 63026
(800)325-3056
(636)600-4200
www.nationaldentex.com
10. **Mouthguard Laboratory:
Space Maintainers Laboratory**
9129 Lurline Avenue
Chatsworth, CA 91311
(800)423-3270
(818)998-7460
www.smlglobal.com
11. **Mouthguard Laboratory:
Sportsguard Lab (BIOguard)**
821 West Main Street
Kent, OH 44240
(330)673-6932
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
13. **Preppies**
Whip Mix Corporation
361 Farmington Avenue
Louisville, KY 40209
(800)626-5651
(502)637-1451
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
15. **Prophy Jet**
Dentsply Sirona USA
13320 Ballantyne Corporate Pl
Charlotte, NC 28277
(844)848-0137
(717)845-7511
www.dentsplysirona.com

16. **Snap-Stone**

Whip Mix Corporation
361 Farmington Avenue
Louisville, KY 40209
(800)626-5651
(502)637-1451
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

18. **VarnishAmerica Natural Varnish**

Plak Smacker
2260 Wendt Street
Algonquin, IL 60102
(800)558-6684
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 prophyl.
 - 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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