



ILLUMINATE

BRIGHTER TOGETHER

EDUCATION | EXHIBITS | NETWORKING



MINNESOTA
DENTAL
ASSOCIATION®

139TH ANNUAL SCIENTIFIC SESSION

Star of the North Meeting
MINNESOTA DENTAL ASSOCIATION





The 2022 Hygienist: What is Different Now?



Dental Practice Solutions

Decide. Empower. Grow.



Dental Practice Solutions
Decide. Empower. Grow.

Hygiene Department
Training, Coaching



Lifetime Whitening
System for Patient
Growth and Patient
Loyalty



Patient Patient
Engagement



RESOURCES FOR YOU

Text: (866) 256-1298

Provide:

Your Name & Email

How to Keep in Touch

Website: www.dentalpracticesolutions.com

Facebook: www.facebook.com/CelebritySmilesClub

Instagram:

<https://www.instagram.com/CelebritySmilesClub>

Foundations of
Dental Hygiene

Change is NOT a 4-
Letter Word!

Innovations For
the RDH

What Do We Do
Differently Now?

AAP Classifications

RDH's Are Doing
This Today

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What Do We Do
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The Basics

Clean Teeth



Photo of dental hygiene students ca. 1964.

Standard of Care



OVERVIEW

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What Do We Do
Differently Now?

CHANGE is NOT a Four-Letter Word

“Never doubt that a small group of thoughtful, committed citizens can change the world, indeed it is the only thing that ever has.” Margaret Mead



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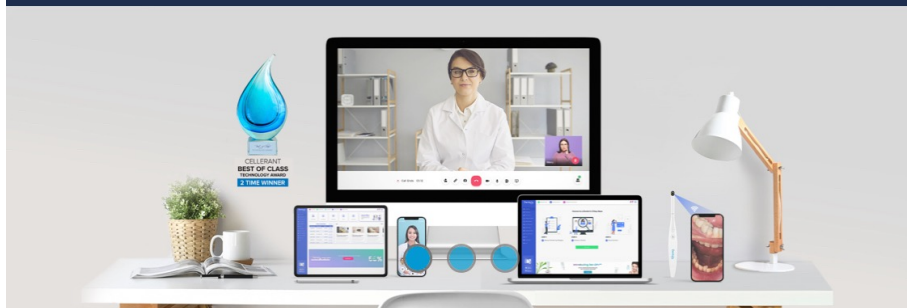
Innovations

1. Teledentistry
2. Complete Health Dentistry
3. Teeth Whitening
4. Myofunctional Therapy
5. Technology
6. Products
7. Hygienists in Alternative Practice





**FEATURED AT THE ADA AS THE CELLERANT BEST
OF CLASS TELEDENTISTRY TECHNOLOGY 2020 &
2021**

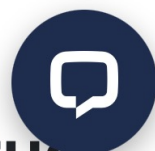


Patients looking for a Dentist

Dentists & Dental Professionals



World's #1
Teledentistry Virtual



www.Dentulu.com



A Ruby Red Slipper Moment

Complete Health Dentistry

Seven reasons why CHD really matters...

1. Robbed of quality time
2. Overworked, underpaid and underappreciated
3. Patients resist treatment and are not getting healthier
4. Set up the next generation for success
5. Team challenge with responsibility and implementation
6. Hard to find and keep great people and have time to train them
7. New patient marketing is expensive, takes a lot of time and it's not working



Ruby Moment

Diode Lasers

LASER USE



Laser in Use Sign





Ruby Moment

Teeth Whitening: Update

Did You Know?



Dental Practice Solutions

Decide. Empower. Grow.

Teeth Whitening: What's New?



NO MORE!



Updated Take Home Whitening



WHY THIS NEW TECHNOLOGY?

- Less Time Taking Impressions & Pouring Models
- LIFETIME WHITENING:
 - Grows New Patient Numbers
 - Loyalty
 - Patients Receive Free-Whitening at hygiene appts when they SHOW UP
 - Free Whitening Pens
 - At least \$20 each on AMAZON!

HOW TO USE LIFETIME WHITENING

1. Add \$100 to your Office Membership Program each yr upon patient enrollment
 - Preventive Care
 - Perio

Benefits to You and Your Patients:

- More New Patients
- Less Changes to Your Schedule
 - Patient Loyalty

LED Blue Light Research

Boston--Scientists at The Forsyth Institute have found that **blue light can be used to selectively suppress certain bacteria commonly associated with destructive gum disease.** Mar 31, 2005

LED Red Light

WEBMD

- **What Is Red Light Therapy?**
- By Camille Noe Pagán
- Medically Reviewed by Poonam Sachdev on November 29, 2021

LED Red Light

Benefits.

- Mitochondria (Your powerhouse cells) soak up the red light and create more energy.
- Thought to repair cells.

LED Red Light

Benefits.

- After 12 weeks of use on their heads, a small study of people with dementia had better memories, slept better and were angry less often.
- Dental Pain. People with TMD pain had less clicking and jaw tenderness.
- People with androgenetic alopecia (in a small study) over 24 weeks great thicker hair.

LED Red Light

Benefits.

- Osteoarthritis. In a small study of 6 people found that it cut osteoarthritis-related pain by more than 50%.
- Tendinitis. A small study of 7 people suggest that it lessens inflammation in people with Achilles tendinitis
- Wrinkles. May smooth your skin and help with wrinkles. It also helps with acne scars, burns and signs of UV damage.
- Can help delay aphthous ulcer breakout

MARKETING MATERIALS

UPGRADE YOUR SMILE TODAY!

No-Sensitivity Teeth Whitening

Available
Today at
Your
Dentist

No Sensitivity.

Simple to Paint On.

Whiter Teeth Quickly.

BEFORE 10 MINS



AFTER



CelebritySmiles®

SMILE BIG!

Your smile speaks every language.
Fast teeth whitening without tooth sensitivity.



YOUR SMILE SPEAKS THE LANGUAGE CALLED "CONFIDENCE"

Share a smile with someone who needs one today.
We are proud to be a provider of Award Winning Celebrity Smiles Teeth Whitening.
Ask us how you can share a more confident smile.

PROFESSIONAL STRENGTH

No-Sensitivity Teeth Whitening

AVAILABLE
AT YOUR
DENTIST

No Sensitivity.

Simple to Paint On.

Whiter Teeth Quickly.

BEFORE 10 MINS



AFTER



CelebritySmiles®

Learning Center for Implementation

17:19

Dental Practice Solutions
Decide. Empower. Grow.

FORMS

- ☐ How to Best Utilize Lifetime Whitening in Your Dental Practice, Spa, etc.
- ☐ Your Cancellation Procedure
- ☐ Lifetime Whitening Enrollment Form
- ☐ Smile Evaluation

IMPLEMENTATION GUIDE

- ☐ Implementation Guide

MARKETING

- ☐ Dental Offices | Printable Images/Items
7 Topics
☒ Expand
- ☐ Spas & Salons | Printable Images/Items
7 Topics
☒ Expand

REDUCE CANCELLATIONS


- ☐ Reduce Cancellations

SCRIPTS

italpracticesolutions.com

Website to Learning Center:

<https://dentalpracticesolutions.com/client-training-vault/>

A decorative vine with several leaves and a circular logo. The logo features a stylized 'Y' and the text 'TRUTH FOLLOWERS' and 'TRUTH TALKERS' around it.

“You teach people how to treat you by what you allow, what you stop, and what you reinforce.”

-Tony Gaskins



Ruby Moment

Myofunctional Therapy?

Starts at BIRTH – can't lift the tongue



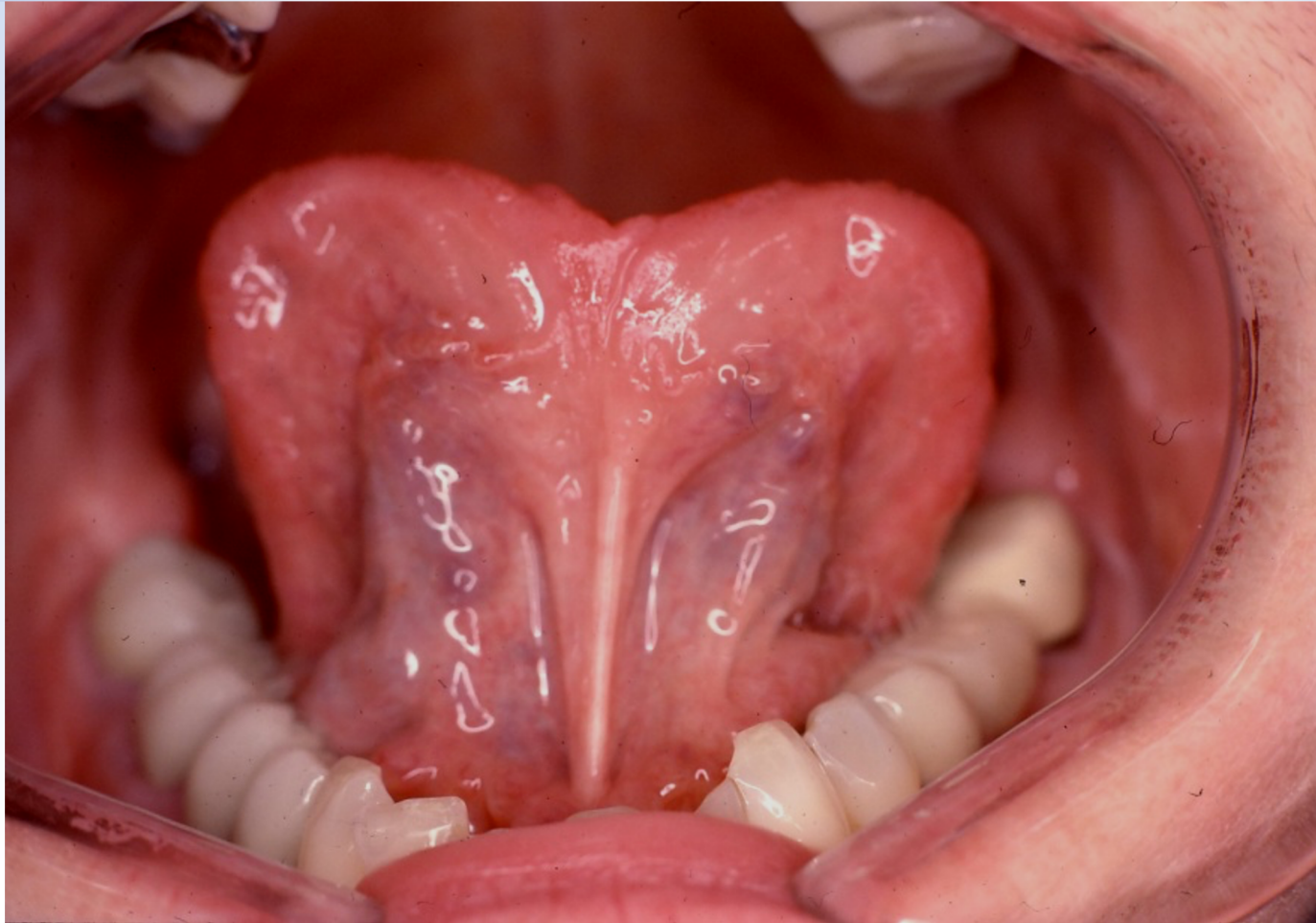


Snoring and Sleep Apnea

What are the effects?



Ankylosed tongue





TMD





Advance Your Education – Take the Myo Journey

Pat Pine Course Call to Enroll: 480-442-1590 –



Ruby Moment

Technology

What Do You Want to
Implement?





Ruby Moment

Patient Care: Oral Hygiene
Updates

Dental Hygiene Products

- Moving towards more natural
- Non-toxic
- No-Alcohol
- No Animal Cruelty

Level up with lavender

Find your new favorite hue
with our refillable floss.



Toothbrush & Waterflosser



BURST FLOSS

Is Your Office Enrolled?

1. Download the **BURST Professional App**

2. For Your 1st Order Use Promo Code for a discount:

ENLAUH



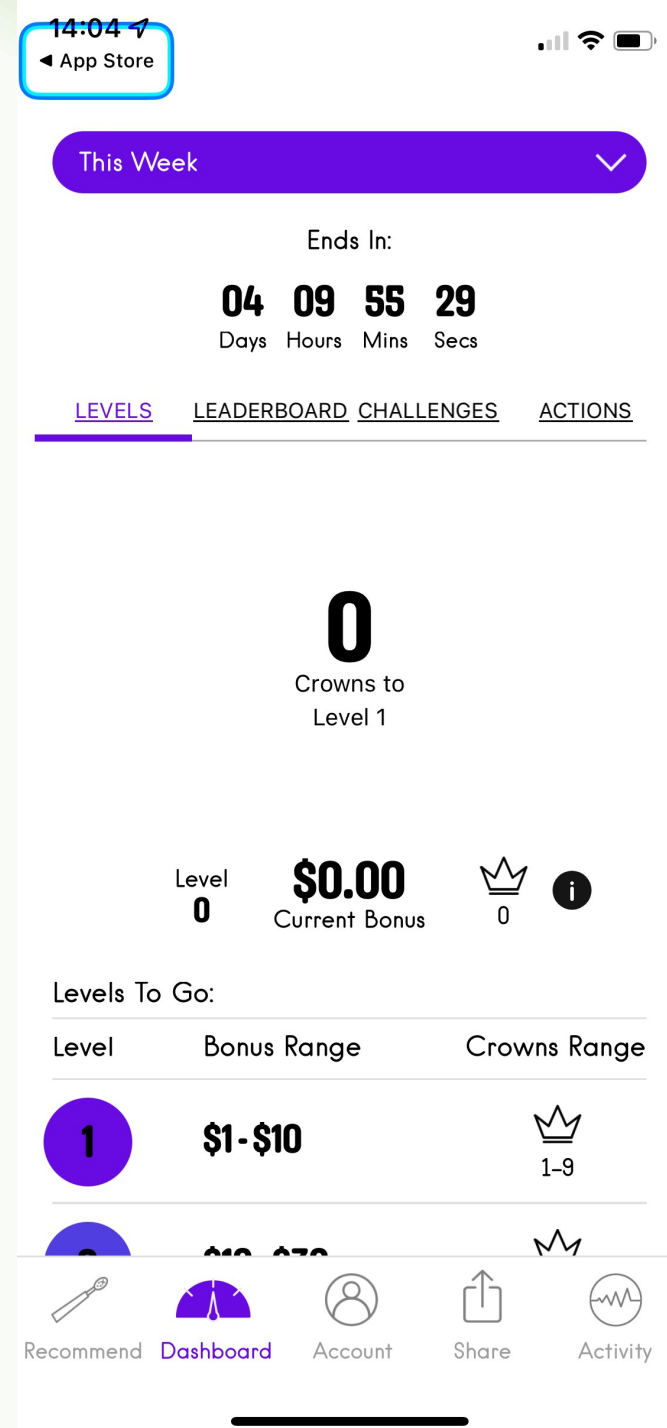
CoComelon Shareables

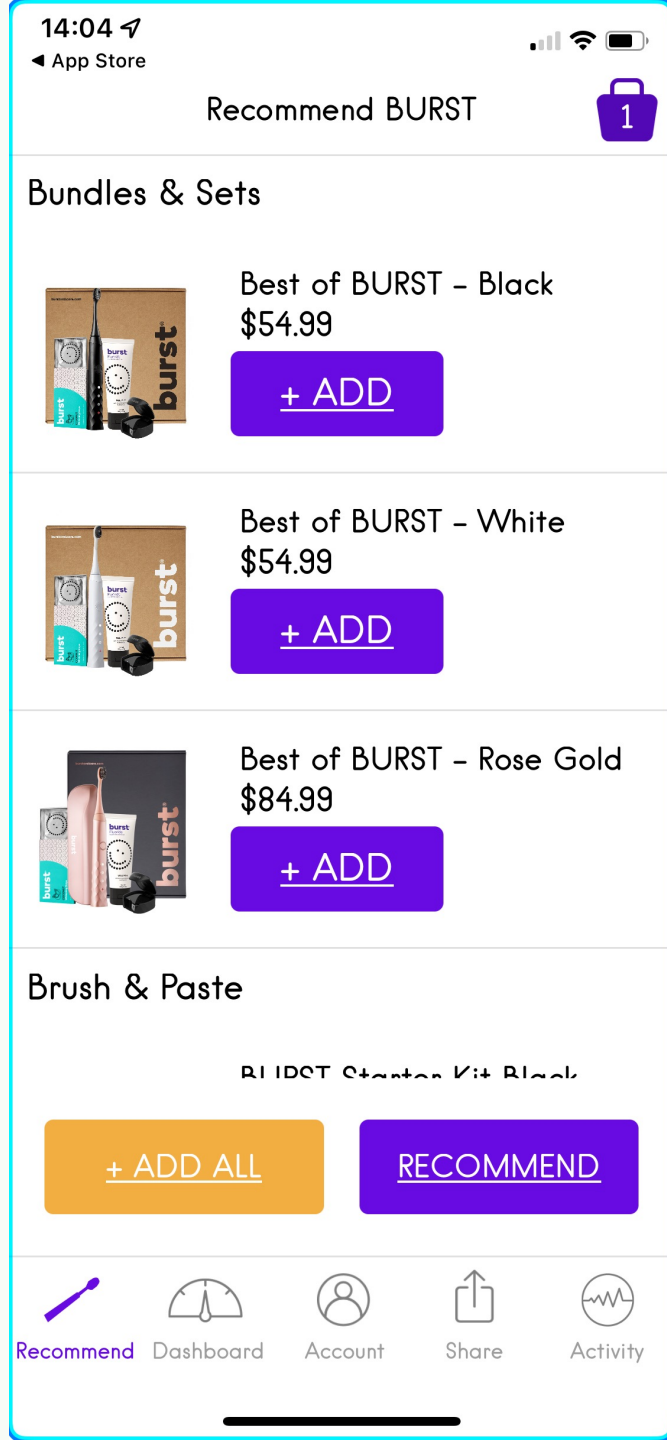


Pink & Green CC... Green CCM \$29... Pink CCM \$29.99

EARN CROWNS

- Your Dental Office Can Buy at Huge Discount!
- You get a bonus.....**HOPEFULLY!**
😊
-





What's Included in the BURST PROFESSIONAL App?

PROBIOTICS

≡ DENTALPRODUCTSREPORT 🔍



**New ProBioraKids Probiotic
Specially Formulated to
Support Kids' Oral, Overall
Health**

April 05, 2022

ProBiora Health launches product that provides a proprietary blend of the 'good bacteria' native to the mouth, crowding out the harmful, disease-causing bacteria that cause cavities, bad breath, and other oral health





Ruby Moment

Hygienists in Alternate Practice

Hygienists in Alternative Practice



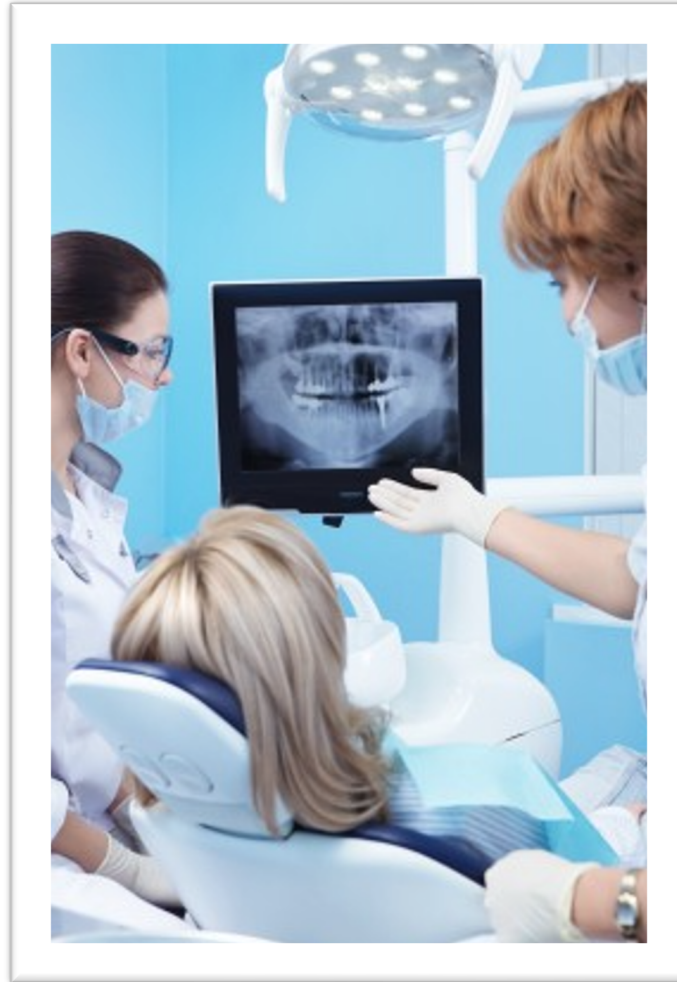


How Do We Help Our Patients Own Their Disease?

Patients Own Their Disease



Doctor Hygiene Exam







AAP Classifications

RDH's Are Doing
This Today

New AAP Codes

- Recategorization of various forms of periodontitis,
- Development of a novel staging and grading system for periodontitis
- Inaugural classification for peri-implant diseases and conditions.

AAP Classifications

- The four categories of periodontitis staging are

AAP Classifications

- Stage I



AAP Classifications

- Stage II



AAP Classifications

- Stage III



AAP Classifications

- Stage IV



AAP Classifications

- **Peri-Implant Diseases and Conditions:**

1. Peri-Implant Health
2. Peri-Implant Mucositis
3. Peri-Implantitis
4. Peri-Implant soft and hard deficiencies

AAP Classifications

- **Definition of Peri Implant Health:**

AAP Classifications

- **Peri-Implant soft and hard deficiencies:**

AAP Classifications

- **How to use this information.**

Stage

	Periodontitis	Stage I	Stage II	Stage III	Stage IV
Severity	Interdental CAL (at site of greatest loss)	1 – 2 mm	3 – 4 mm	≥5 mm	≥5 mm
	RBL	Coronal third (<15%)	Coronal third (15% - 33%)	Extending to middle third of root and beyond	Extending to middle third of root and beyond
	Tooth loss (due to periodontitis)	No tooth loss		≤4 teeth	≥5 teeth
Complexity	Local	<ul style="list-style-type: none"> • Max. probing depth ≤4 mm • Mostly horizontal bone loss 	<ul style="list-style-type: none"> • Max. probing depth ≤5 mm • Mostly horizontal bone loss 	In addition to Stage II complexity: <ul style="list-style-type: none"> • Probing depths ≥6 mm • Vertical bone loss ≥3 mm • Furcation involvement Class II or III • Moderate ridge defects 	In addition to Stage III complexity: <ul style="list-style-type: none"> • Need for complex rehabilitation due to: <ul style="list-style-type: none"> - Masticatory dysfunction - Secondary occlusal trauma (tooth mobility degree ≥2) - Severe ridge defects ~ Bite collapse, drifting, flaring - < 20 remaining teeth (10 opposing pairs)
Extent and Distribution	Add to stage as descriptor	For each stage, describe extent as: <ul style="list-style-type: none"> • Localized (<30% of teeth involved); • Generalized; or • Molar/incisor pattern 			

Grading

	Progression		Grade A: Slow rate	Grade B: Moderate rate	Grade C: Rapid rate
Primary Criteria <i>Whenever available, direct evidence should be used.</i>	Direct evidence of progression	Radiographic bone loss or CAL	No loss over 5 years	<2 mm over 5 years	≥2 mm over 5 years
	Indirect evidence of progression	% of bone loss / age	<0.25	0.25 to 1.0	>1.0
		Case phenotype	Heavy biofilm deposits with low levels of destruction	Destruction commensurate with biofilm deposits	Destruction exceeds expectations given biofilm destruction deposits; specific clinical patterns suggestive of periods of rapid progression and/or early onset disease
Grade Modifiers	Risk factors	Smoking	Non-smoker	<10 cigarettes/day	≥10 cigarettes/day
		Diabetes	Normoglycemic/no diagnosis of diabetes	HbA1c <7.0% in patients with diabetes	HbA1c ≥7.0% in patients with diabetes

Gingivitis Code

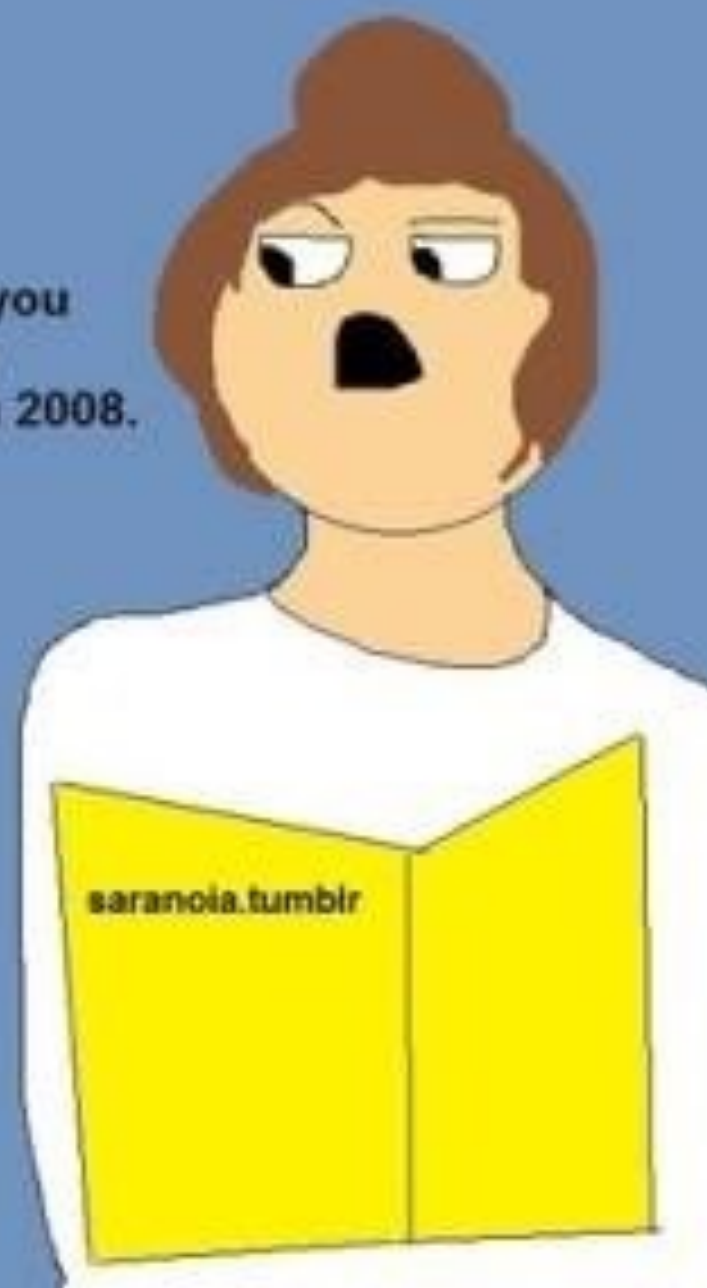
Treating the
Gingivitis &
Periodontitis Patient

AAP Classifications

RDH's Are Doing
This Today

YOU'RE TOO BRUTAL, MY
GUMS DIDN'T BLEED LIKE THIS
THE LAST TIME I HAD MY
TEETH CLEANED!!

..the last time you
had your teeth
cleaned was in 2008.



HYGIENISTS GOAL FOR PATIENT CARE



1. Modify Risk Factors

2. Complete debridement site-by-site

Principles of Patient Care

3. Reduce bacterial load

4. Sustained Disease Remission

D4346: scaling in presence of generalized moderate or severe gingival inflammation – full mouth, after oral evaluation The removal of plaque, calculus and stains from supra- and sub-gingival tooth surfaces when there is generalized moderate or severe gingival inflammation in the absence of periodontitis. It is indicated for patients who have swollen, inflamed gingiva, generalized suprabony pockets, and moderate to severe bleeding on probing. Should not be reported in conjunction with prophylaxis, scaling and root planing, or debridement procedures.



“D6081 scaling and debridement in the presence of inflammation or mucositis of a single implant, including cleaning of the implant surfaces, without flap.” **Can D6081 and D4346 be delivered to the patient on the same date of service?**



Is there a waiting period
between completion of a D4346
and delivery of a prophylaxis



Is this appropriate for a difficult
prophy patient?



How do you differentiate this gingivitis procedure (D4346) from the current debridement procedure (D4355)?



What oral evaluation is
appropriate before delivery of
D4346?



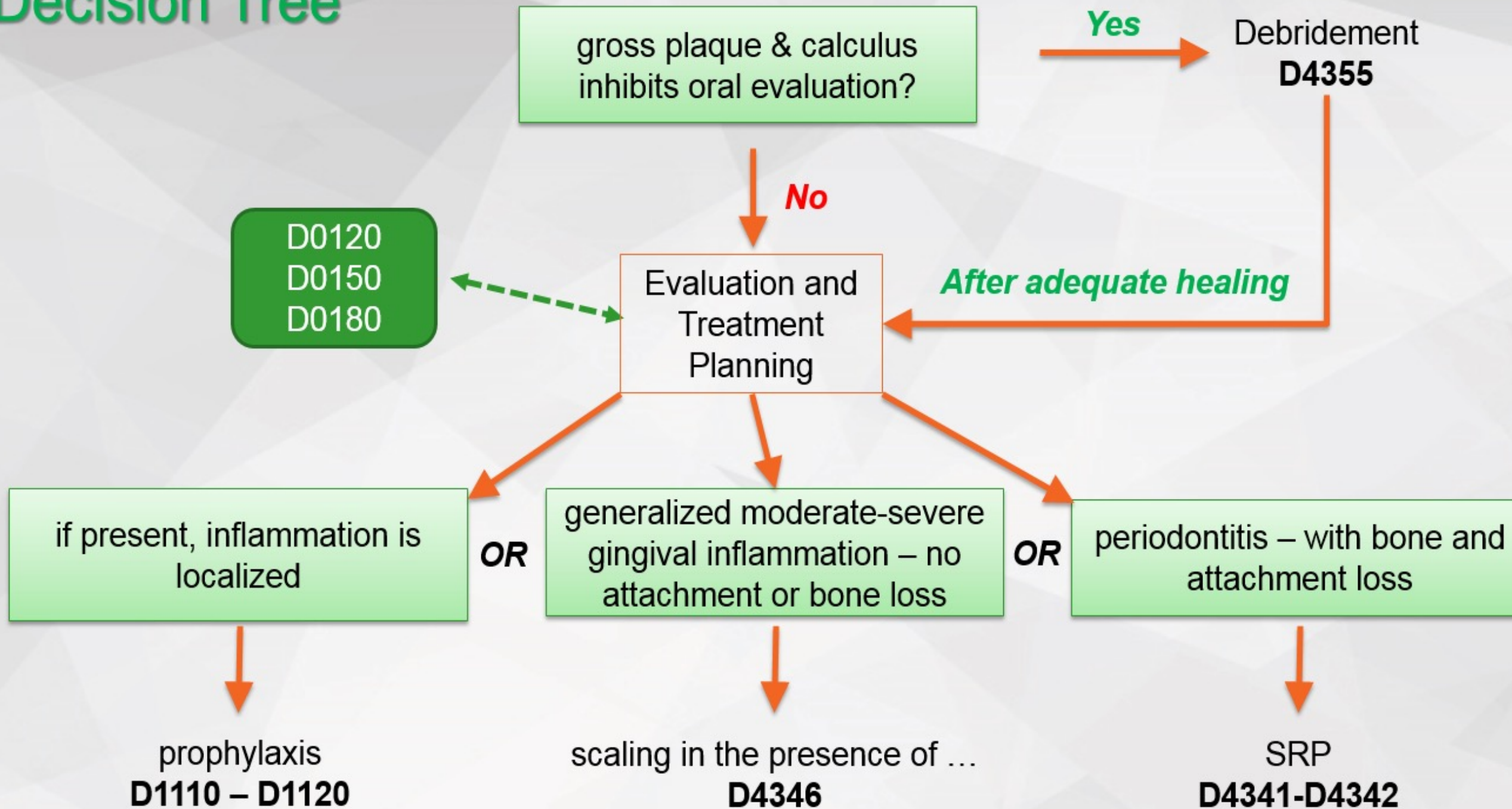
What procedure is appropriate for patients with localized gingival inflammation (gingivitis)?



What if the Patients Insurance
doesn't cover D4346?



Decision Tree



CASE STUDY

Before



After



Megan is a 28 yr. old female

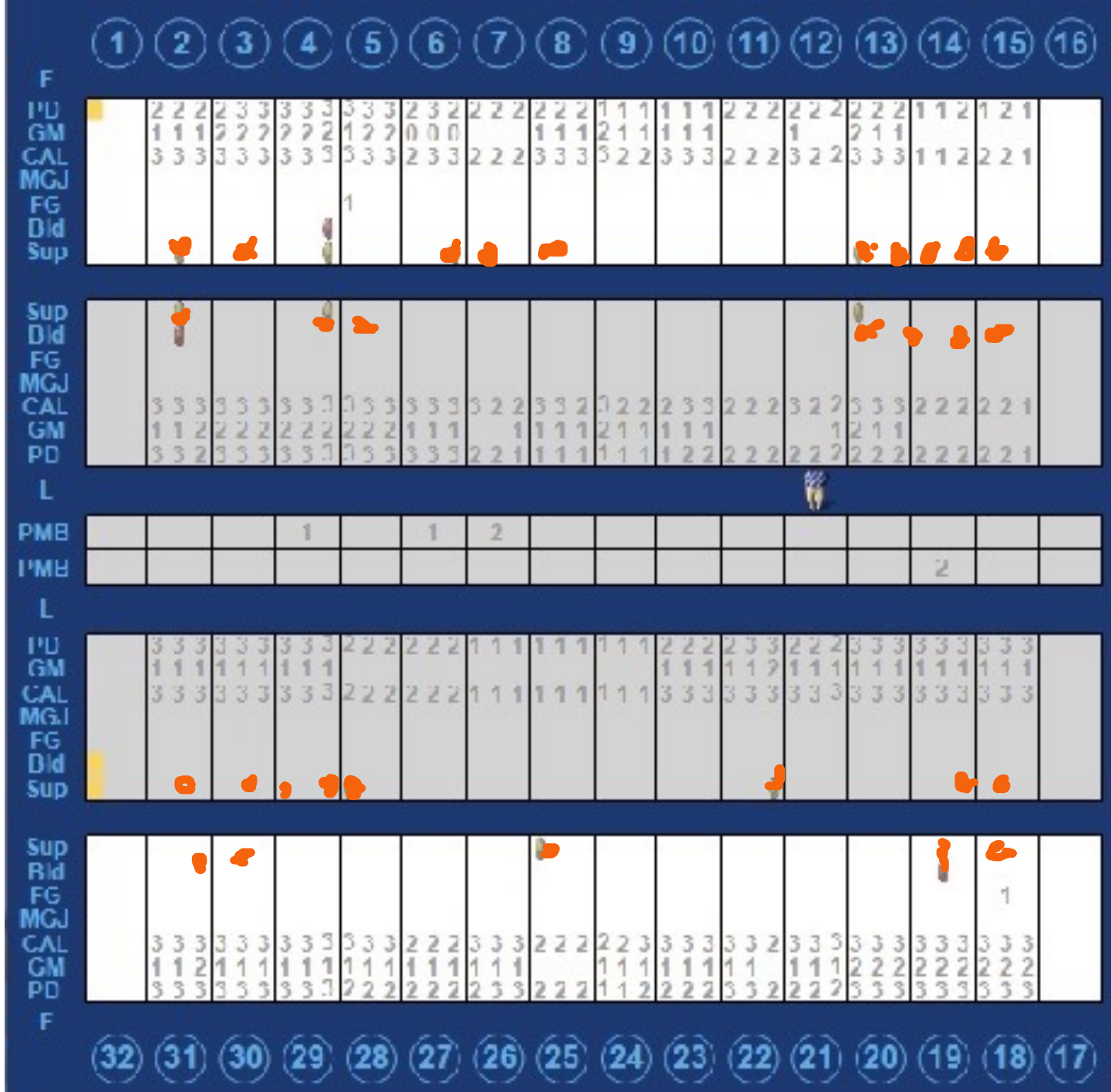
2 yrs since last hygiene appt.

RMH: No Tobacco Use, Meds:
Oral Contraceptives

Chief Complaint: Gums feel
tender and bleed easily.







Periodontal Chart

Intra-Oral Photos Before and After



Classify this Patient As.....????????

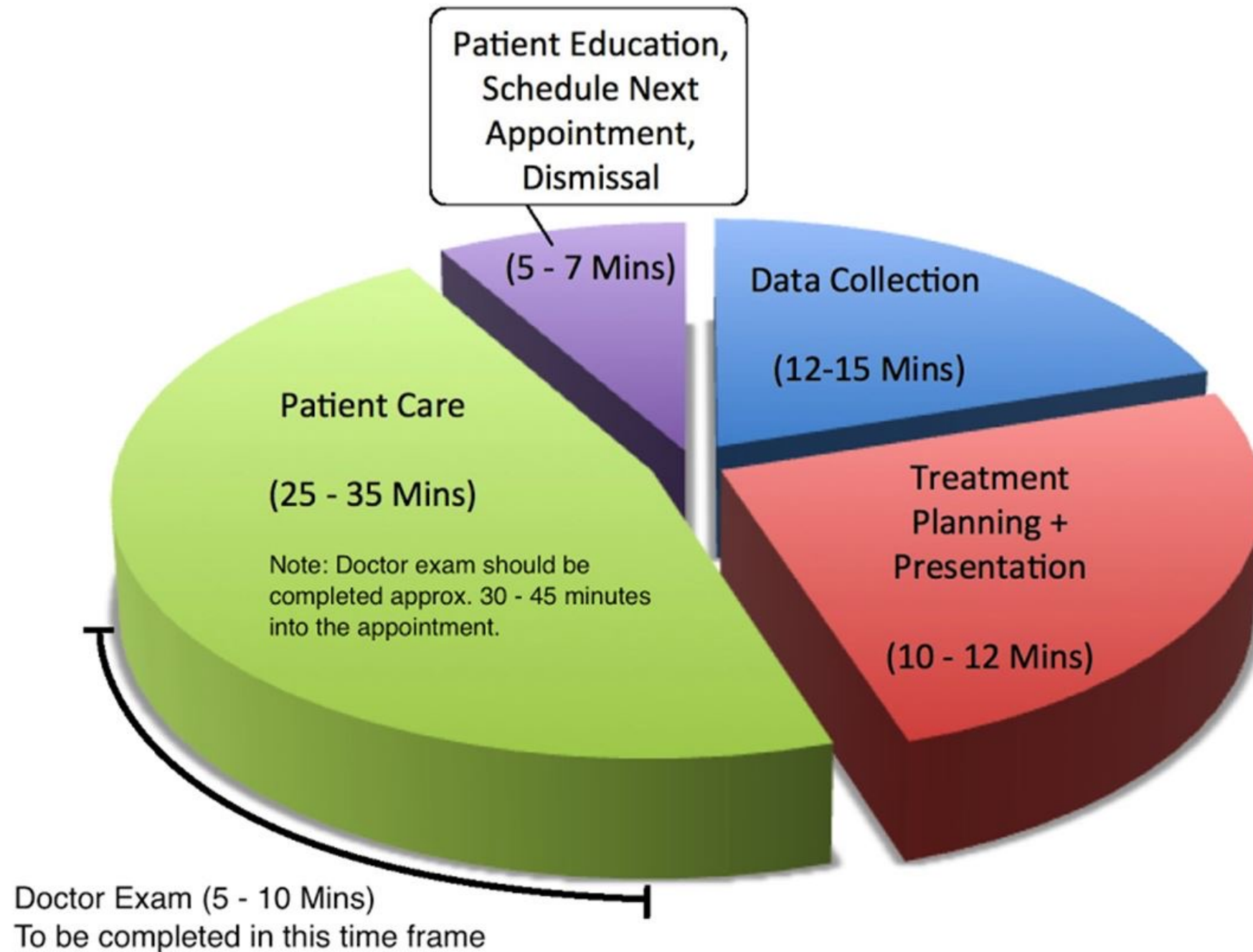


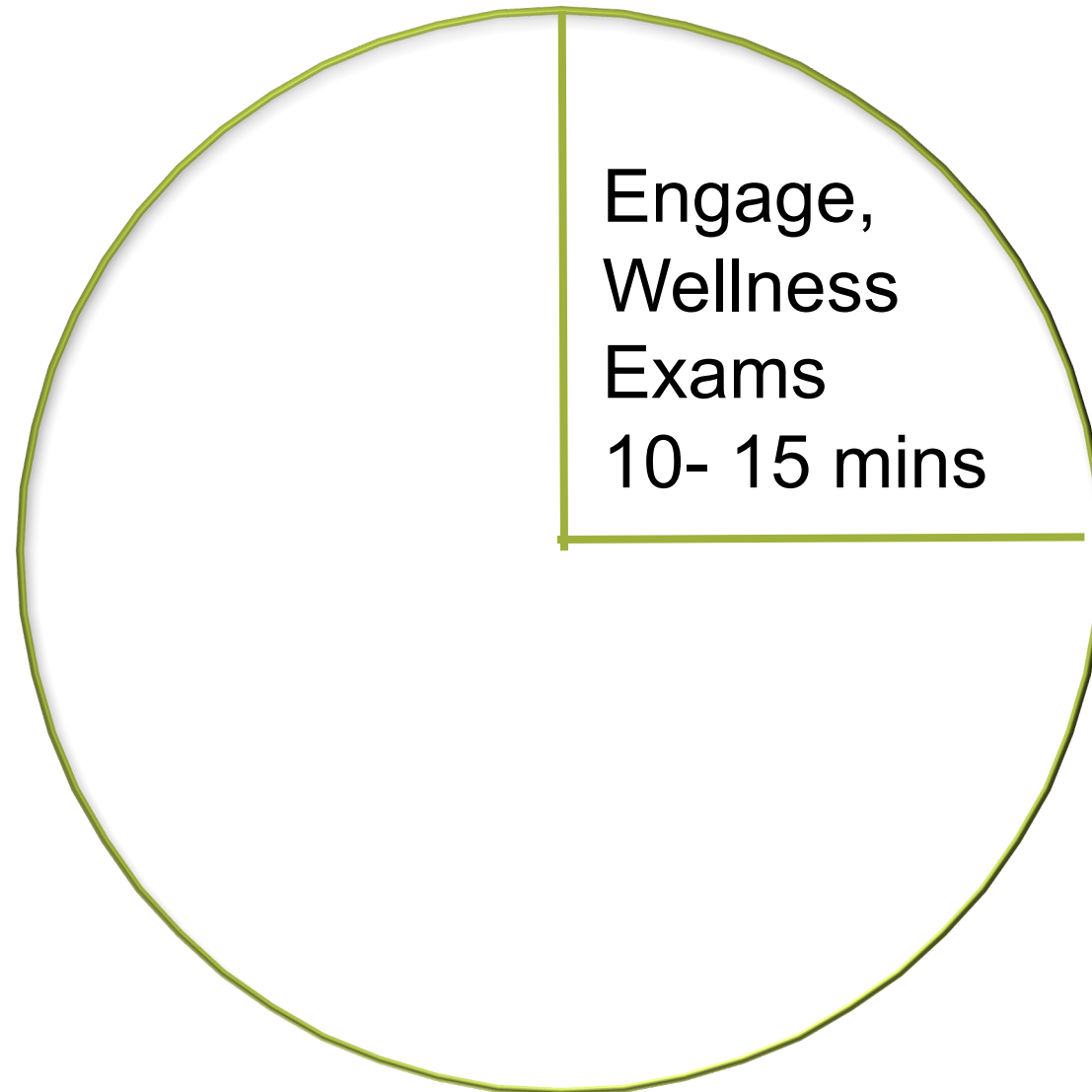


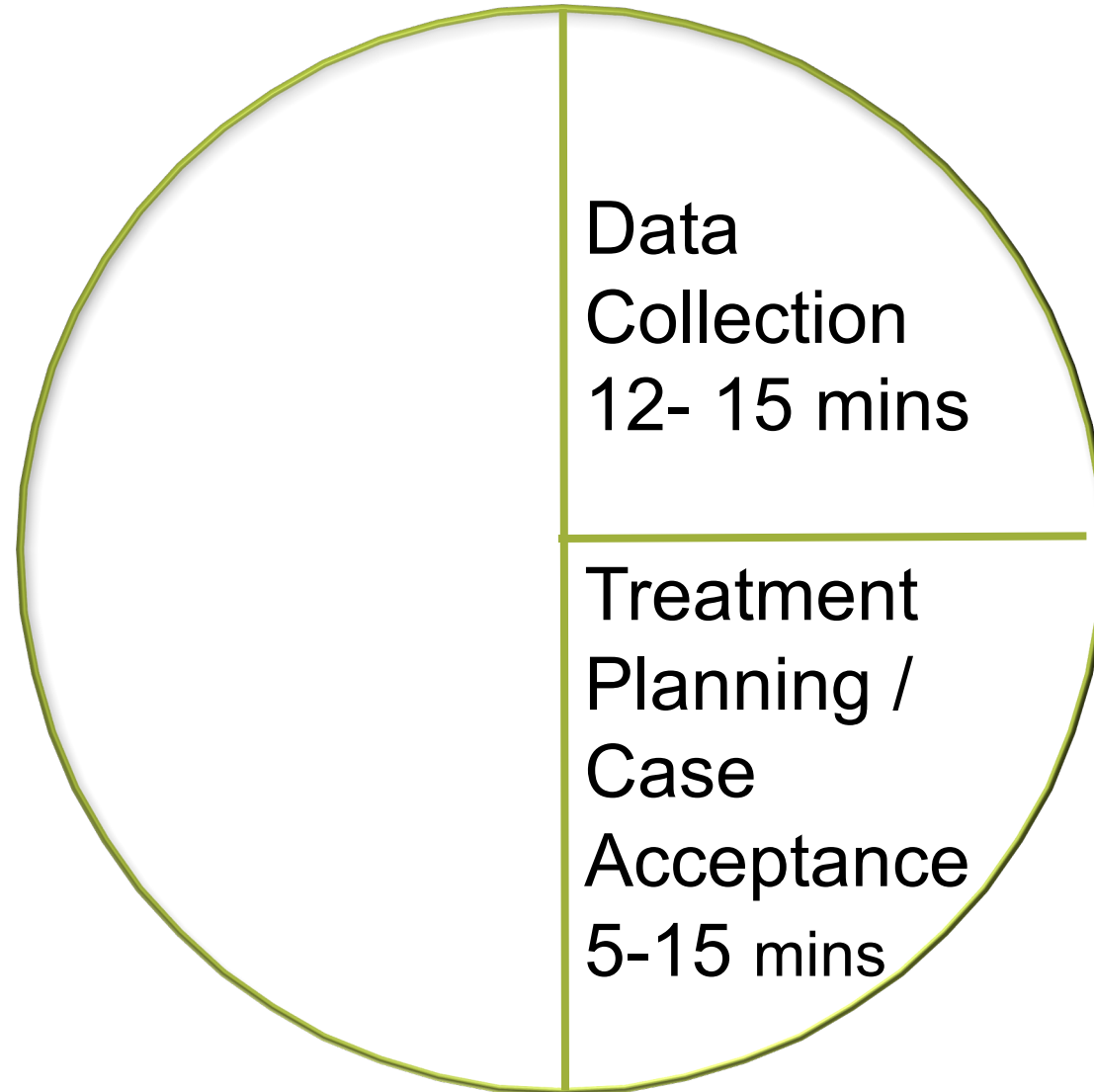
“And it costs
HOW MUCH for
my DEEP
CLEANING?!”

HOW DO WE
DO IT ALL?!

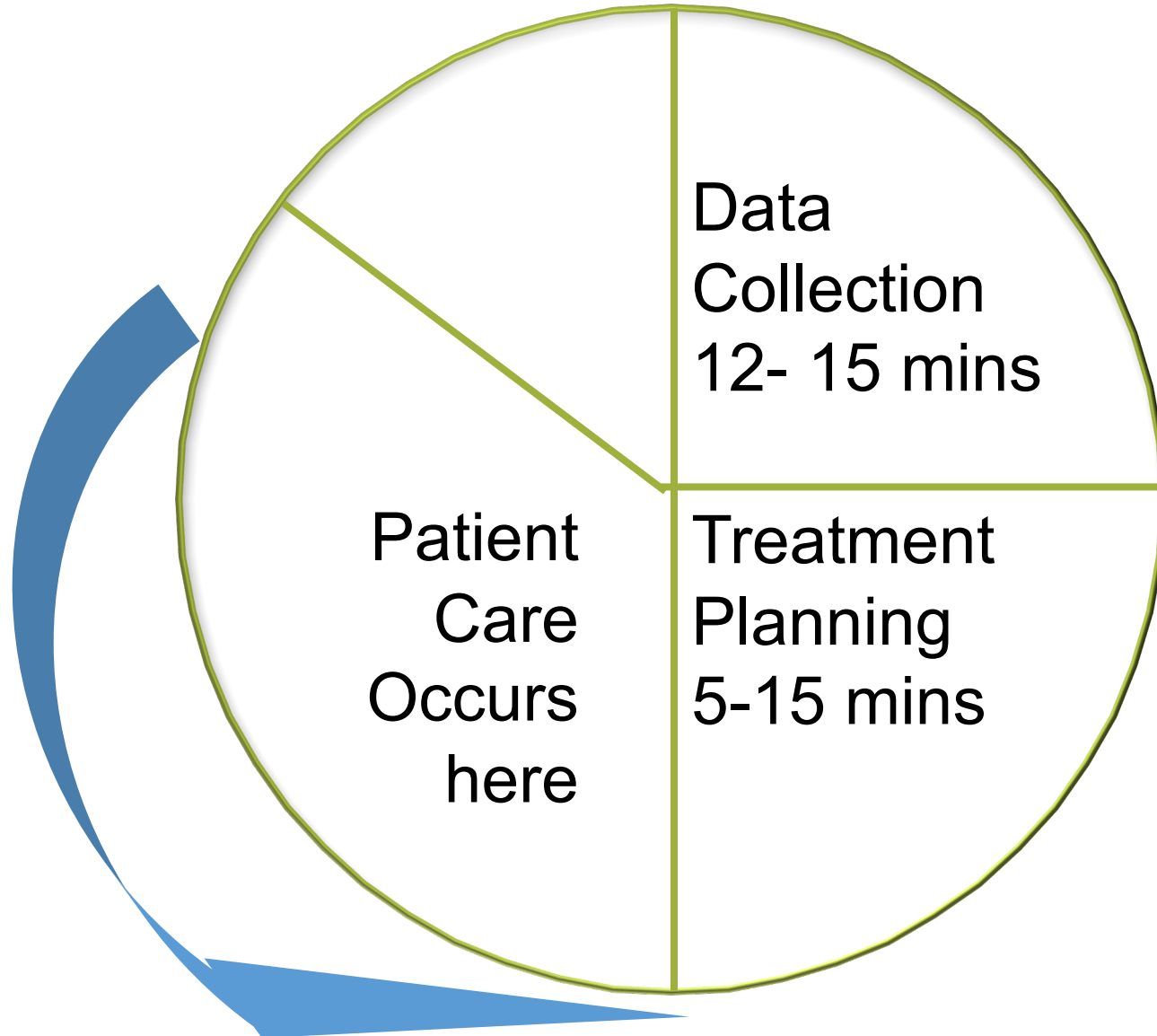








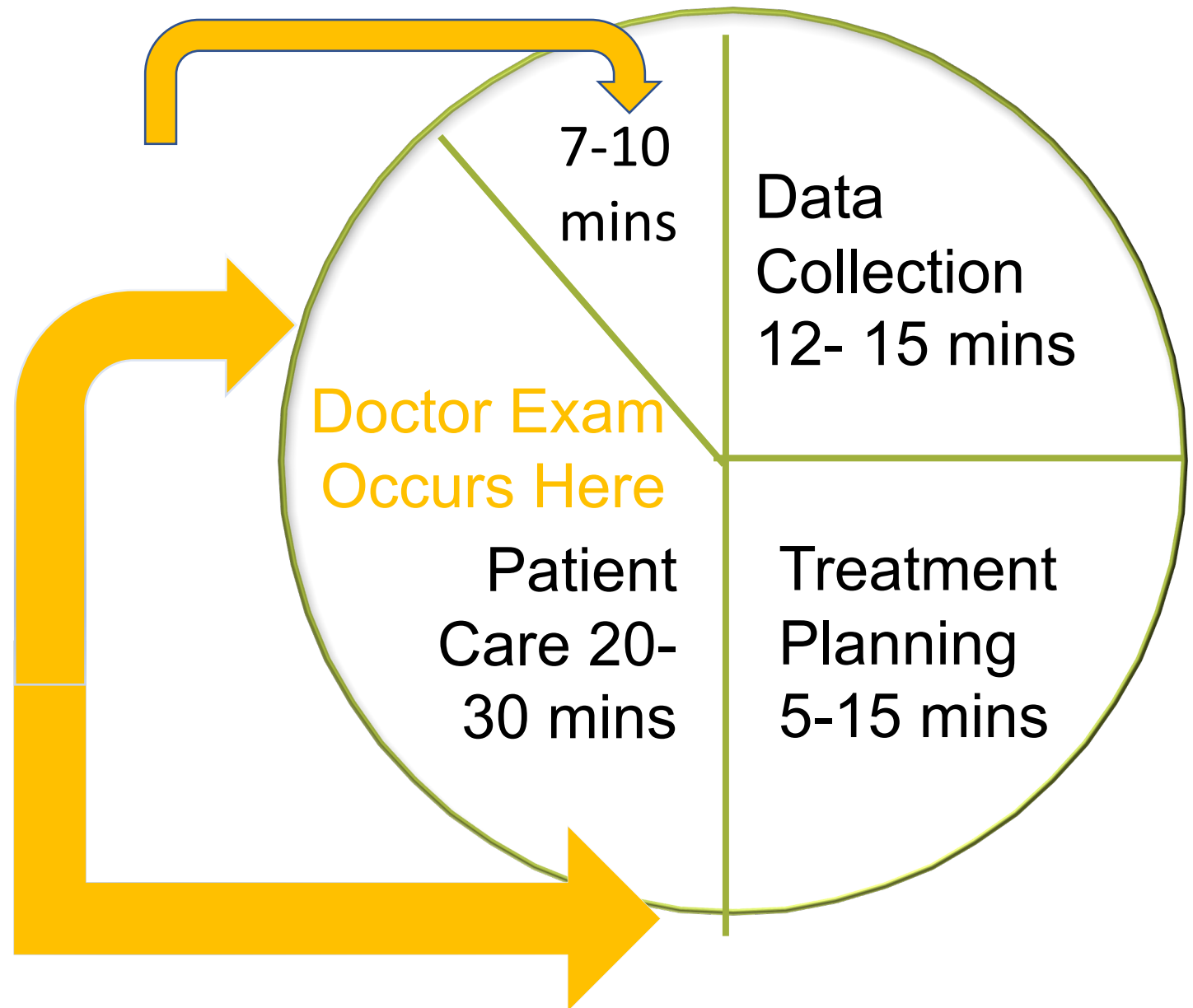














Foundations of
Dental Hygiene

Change is NOT a 4-
Letter Word!

Innovations For
the RDH

What Do We Do
Differently Now?

AAP Classifications

RDH's Are Doing
This Today

Diode Lasers

Diode Lasers



Diode Lasers



SIROLaser Advance

&

SIROLaser Xtend

Indications for Use of Diode Lasers



Laser Bacterial Reduction



Frenectomy





Aphthous Ulcers



Laser Bacterial Reduction (LBR)

1. Reduce bacteria
2. Reduce or eliminate risk of bacteremia
3. Prevent cross contamination
4. Lower microcount in aerosols
5. Kills periodontal disease bacteria

Laser Bacterial Reduction (LBR)

- D4999
- Unspecified periodontal procedure, by report
- Use for procedure that is not adequately described by a CDT Code.
- Describe the procedure, email (Attach) of intra-oral

Laser Bacterial Reduction (LBR)

- Multi-codes: 4999.L or D4999I
- Fee: Can be complimentary or up to \$75 per quad
- For Aphthous Ulcers charge \$20-\$50 per 15 minute appointment

Verbiage

We have a laser that kills bacteria/ We are able to walk the laser around your gums without any sensitivity and take the bacterial count in your mouth from billions down to hundreds in 6 weeks.

Verbiage

We have new/state of the art technology in the office now. Dr. _____ and I have a lot of research and I am blown away from the results I have seen.

R 2 R

Reason to Return

1. Know patients motivators
2. Understand patients value
 - Aesthetics, etc.
3. Know what patient objections may be
 - **ex.** Money, time, fear, etc.
4. Know the benefits to the patient when they do complete treatment

Verbiage

Insurance is behind the times. They still recommend mercury/silver fillings. Dr. _____ always wants to do the best for her/his patients and that is why we recommend this new technology.

Verbiage

Think of using lasers similar to antibiotics but with taking medication or killing all the good and bad bacteria in your gut which leads to other health situations.

We pre-medicate patients to prevent bacteria from going around their heart. Lasers do something similar.





5 Skills of Engaging Your Patients

1. Posture
2. Face-to-Face
3. Eye Contact
4. Tone of Voice
5. Regulation of Internal State



S quarely

O = use **O**pen

L ean toward

E = use **E**ye contact

R elax and keep

~~WHY~~

Curiosity
does not include
“WHY”
questions

Curiosity

“Tell me more about...”

“What are your thoughts about...”

“I am thinking...What are your thoughts?”

“I think this is what you mean...”

Am I on the right track thinking this?”

“I think you are...Is the right?”

“Please tell me more about...so I am sure to understand.”

Change.

It is an

exchange

in the patterns people use
to relate and
communicate.





SEQUENCING COMMUNICATION



SEQUENCING COMMUNICATION



- If No Response to Schedule Treatment Next Step is....

SEQUENCING COMMUNICATION



YOUR NEXT STEP....

Creating Your Follow-up Sequence

1. Plan it
2. Write it
3. Do it



Dental Practice Solutions

Decide. Empower. Grow.

Creating Your Follow-up Sequence

LABEL EACH TYPE OF MESSAGE:

- NP PRE-CALL NO APPT IMPLANTS
- NO APPT CROWN/BRIDGE No APPT FOR FILLINGS
- SCHEDULED FOR VENEERS SCHEDULED FOR SRP

TEXT FOR A COPY OF SEQUENCE SYSTEM

- How to create your sequence
- What to say in your video message
- Steps to add to text messages
- If You Choose to have 1:1 Support re: sequencing, “conversations, etc.”
 - Plus 1:1 Support Includes \$25 Gift Card

Text Your First/Last Name and Email to:
(503) 970-1122

Dental Hygienists Today

Engage

Rapport

Patient Advocate

Preventive Care Specialist

Leadership

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This Today

How to Keep in Touch

Website: www.dentalpracticesolutions.com

Facebook Business Page:

www.facebook.com/CelebritySmilesClub

Instagram:

<https://www.instagram.com/CelebritySmilesClub>



Dental Practice Solutions

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**Thank
You!!!!**





RESOURCES FOR YOU

Text: (866) 256-1298

Provide:

Your Email

Please Support the Exhibitors who make
this meeting possible

Exhibit Floor Hours:

Thursday: 10 am – 6 pm

Friday: 9 am – 5 pm

Thank you for attending!

Please join us next year...

**Star of the North Meeting
April 27 - 29, 2023**



