

NADG HYGIENE

Delay Decay—Fluoride—Why We Need It!



*Yanique Griffin RDH, BS,
MBA*

Georgia and New York

Yanique has been in the dental field for 20+ years. She has been a dental hygienist since 2005. She recently graduated with her MBA. She is passionate about culture, collaboration, and teamwork.



Danielle Short, RDH, B.S.

**Florida, Connecticut,
Massachusetts, Tennessee**

Danielle has been in the dental industry for 16 years. She has chairside dental experience, sales, and management. Danielle is passionate about helping patients meet their dental goals and helping hygienists succeed in their career.



Ashton Miller, RDH, B.S.

**Central Ohio, Indiana,
Illinois, Western PA,
Steubenville**

Ashton has been a dental hygienist since 2014. Ashton has chairside, dental consulting, and sales experience. Ashton loves to expand the hygiene business through great clinical outcomes.



*Charo Earle, RDH, BS,
MBA*

**Michigan, Toledo, NE Ohio,
Texas**

Charo has been in the dental industry for 20+ years. She has worked for various Dental Service Organizations from being a dental assistant to a dental hygiene trainer to a Retail Product Manager. Charo is passionate about providing teams with the resources to provide best in class care.

Charo Earle RDH, BS. MSA

-Clinical Service Manager-West II



Kelly Louthain, LDH

-Director of Clinical Services



PIONEERING A NEW CULTURE OF DENTISTRY



PIONEERING A NEW CULTURE OF LEARNING



NADG
HYGIENE



PDA Philosophies of Care

Comprehensive Care

“Every patient, every visit..”

Total body health

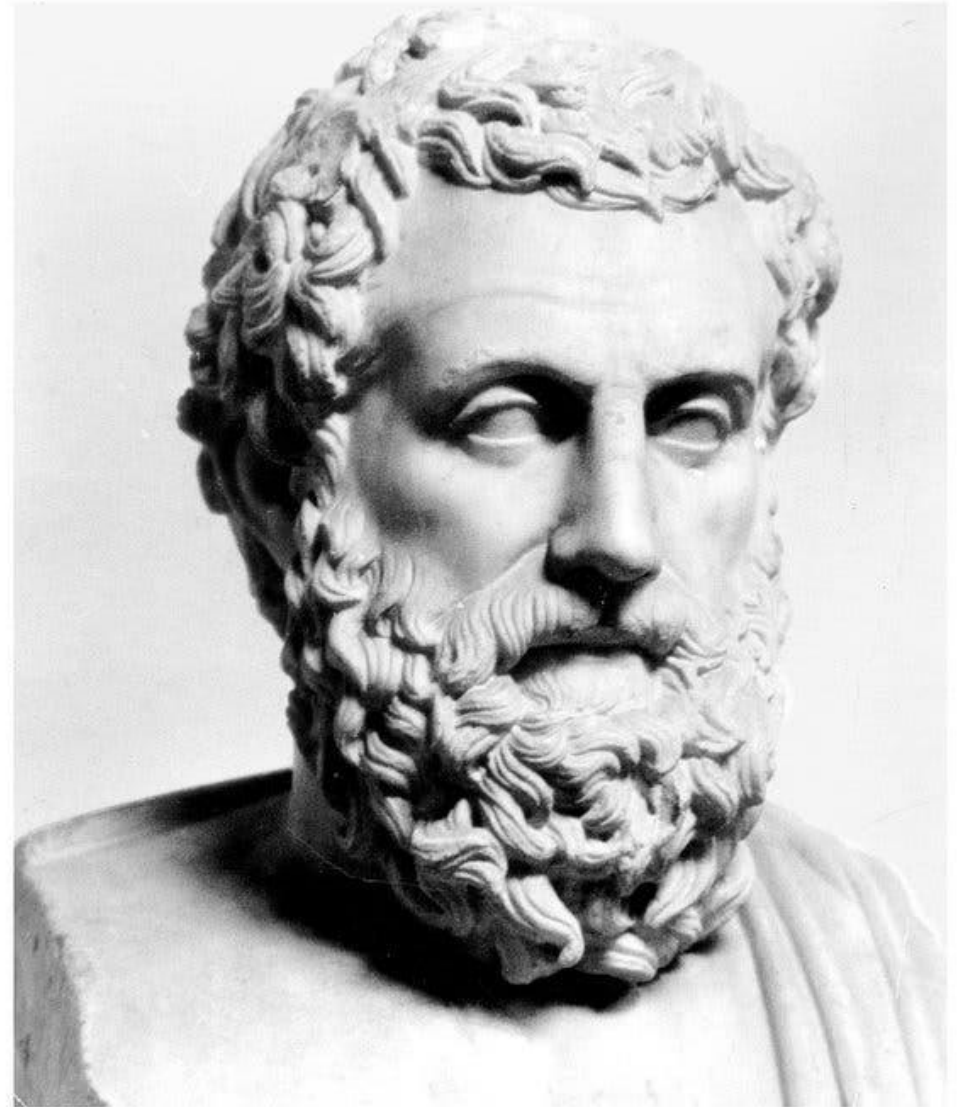
Success Principles

One Dental Home

*“We are what we
repeatedly do”*

- Aristotle

Excellence then, is not an
act but a Habit!





*Successful **people** do consistently,
what other people do occasionally*

*Successful **practices** do consistency,
what other practices do
occasionally*

*Successful **organizations** do
consistently, what other
organizations do occasionally*



*Success doesn't happen by chance. It comes
from doing **consistently** what others do
occasionally*

SUCCESS PRINCIPLES



Learning Objectives:



1.) Caries & Fluoride

- ✓ Understand the caries process.
- ✓ Understand the science and benefits around fluoride treatments.

2.) Patient Selection:

- ✓ Understanding of CAMBRA.
- ✓ Correctly identify low, medium, and high-risk patients.

3.) Key to Success

- ✓ Effective patient education and overcoming objections.
- ✓ Consistent best practices that lead to best in class care.

4.) Tracking Success

- ✓ Learn how to track results
- ✓ Understand how each team member can impact results and patient care.

*Did you
know....?*

$\frac{1}{4}$ of Americans are
unsuspectingly living with
untreated tooth decay.
--CDC

Dental cavities are the
most chronic disease
among ages 6-19
--CDC

91% of Americans
between 20 and 64 are also
affected by tooth decay.

What are caries?

"Dental caries is defined as a biofilm-mediated, sugar-driven, multifactorial, dynamic disease that results in the phasic demineralization and remineralizations of dental hard tissues."

--ADA



"Dental caries, more commonly known as tooth decay, is caused by a breakdown of the tooth enamel. This breakdown is the result of bacteria on teeth that produce acids which destroys enamel and results in tooth decay."

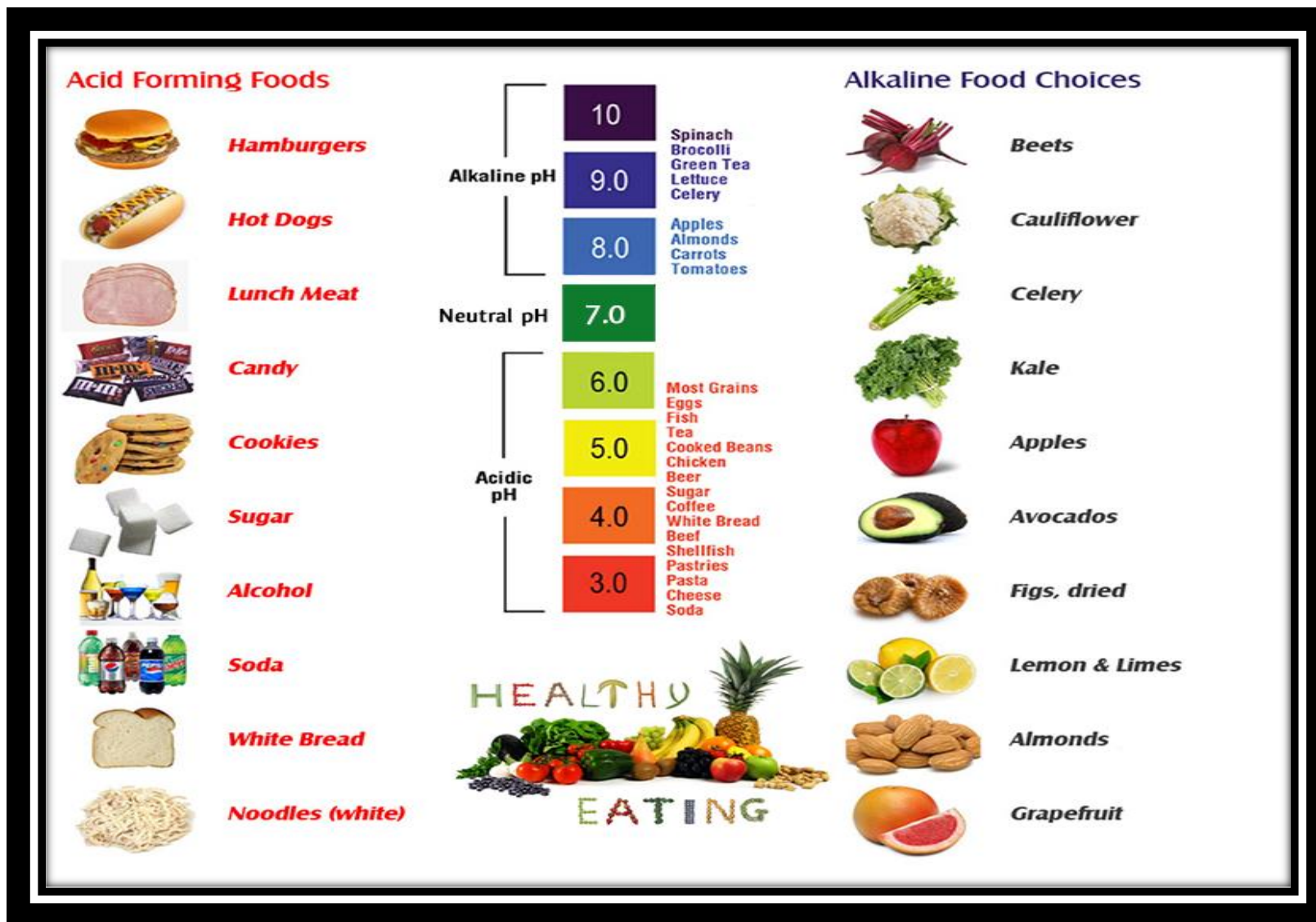
--CDC



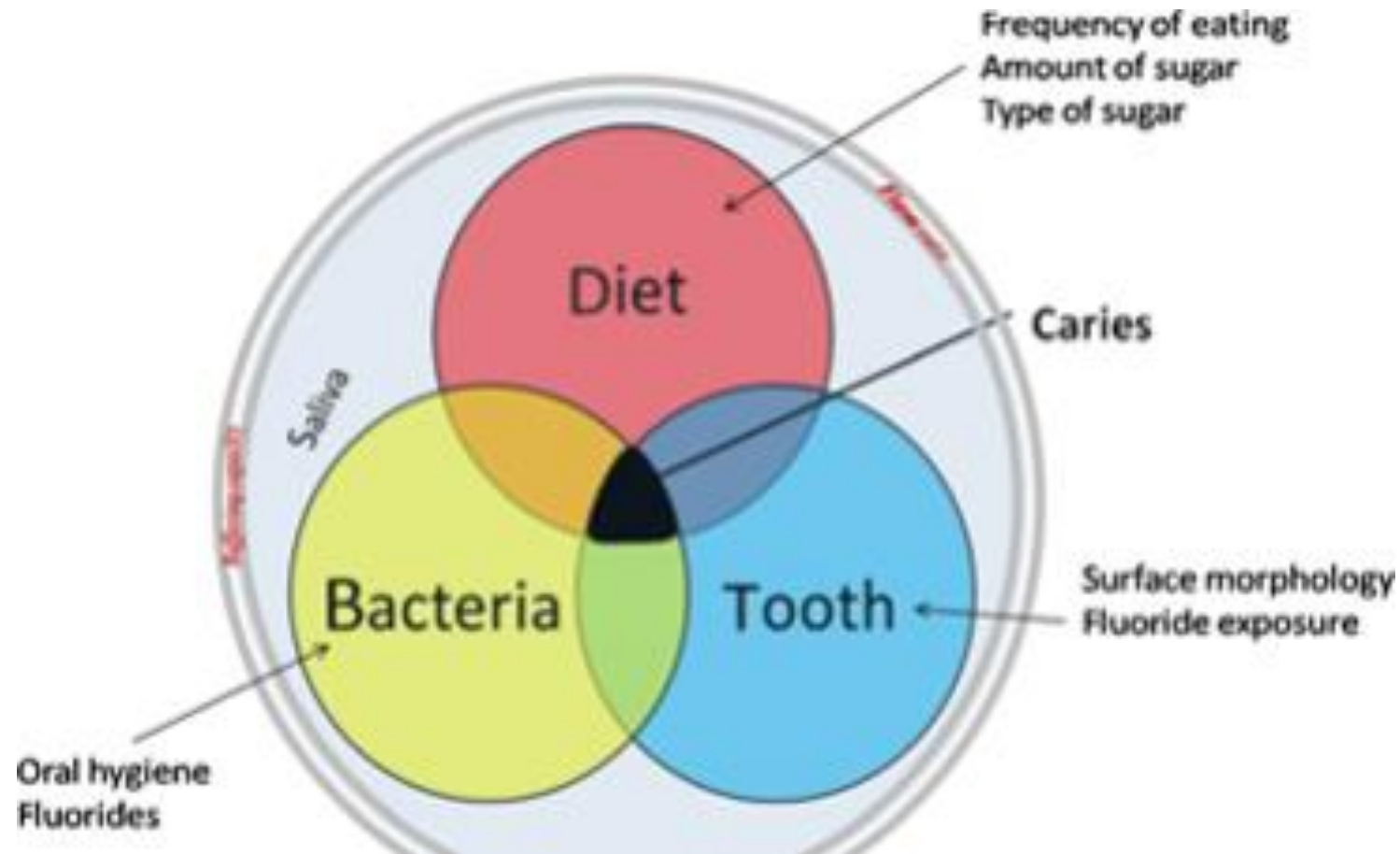
Pathologic Factors in Decay

- ✓ Acidogenic Bacteria
- ✓ Dry Mouth/Xerostomia
- ✓ Dietary Carbohydrates
- ✓ Time of Exposure

Let's talk pH...



Dental Caries Process





Dental Caries Process

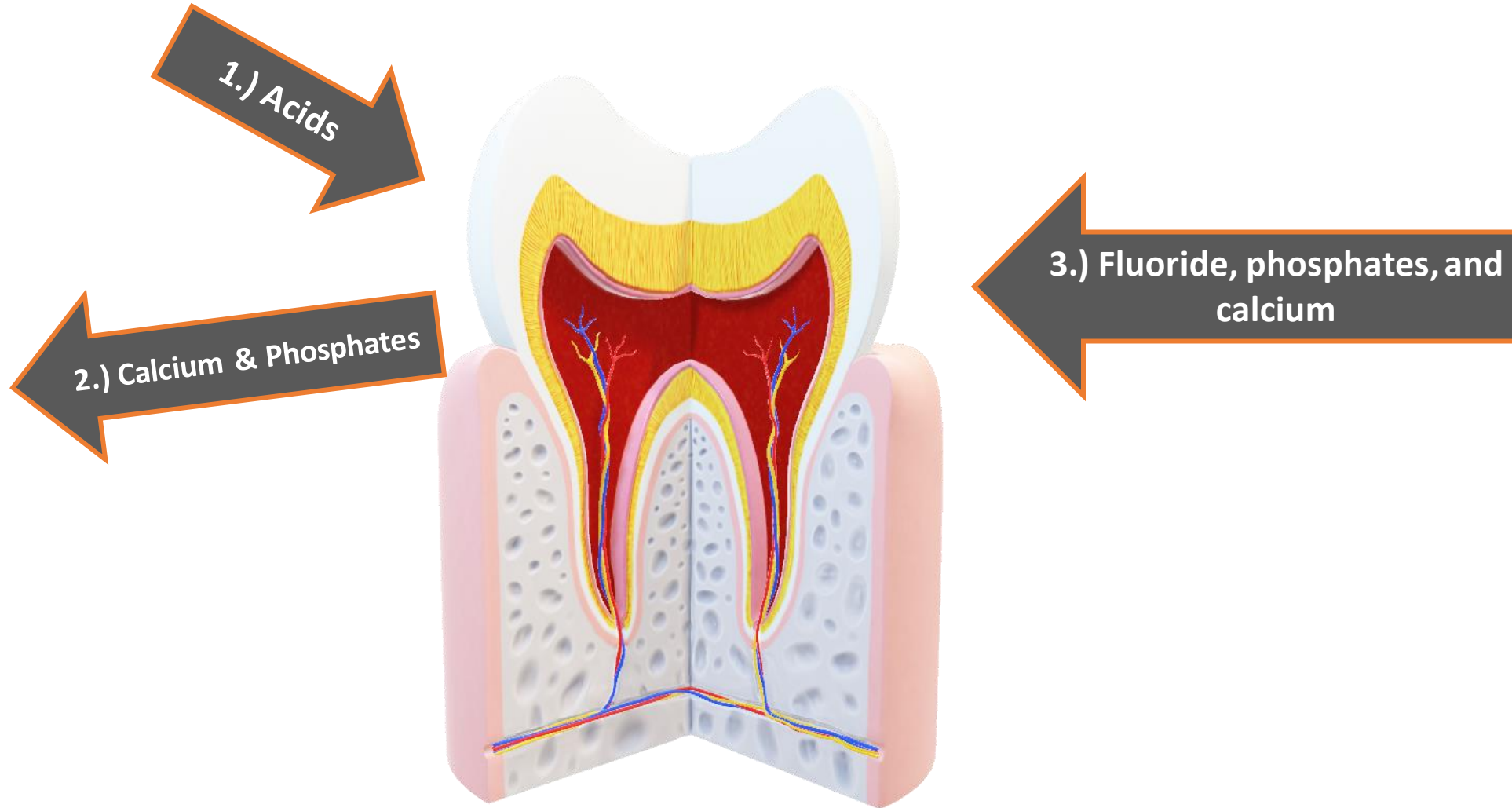
Remineralization

Reverses the decay process by depositing larger crystals that were lost minerals back into demineralized teeth. Making enamel stronger.

Demineralization

Acid diffuses through the enamel to produce a subsurface lesion causing loss of minerals in teeth. Demineralized enamel absorbs & retains Fluoride.

Mechanisms of Action





Caries Management by Risk Assessment

CAMBRA system was developed in 2002 to identify an individual's caries risk, to prevent, reverse, and treat patients with dental caries.

Using the CAMBRA system, patients can collaborate with the dental team to implement their personalized caries management strategy.

The American Dental Association has endorsed the CAMBRA system and created their own Caries Risk Assessment Document.



Caries Management by Risk Assessment

The CAMBRA system provides a more in-depth assessment tool as a key element of the overall approach and takes account of:

✓ *Caries Disease Indicators*

✓ *Caries Risk Factors*

✓ *Caries Protective Factors*

✓ *Clinical Examination*

Caries Management by Risk Assessment

Caries Risk and Management

Patient ID:		Date:	
	Low Risk	Medium Risk	High Risk
Contributing Conditions:	Check or circle the conditions that apply.		
Fluoride exposure—drinking water, supplements, professional applications, toothpaste	Yes	No	
Sugary foods or drinks	Primarily at mealtimes		Frequent/prolonged between meals
Caries Experience of mother, caregiver, or other siblings	No lesions within 24 months	Carious lesions in the last 7-23 months	Carious lesions in the last 6 months.
Established patient of record at a dental office—receiving routine care.	Yes	No	
General Health Conditions:	Check or circle the conditions that apply.		
Special health care needs (developmental, physical, medical, or mental disabilities that prevent or limit oral health care performance.			
Chemotherapy and/or Radiation	No		Yes
Eating Disorder	No	Yes	
Medications that reduce salivary flow	No	Yes	
Drug and/or alcohol abuse	No	Yes	
Clinical Conditions	Check or circle the conditions that apply.		
Cavitated or incipient/carious lesions or restorations	No new carious lesions or restorations in the last 36 months	1-2 carious lesions within the last 36 months.	3 or more carious lesions or restorations in the last 36 months.
Missing teeth due to caries in the past 36 months	No		Yes
Visible plaque	No	Yes	
Unusual tooth morphology	No	Yes	
Interproximal restorations –1 or more	No	Yes	
Exposed root surfaces—present	No	Yes	
Restorations with overhangs/open margins/open contacts	No	Yes	
Dental/orthodontic appliances	No	Yes	
Severe dry mouth	No		Yes
Overall Assessment:	Low	Medium	High

- **Low Risk:** All conditions must be in the low risk column.
- **Moderate Risk:** All conditions are either low or moderate risk.
- **High Risk:** One condition listed as high risk.

--Does not replace clinical judgement.

Reference: <http://www.ada.org>



*Optimal Oral Health is a **standard** of health of the oral and related tissues which enable an individual to eat, speak or socialize without active disease, discomfort, or embarrassment and which contributes to general **well-being** and **overall health**.*



What is Fluoride?

Fluorine, from which fluoride is derived, is the 13th most abundant element on the periodic table and naturally occurs in the environment.

Fluoride is a colorless mineral that can be found in soil, many foods and water.

It is also produced synthetically for use in drinking water, toothpastes, mouth-rinses, and various other chemical products.

The ADA recognizes the use of Fluoride and community water fluoridation as safe and effective in preventing tooth decay for both children and adults.

Community water fluoridation is an effective, safe, and inexpensive way to prevent tooth decay.

✓ Fluoride Indications

- ✓ Gingival Recession
- ✓ Hypersensitivity
- ✓ Periodontal Disease
- ✓ Dietary Habits
- ✓ Xerostomia
- ✓ Medically Compromised
- ✓ Caries Risk
- ✓ Current Teeth Appearance
- ✓ Orthodontic TX
- ✓ Teeth Supporting Overdenture
- ✓ Low or No Fluoride in Drinking Water
- ✓ Poor Home Care



Fluoride Contraindications

- Hypersensitivity to fluoride, tartrazine, components of the formulation
- Evidence of Fluorosis
- Community Water Levels >0.7ppm
- Patients that ingest toothpaste
- Beliefs & Preferences
 - Religion
 - Anti-Fluoridationists
 - Strict Vegans
- *Pregnancy-

According to the ADA, it has been determined that a topical fluoride treatment is needed to minimize the effects of erosion, fluoride varnish may be preferred over gel treatments due to nausea. Please consult with patient's physician to medical clearance.



...How would you assess these patients...?





Patient Selection & Treatment Recommendations

Caries Risk

Low:
D1206

Medium:
D1206
Take Home
Fluoride

High:
D1206
Take Home Fluoride
Systemic Use
**for pediatric
patients, those with
Chron's Disease,
and/or osteoporosis.



Patient Selection & Treatment Recommendations

Suggested Treatment Protocol

<i><u>Code</u></i>	<i><u>Procedure Name</u></i>	<i><u>Treatment Type</u></i>	<i><u>Frequency</u></i>
<i>D1110, D1120</i>	<i>Prophylaxis</i>	<i>Fluoride Varnish/Topical Fluoride</i>	<i>Every 6 months</i>
<i>D4910</i>	<i>Periodontal Maintenance</i>	<i>Fluoride Varnish/Topical Fluoride Take Home FL2 Toothpaste</i>	<i>Every 3-4 months Optional, but recommended</i>
<i>D4355</i>	<i>Debridement</i>	<i>Fluoride Varnish/Topical Fluoride Take Home FL2 Toothpaste</i>	<i>At final visit Optional, but recommended</i>
<i>D4346</i>	<i>Gingivitis</i>	<i>Fluoride Varnish/Topical Fluoride Take Home FL2 Toothpaste</i>	<i>At final visit Optional, but recommended</i>
<i>D4341/D4342</i>	<i>Scaling & Root Planning</i>	<i>Fluoride Varnish/Topical Fluoride Take Home FL2 Toothpaste</i>	<i>At final visit Optional, but recommended</i>



NADG Values

EMOTIONALLY INTELLIGENT: While our collective IQs pushed us to the tops of our classes, our EQs separate us from our competition. We are emotionally intelligent in everything that we do. We don't hide behind facemasks or tinted glass. Rather, we function in the office as if we are walking around in our patients' shoes. This empathy helps us to create an unforgettable experience.

APPROACHABLE EDUCATORS: We make things simple and understandable for our patients. From explaining procedures to solving challenges with insurance billing, we put out the vibe that no question is a stupid question. And, we work hard to quickly deliver answers with sound explanations.

HEALTHY BRAVADO: We operate with a deep sense of pride and healthy confidence in our team. We have a bounce in our step that lets patients know that they are in the best hands. In a universe where like attracts like, putting our healthy bravado out there will bring in new customers with those same characteristics.



Billing & Coding

D1206: Topical Fluoride

Fee: \$25.00

-copay due at time of visit.

-Submit to insurance. If claim is paid, patient would have a credit on their account.

-State-funded insurances must sign a non-covered form in Open Dental.

-Can be found under Forms



Benefits of Hygiene Treatment Planning

1.

Proven success in regions.

2.

Consistent patient experience.

3.

Comprehensive list of ALL recommendations.

4.

Patient and team is on the same page for financials.



Open Dental Treatment Planning

Done	Priority	Tth	Surf	Code	Sub	Description	Fee	Pri Ins	Sec Ins	Pat
	1-Urgent			D4910		periodontal maintenance Pri Deduct Applied: \$20.00	151.00	104.80	0.00	46.20
	1-Urgent		LR	D4921		gingival irrigation – per quadrant	21.00	0.00	0.00	21.00
	1-Urgent			D1206		topical application of fluoride varnish	25.00	0.00	0.00	25.00
	1-Urgent			D0431		adjunctive pre-diagnostic test that aids in detection of mucosal abnormalities including premalignant and malignant lesions, not to include cytology or biopsy procedures	25.00	0.00	0.00	25.00
	1-Urgent			D0120		periodic oral evaluation - established patient	57.00	57.00	0.00	0.00
						Subtotal	279.00	161.80	0.00	117.20
				D4910		periodontal maintenance	151.00	120.80	0.00	30.20
				D1206		topical application of fluoride varnish	25.00	0.00	0.00	25.00
				D0431		adjunctive pre-diagnostic test that aids in detection of mucosal abnormalities including premalignant and malignant lesions, not to include cytology or biopsy procedures	25.00	0.00	0.00	25.00
			LR	D4921		gingival irrigation – per quadrant	21.00	0.00	0.00	21.00
						Subtotal	222.00	120.80	0.00	101.20
						Total	501.00	282.60	0.00	218.40

Today's Visit

Recare Visit

Hi Sally. Thanks for coming in today. Dr. Smith and I have you down for your periodontal therapy, a doctor's examination, we will check for oral cancer, and apply fluoride to your teeth. Your copay is \$117.20.



Effective Verbiage

Hi Sally. Thanks for coming in today. Dr. Smith and I have you down for your periodontal therapy, a doctor's examination, we will check for oral cancer, and apply fluoride to your teeth. Your copay is \$117.20.

1.

Please clear and concise.

2.

State treatment recommendations.

3.

State copay.

4.

Be confident.

5.

Pause.

6.

Overcome objections once they are presented.



Overcoming Objections

“What is Fluoride and why do I need it?”

"Fluoride is a vitamin for our teeth to help keep them strong. Due to our daily diet, medications, and other habits, Fluoride is lost from our teeth's enamel layer. This makes our teeth weaker and more susceptible to caries."



Overcoming Objections

I heard Fluoride is bad for you!

"Too much of anything can be bad for you. With our in-office Fluoride you are not ingesting it. This Fluoride is a topical treatment that we use to coat the outsides of your teeth only. The process is quick, simple, and painless."

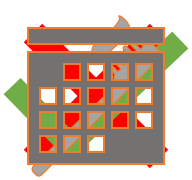


Overcoming Objections

I thought only kids needed Fluoride!

"Yes, that is a common misconception as it is true that children's teeth are forming and erupting, however adults need to protect the teeth that they have. Adults are consuming more acidic and sugar beverages & foods these days than ever before: Coffee, Energy Drinks, Sweet Teas, Alcohol, Juices, Desserts, Protein Bars, etc. The frequent consumption of these items are constantly splashing acids and sugars against the teeth which excite bacteria in our mouths to feed on which causes cavities."

"Adults are on more medications these days than ever before which causes weak immune systems and dry mouth. Therefore, by adding in a regular Fluoride regimen both in the office and at home will help protect our teeth and fight tooth decay. "



Overcoming Objections

"My insurance does not cover this, so I don't want it!"

"Yes, Mr./Mrs. Jones, I understand your declining due to insurance coverage. However, we must keep in mind why we are recommending the Fluoride for you in the first place. (Discuss Medical/Dental HX)"

"Mr./Mrs. Jones, if the cost is still a concern then let's definitely put the Fluoride on the plan of action for your next visit."

"By the way, you do not have to wait until your next visit to come in for your Fluoride Tx. You can schedule that at anytime as it will take less than 5 minutes for us to complete."

Dentsply NUPRO Varnish



Uniquely formulated varnish for hypersensitivity relief. NUPRO White Varnish releases more than 7 times the amount of Fluoride than the leading varnish brand over a two-hour period – and requires a shorter wear time compared to other leading varnish brands.

Dentsply Nupro Varnish: Application

1.

For best results, clean surfaces with prophy paste and rinse.

2.

Peel off foil lid. Position the varnish to your desire.

3.

Mix thoroughly with applicator brush. Paint a thin layer of FLUORIDE VARNISH directly on to teeth using applicator brush provided

4.

Allow treated area to become wet with natural salivary flow.

5.

Instruct patient to remain on a soft-food diet, avoid mouth rinses containing fluoride or alcohol. Inform your patient that the fluoride varnish may begin to gradually slough off the tooth surface after treatment. Varnish can also be removed after 2 hours by brushing and flossing.

Dentsply Nupro Varnish: Application Video



Dentsply Nupro Varnish: Additional Notes

1.

No need to dry teeth before application.

2.

It is not necessary to use all the varnish provided.

3.

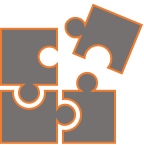
Use only enough varnish to apply a thin layer on the desired tx area.

4.

Patient can eat and drink after fluoride treatment but advised to avoid hot liquids and foods that will cause friction against the teeth such as coffee , tea, candy, chewing gum, and other sticky foods.

5.

Patient can remove after 2 hours.



Team Implementation

"Alone we can do so little; together we can do so much."



*Success doesn't happen by chance. It comes
from doing **consistently** what others do
occasionally*

SUCCESS PRINCIPLES



Team Implementation

Hygienists

1.

Two days prior, identify patients that need a fluoride treatment.

2.

Add to treatment plans prior to confirmation calls.

3.

Prioritize treatment plans and print.

4.

Give every patient the opportunity to say “yes!”



Team Implementation

1.

Communicate copays at confirmation call.

2.

Overcome objections on the confirmation call.

"I don't want fluoride at my visit."

Front Desk/Admin

The doctor and dental hygienists prescribe fluoride treatments to patients in need. I will let them know your concern and they can talk through that at your appointment.

3.

Collect copay.



Team Implementation

Clinical Team/EFDA/CDAs

1.

Identify patients on their schedule that are overdue in hygiene.

2.

Print off upcoming hygiene treatment plan.

3.

Make patient aware of out of pocket cost for hygiene visit.

4.

If team member brings back hygiene patients, they should be familiar with the same verbiage as hygiene.



Team Implementation

Doctors

1.

Be an ambassador of the PDA's philosophy of care for caries risk management.

2.

Support recommending best in class care—every patient, every visit.

3.

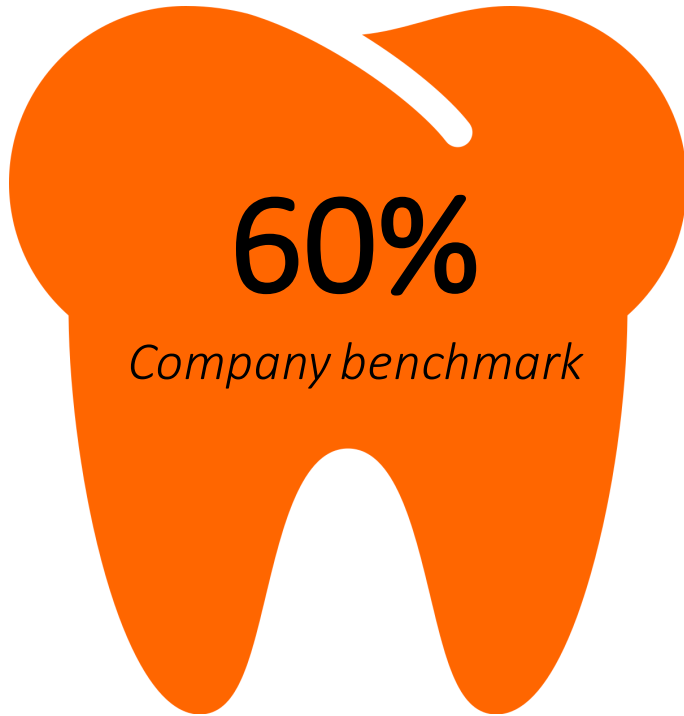
Talk through the benefits to patient that are questioning the Fluoride recommendation.



Team Implementation

Office Managers

1. Monitor performance regularly to ensure our patients are receiving best in class services on the Hygiene Codes PPH report found in OD.
2. Identify opportunities to improve case acceptance. Company benchmark is 60%. Is your office trending in the right direction? If not, ----
3. Ensure we are offering the services upfront and equally to all patients by inspecting treatment plans.
4. Make sure there is alignment on verbiage throughout the office.
5. Observe patient interaction. Use the Best Practice Checklist to see if patient education is on point.



44.6%

*NADG's average
YTD*

30

NADG offices exceeding
60% YTD

92.3%

*Top-performing practice at NADG
Sagamore Meadows-Indiana*



Office Level Fluoride Metrics-Leaderboard

#1	BG Pediatric Group-Toledo	95%
#2	Sagamore Meadows-Indiana	92.3%
#3	Cleveland-Tennessee	90.1%
#4	Life Smiles Dentistry-Indiana	87%
#5	Chattanooga Shallow-Tennessee	86%
#6	Jacksonville San Jose-Florida 3	85.1%
#7	Sweetwater-Tennessee	84.4%
#8	Silhavy Creek-Indiana	81.7%
#9	Alpine Woods-Indiana	80.5%
#10	Deerfoot Trails-Indiana	78.8%
#11	Chattanooga Highway 58-Tennessee	78.4%
#12	Corner Dental-Sylvania-Toledo	77.7%
#13	Birchwood Family Dental-Indiana	75.7%
#14	Refresh Dental-Middleburg Heights	75.1%
#15	Corner Dental-Lewis	74.1%
#16	Sterling Heights-Michigan	73.5%
#17	University Meadows-Indiana	73.0%
#18	Refresh Dental-Cranberry, Western PA	72.7%
#19	Scatterfield Meadows-Indiana	72.4%
#20	Refresh Dental-North Lima, Western PA	71.0%
#21	Hiram-Georgia 1	69.7%
#22	Crossville—Tennessee	69.5%
#23	Refresh Dental-Wexford-Greater PA	69.2%
#24	Refresh Dental-Whitehall-Greater PA	68.7%
#25	WD Bryan-Toledo	68.5%
#26	Refresh Dental-Fort Wayne-Indiana	67.2%
#27	Loganville-Georgia 1	64.5%
#28	Xenia-Columbus	64%
#29	Stockbridge-Georgia 3	62.3%
#30	Centerville-Columbus	60.3%



NADG HYGIENE

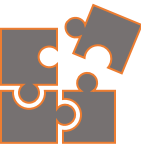
HYGIENE HUB

VIRTUAL HAPPY HOUR

11.19.2020 @ 7:00 PM EST

**COLLABORATE WITH TOP PERFORMING COLLEAGUES....
AROUND FLUORIDE TREATMENT RECOMMENDATIONS AND
CARE ACCEPTANCE.**

CHECK OUT YOUR EMAIL FOR A CALENDAR INVITE!



"Alone we can do so little; together we can do so much."

Questions....? Reach out!



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