

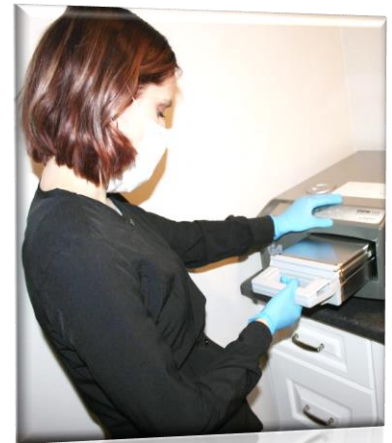
DENTAL HYGIENE PRACTICE



10 Steps to your practice

What You Will Learn

- **10 Steps** to follow in starting your own dental hygiene practice – this will make things so much easier for you!
- **Are you:**
 - Thinking about starting your own dental hygiene mobile practice?
 - Not sure where to start or how?
 - Not sure how much money it will cost?
 - No idea who to talk to?
 - Looking to talk to someone with first hands experience?
- I have experience, I've done tons of research, I've been in the dental profession for 14 years, and I can help you with all of the above 😊



Step 1 – The Cost

- This can be tricky because guess what, a lot of pricing you won't find until you speak to a dental rep. If you're lucky enough to have worked in a dental office already, you may have an idea of what things cost. I suggest looking up pricing FIRST for an idea of how much things cost for a few reasons:
 - **First reason**, is so you can gather some catalogues and compare pricing. Did you know, you can negotiate pricing with dental supply companies? Within reason of course. You also hope they will have deals when you go to order. When I first ordered the little stuff such as bibs, bib clips, gloves, etc. I was lucky to save at least \$2 per order because they had a sale on. \$2 isn't much but trust me, it adds up when you're spending \$2K plus in supplies. Sadly we can't order one box of bibs, one box of gloves, one box of anything. It's more like a full box of bibs at 500. So, that \$2 saved per bib order adds up!
 - **Another reason** why I suggest to know your prices first, is to cross reference on Amazon. Yes, I said Amazon. I'm not talking about buying your sterilizer or gloves from Amazon, but I'm talking about air/water syringe tips, bib clips, and how about saving \$3500 on a Piezo scaler? Oh you have no idea how much I've saved by shopping smart!
- **What if you DIDN'T look up pricing first?** You would be ordering from the first dental supply company you talk to, spending THOUSANDS (not hundreds, but thousands) more than you need to, possibly needing a larger loan amount and you will be shell shocked when that invoice comes in the mail and wondering how you plan to pay it off.

Step 2 – Make Some Calls

- Unfortunately, its not as easy as 1,2,3 ordering. You need to speak to dental reps. You can do this over the phone but in my experience they all want to plan a coffee visit to come speak with you. A good thing though, because you can try and negotiate lower pricing on your items. When I started my hygiene practice, I met with reps first, but soon realised it would have been helpful to look up pricing from catalogs and as much as I could online PRIOR to that.
- Why? It's a time waster otherwise. You may be meeting with reps, who you soon realize are twice the price of another company that sells the same products. Paying \$5 more per box of gloves because you 'like' the dental rep is a huge money sucker. I get it though! You will relate to certain reps more than others. You also may want things ordered fast, easy and done. Calling different companies, setting up meetings, and comparing prices all take time. I always say, time is money, but spending the extra time to compare prices will save you a fortune.
- **What if you DIDNT make some calls?** In this case, you won't get very far. You need to talk to reps to order your products - unless you're buying gloves, masks, and instruments from China or some weird random place online. Not recommended. I've known hygienists who purchased their portable compressor unit at a huge savings from China, and this, I think can be fine. Buying a portable unit is a matter of having the air, water, and suction working. If they don't, you're not harming your patient but it would mean needing to shell out money for one that does work.
- What about buying instruments and gloves from China?...ahh probably not the best quality and I would doubt its up to our standards of care. I don't KNOW if it is or not, but I wouldn't want to risk it.

Step 3 – Call The Bank

- Fun but also not fun. I had a heck of time with this. When I called the bank, I wanted a loan ASAP. Get in, get out. My experience was more of going in for a 'chat', having to bring in certain information that I didn't have (because I wasn't told I needed it!), booking another appointment a week later because the lady went on vacation, submitting forms and waiting a week to hear if my loan was approved, realizing I needed a higher loan so this means reapplying and waiting, being approved and waiting another week for the funds to get deposited....ahhhh....you get the idea. I had never applied for a loan before so this was all new to me. I guess things don't happen ASAP? Well, lesson learned!
- I may even suggest that calling the bank should be the first thing you do, because of the amount of time it takes. However, if you don't know your approximate costs it can be a waste. I say this because, if you need to get a higher loan amount, you need to re-apply. This means filling out more paperwork and more waiting. This is something you will need to wait on anyway.
- **What if you DIDN'T call the bank?** IF you're lucky enough to NOT need a loan, all the power to you :). If you do - call the bank sooner rather than later to apply for your loan since you will need a few appointments and it can take a month to get your money.

Step 4 - Ordering

- Once you have your money, order away! I compared my prices and it saved me literally thousands of dollars. There are so many dental supply companies but also, not all sell the same things. You may get a better deal on instruments at one place, a better deal on masks and gloves at another, purchase your whitening solution from the other place...you get the idea :). Compare your prices and pay attention to promos. I ordered my supplies in December which was great because places always have year end sales.
- Lucky enough to start your business around the dental convention? Definitely go! You will score amazing samples (mention you're starting your business), speak to the reps all in one place, and get huge deals.
- **What if you DIDNT order?** Well, you have to :). Have fun with this! I loved getting my packages in the mail! It was like Christmas! Usually supplies only take 2 days, some larger pieces of equipment can take up to a month

Step 5 – Design and Advertise

- This can be done at any point actually, and its fun! Get started designing your logo, thinking of a name, designing a facebook page (at the very least), and a web site if you take that extra step. I used to work as a social media manager and business coach back in the day, so I was very comfortable with all of this. Not so technology driven? I can help!
- I highly recommend advertising your business BEFORE you officially start. You want people to start hearing about you, thinking about getting their teeth cleaned, wondering what an independent hygienist is, etc. I started all of this about a month before I officially started. I'm ambitious though, once I set my mind to something I just GO. Its acceptable to take 6 months or even longer for this process. No harm in advertising before you officially start is the moral of the story here.
- **What if you DIDNT?** If you wait until your supplies all come in before designing your logo and advertising your business, this is fine, but it just means you delay your money making opportunity. Your first patient may come at you a month later once you start getting the word out there.
- It doesn't happen overnight sadly. You wont get 10 patients in a day right away. It would be nice, but just doesn't happen. Imagine pre-booking 10 patients before your instruments come in? Talk about exciting right?! I did exactly this because I advertised about a month earlier, every-single-day.

Step 6 - Documentation

- Once you start getting your equipment and supplies - its time to start thinking about infection control, MSDS sheets and charting! Is your sterilization area set up accordingly (if you plan to own a sterilizer for your home), getting MSDS sheets ready for all your products, office manual, etc. Need help with this? I go through every step and even have sheets for you to use in the **Mobile RDH Academy**.
- Another part of documentation is charting! Do you plan to have paper charts or paperless? I tried the paper charting for one hot second, and after one patient I decided no way. I'm OCD and I don't like my hand writing, so paperless it was! I use **Simple Practice** for my documentation - you can check it out here and even a free trial. *If you do purchase, keep this link for \$50 OFF -*
<https://www.simplepractice.com/?p=e8d49835f8>

Step 7 - Insurance

- I am NOT submitting claim forms electronically. It takes time, pay extra, and it takes longer to get paid. I ask for payment when services rendered, and I give a claim form for patients to submit themselves.
- How I see it is, I'm providing a huge service to THEM by being a mobile hygienist. I'm sure you would get MORE patients if you did direct billing but I choose not to. Something to think about.
- Simple Practice is amazing because you CAN direct bill if you choose to. A wonderful practice management software all in one, and I also love it because its based online. No more breaking down of your dental software at the worst possible times. If you've worked in a dental office before, you know of this all to well! Having a practice management software **online** means no expensive updates, and no breaking down!
- Check them out and get a free \$50 credit with this code:
<https://www.simplepractice.com/?p=e8d49835f8>

Step 8 - Pricing

- Think about pricing! We have a set fee guide to follow so make sure not to undercharge or undervalue yourself. I see this way too often. Yes you're new at this, yes you want to make money, but charging \$80 a cleaning won't help you pay off those loans. Making \$80 an hour may sound amazing to you (and it IS!), but trust me when I say being a mobile hygienist is hard work! Lugging stuff in and out is the hardest part, and you can't see as many patients in a day as if you were stationary.
- A typical dental office means you can see patients back to back. We know this too well right? The hygienist barely gets a break, shortened lunch, always running behind, etc. *Can I quickly say, its SO much better working for yourself and calling the shots!* But, being mobile, unless you're at the same place such as a nursing home for a day, means you have to account for travel time. You can't see as many patients in a day and make less.
- I share my exact pricing, fees and exceptions in my [Mobile RDH Academy course](#) if interested!

Step 9 – Tax Time

- Start keeping track of income and expenses. Gas, coffee meetings, writing off your mortgage or rent, etc.
- I share full templates inside the [Mobile RDH Academy](#) to take the guess work out of it. This is very overwhelming and I've discussed things extensively with my accountant.
- I also suggest hiring an accountant, remember, its a tax write off :).

Step 10 – Book Patients

- Book those patients! WOOOHOOO. You have the basics all set and ready to go. Basics without being so basic right? GOOD LUCK! Please email me anytime if you have questions, I'm so happy to help.
- I want to see more hygienists doing what we love and working for ourselves! It truly is amazing and you run the show.
- Patients need our guidance and expertise!

Good luck!

- Are you overwhelmed? Consider joining the Mobile RDH Academy - I go through all of these steps in full detail in several modules and videos. Personal support by me, live online sessions and all self study! You can go through the course at your own pace and in steps if you choose as you move along your journey. You will also have full personal support by me - so ask me questions and I help push you to get through these steps :).
- I can hold your virtual hand if needed and help you get it DONE. It can be hard for some of us to get that ambition going, so let me help! *My ambition and passion will rub off on you in no time!* 😊
- *I hope you enjoyed this booklet!*
- *-Andrea Majewski, RRDH , owner of Dentalelle Mobile Hygiene*

