

# RESOURCE

# Connections

## Technology: Enhancing Your Return on Investment

By Linda Drevenstedt, MS  
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New technology can dazzle and daunt dentists. The technology is often delivered, there is a quick demonstration with the sales rep. AND then ....? After watching my clients invest in technology, there are seven ideas that I've learned can help you get the most from your investment.

1. Have a technology budget. Plan 2-4% of your collections to cover your technology purchase or upgrade. This helps avoid impulsive convention specials.
2. Plan technology to fit your own practice vision and operator style.
3. Involve the staff in the research process. When staff is involved, they are more willing to implement.
4. Training, training, training. Have dedicated training early and often with new technology.
5. Write an SOP (Standard Operating Procedure) about the use of the technology. This helps with new hires, temporary staff and with holding staff accountable.

Example: Standard pictures for each new patient adult:

- Full face with patient smiling
- Lip/mouth area picture close-up with patient smiling
- Right & Left Lateral views (with check retractors)
- Close-up of all four quadrants (use mirrors)
- Close-up of any teeth that you or the patient are concerned with
- Lower anterior, lingual view.

ALWAYS, print photos of main concerns and problem areas for the patient to take home.

6. Track your results. Determine the average number of crowns per month before digital radiography. Find out the time needed to take an FMX and then track the time savings for a digital FMX. Then

See "Technology" Page 3

### Important Updates Affecting Florida Licensees

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Three new laws that affect dentistry were passed in the 2006 Legislative Session. It is important to stay abreast of these legislative changes as well as any rule changes promulgated by the Board of Dentistry, in order to promote patient safety, and to avoid disciplinary action and fines for noncompliance. Below is a summary of these changes.

#### New Laws for 2006

1. HB 587-Relating to Health Care Practitioners/Licensees. All health care licensees must provide notice to patients of what type of license the health care provider has (e.g., Physician, ARNP, Physician Assistant, Dentist, Dental Hygienist, etc.) These are:

- A name tag meets the requirement
- An oral notice to patient meets the requirement

See "Updates" Page 3

#### Inside This Issue:

Technology: Enhancing Your Return on Investment.....	1
Florida Licensees Updates.....	1
We've Come A Long Way Baby.....	2
Loose Lips.....	2



## LOOSE LIPS

*Tidbits of wisdom that may or may not be loosely related to dentistry*

November is the month in which we traditionally celebrate the Thanksgiving holiday. It's a month of feasting, family and football.

Did you know that....

- The Pilgrims carried over an English fall festival called Harvest Home
- The very first Thanksgiving was a 3-day festival in 1621 to thank the Native Americans who taught the Pilgrims how to grow crops
- The 3-day festival culminated in a huge feast prepared by the five surviving women of the first colony in the New World
- The first national Thanksgiving Day to be

See "Loose Lips" Page 3

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## We've Come A Long Way Baby

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Recalling my first dental assisting job back in the 70's, several fond memories come to mind; polishing my heavy white clinic shoes, dental instruments perfectly aligned in white porcelain trays, cuspidors as large as a kitchen sink, squeezing mercury through a cloth, and standing up all day long. In the early 80's I remember transitioning from the appointment book to the computer. We could have wallpapered the office with the notes scattered on the desk as we feared letting go of paper and trusting the computer!

Dental office uniforms, equipment, products and materials continue to evolve making our offices safer, our time more productive and improving our service to the patient. "We've Really Come A Long Way Baby"!

**Dental Technology** is ever changing. How do you keep up with it? Do you get over loaded with reading materials that arrive in the mail? Then, have a member of the team organize articles of interest, set up an area to keep them at close at hand in the staff lounge, and select a topic to discuss at your next staff meeting. Have you found a product of interest? Take some time to schedule a Lunch n' Learn with a sales representative, and continue to have training until everyone is proficient with it.

Local and regional dental meetings and study clubs are a great place for up-to-date dental technology information. The Northeast Florida Dental Assistants Society and The Northeast Florida Dental Hygiene Society meet the second Thursday of each month, St. Luke's Hospital, Auditorium C, 6:30 – 8:30 PM. This is also a good opportunity for dental assistants and hygienists to network and keep current with the latest information in their field.

What did you buy at the last dental convention trade show? Is it the "latest and greatest" product, now tucked back in an operatory cabinet? Get it out, and give it a try. That's money sitting on the shelf! What do you have to lose?

*"Technology" from Page 1*

compare.

7. Consider your patient demographics in your purchasing decisions. ACERAC® may be more valuable and profitable than digital radiology for a practice in a busy white collar area of town. Caesy® Patient education in each operatory is most valuable in a rural practice. These steps can enhance your ROI with your next technology purchase.

*"Updates" from Page 1*

- Advertisement must include this notice as well. Licensing boards may promulgate rules to further define compliance with the statute.
2. HB 699-Relating to Health Care Practitioners Continuing education requirements for dentist and dental hygienist licenses are changed as follows:
- Domestic Violence CE is no longer required for initial licensure
  - Domestic Violence CE is now a 2-hour requirement every third renewal. Course need only be taken once every 6 years
- NOTE:** Be sure to save your Domestic Violence CE certificate for 6 years, which is longer than the Board required 4-years for other courses.
- Removes requirement for HIV/AIDS course for initial licensure, but an HIV/AIDS course must be taken no later than the first license renewal period.

3. HB 1157-An Act Relating to Dental charting by dental hygienists.

Dental hygienists may perform dental screenings/ charting without supervision in certain locations such as nursing homes, county health departments, community health departments, mobile dental or health units.

The Board of Dentistry will approve content of charting and disclosure forms (this was referred to the Rules Committee on June, 23, 2006 for rule drafting).

**Additional Updates:**

Dentists may now obtain up to 3 hours CEU for licensure renewal by attending an approved course in dental practice management that meets the criteria set forth in Section 466.0135(1)(c). This section of FS 466 states that up to three hours of credit biennially may be taken for a practice management course that includes principles of ethical practice management, provides substance abuse, effective communication with patients, time management, and burnout prevention instruction.

*"Loose Lips" from Page 2*

proclaimed was on October 3, 1789, the same year George Washington was inaugurated as the first president of the United States

- President Lincoln, in 1863, designated the last Thursday in November as Thanksgiving Day and established it as a national holiday in 1864.

And in 2006....

Resource Connections wants to wish all of our readers a very Happy Thanksgiving holiday. We are thankful for your patronage, and for the bounties we all enjoy in the United States of America.

**About Resource Connections**

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for enhancing your practice!*

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<b>ABSENT</b>	NOT PRESENT, OUT, OFF, ELSEWHERE, ON HOLIDAY
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