

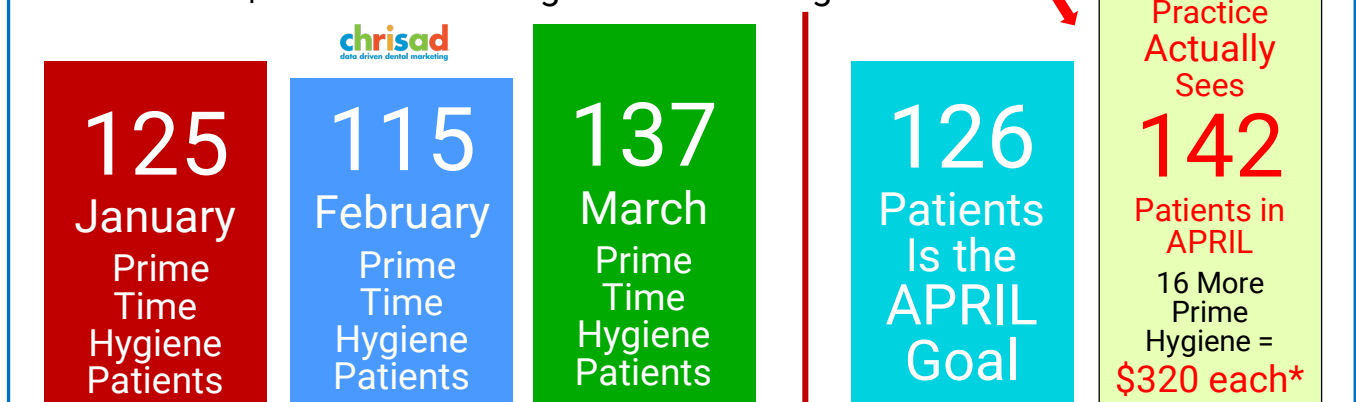
# Please Reward Your Team for Filling Your Schedule With MORE SUPER Patients...

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A MICRO-FOCUSED Incentive to Ensure Prime Time HYGIENE IS Regularly Increasing & FILLED...& BEST PATIENTS Are Checked!

Staff Are Paid \$20\* per EACH APRIL PRIME Hygiene Patient in the Chair ABOVE the Previous 3 Months' Rolling Average of Patients

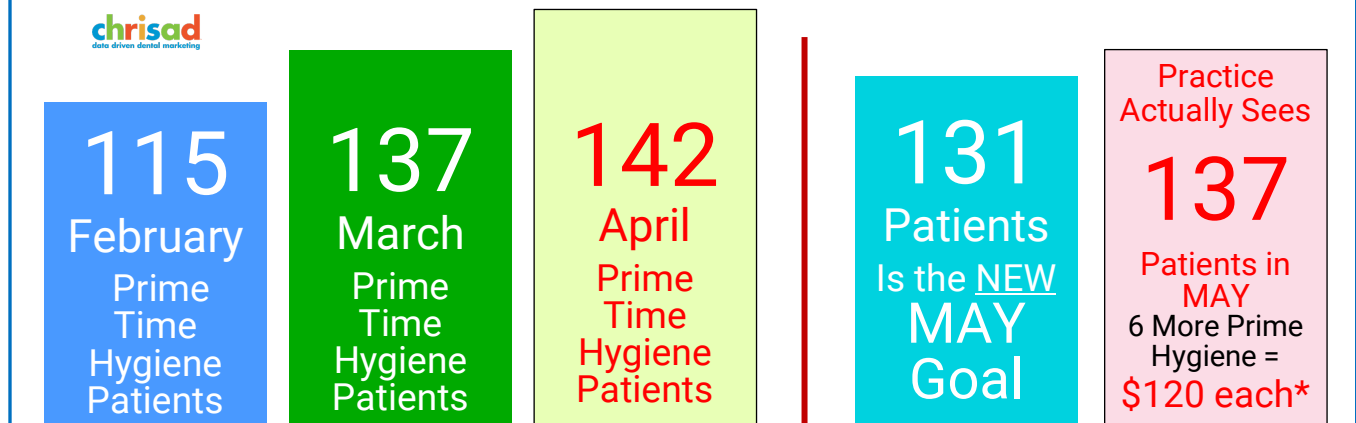
In the Present Month (April) Team Exceeded Goal by 16 Patients & Each Staff is Rewarded \$320 for Exceeding the Past Average



Prime Time = STRICTLY Weekend Patients, Weekday Evening (after 5:30pm) Weekday Morning (leave by 8:30am) Patients

\* THE actual INCENTIVE AMOUNT is at the discretion of the practice. **HOWEVER, please don't be cheap!** It MUST BE **SUBSTANTIAL & VERY MEANINGFUL** for the staff member that earns it...while not financially damaging the practice. \$20 per prime time patient amount above the three-month rolling average is merely a suggestion. A selected amount above or below \$20 may be appropriate for your marketplace. Incentive is paid to all staff including assistants...but usually not hygienists & DDS. Office managers usually receive 2x \$ share.

The FOLLOWING Month...& So On...Into the Future:



7-5-23 Hello! If typical, over our 4+ decades of practice experience, unless your team is disproportionately & **lucratively** incentivized to fill PRIME TIME HYGIENE...& pre-appoint & add these prime appointments to your schedule...they will (usually very quietly!!) resist offering these appointments...& won't want to work them. However, these **SUPER PROFITABLE prime time hours are when the STILL WORKING, BEST PATIENTS** will **ONLY COME IN!!!**

Ten Sample  
chrisad US Client  
Practices  
Diverse Regions  
360,000  
Procedures

Average Production Per  
Weekday Hygiene Exam:  
**\$482.32**  
Monday-Friday, 9am-5pm

Average Production  
Per Weekend  
Hygiene Exam:  
**\$1,195.63**  
Weekends  
Restorative care was performed within  
one month...mostly mid-day, mid-week.

Average Production  
Per Weekday Evening  
Hygiene Exam:  
**\$1,262.19**  
Mon-Fri; 5:30pm & Later  
Restorative care was performed within  
one month...mostly mid-day, mid-week.

**Paying them more to do what they naturally don't want to do is only fair.** This "Pavlovian" induced staff behavior works. We must disproportionately incentivize our scheduling & front desk team (or more!) to fill these appointments, add more...& **WANT TO WORK THEM.** This is an attempt to counteract destructive tendencies & reward positive behavior. Think about it! **Can you blame staff for not wanting to work hours they don't want to work?** We have used incentives for decades in order to stimulate & reward desired positive behavior...while discouraging destructive behavior. It has been a vital component in the growth of our clients' world's largest private practices.

## Super Fair & Transparent Rolling Average System:

A rolling average incentive system is optimal in that it is simple & understandable, with a dollar goal that is gradually...but constantly...increasing It is **not manipulated** by the (typically viewed by staff as) "greedy" owner doctor...& **never** asks the practice team to achieve a goal that has not recently been achieved. This system additionally has the advantage of **only paying incentives out AFTER financial growth has occurred.**

All data that chrisad has compiled points in the direction of the evening & weekend (hygiene) patients being 2-3x more productive than mid-day, mid-week patients. So we must MICRO FOCUS incentives to ensure that **PRIME TIME HYGIENE volume IS always increasing & FILLED WITH BEST PATIENTS!**

## One of the Best Investments You Can Make

**Do the math: These BEST patients will give you many times a return on your incentive investment.** Prime time hygiene patients (on average, in the U.S.) produce 2-3x more \$ per exam, have 2-3x **higher insurance maximums...**& their better insurance pays 2-3x more \$ to the practice per procedure...so with their (assumed) higher income, they usually have a lower or no co-pay amount. **Acceptance in this SUPER PATIENT segment is way higher...**& they usually don't have the time to question you...or to shop around. If past recessions are any indication of the (likely) upcoming recession, the **production per mid-day, mid-week (unemployed) hygiene patient will continue to decline.**

**SUPER Insured Patients With Highest Insurance Maximums:**



**WELL Insured Patients With High Insurance Maximums:**



To NOT pay these comparatively small incentive amounts inevitably leads to the loss of many \$ MILLIONS worth of new/returning patients each year. This wealthier & still working BEST PATIENT ABSOLUTELY CANNOT & WILL NOT TAKE OFF WORK (or school!)...especially for "just a cleaning."

These working patients/students must be ONLY offered appointments that are during weekends or weekday evenings (strictly) after 5:30pm (per U.S. Gov. stats) as new (hygiene) patients...& properly pre-appointed as returning hygiene patients. **HOWEVER, these BEST PATIENTS WILL generally take off work/school for restorative care** as chrisad scripts & methodologies are adhered to.

## Pay More...Get FAR More...But Only AFTER GROWTH

**The only reasons this plan WILL NOT WORK are as follows:** 1) The per patient above the rolling average \$ amount is set too low. Please be generous here & INCREASE the \$ amount up. 2) If open/empty prime time hygiene appointments are **NOT regularly ADDED** to accept typical new patient flows...**PLUS** allowing back returning new patient flows from six months earlier...there will be too few prime time spots to offer & the incentive is choked off.

With this tightly-focused prime time hygiene incentive, staff get paid more to "do the right thing." This incentive should be clearly displayed on your break room wall & updated 2-3x per day. For the first three months our "Scratch" offices...&/or those offices adding tons of prime time hygiene for the first time...will need to set a reasonably attainable "prime time patient in the chair monthly goal...& assure staff ahead of time they will receive a specific **VERY lucrative** amount each for attaining it. After the third month, activate the above plan. jc

Please Read Our NEW & Completely Updated Practice Incentive Book:

No Cost to chrisad Clients: [clients.chrisad.com/e-books](http://clients.chrisad.com/e-books) Audiobook Coming Soon!