

TROJANTODAY

The Newsletter for Today's Dental World

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Dental Products: Enhancing Patient Care & Practice Profitability

by *Debbie Seidel Bittke*

In the dynamic world of dentistry, staying up to date with the latest advancements and incorporating innovative products into a dental practice is essential. Each dental practice aims to provide excellent patient care while optimizing practice profitability.

Three standout products have proven to be game-changers in the dental profession. These three products are Bio Gaia, BURST Floss, and Celebrity Smiles Teeth Whitening. Let's explore what makes these products exceptional choices for dental professionals and how to integrate them into dental practices seamlessly.

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★★★
**TROJAN'S
DENTIFI**
named one of the **TOP**
Dental Insurance
Verification
Systems
★★★

Trojan's Dentifi has been named by DentalClaimsSupport.com as one of the four best insurance verification systems, noting this automation makes verification much easier and doing verification in-house saves money.

Bio Gaia

What is Bio Gaia?

Bio Gaia is a probiotic product specifically designed for oral health. It contains the beneficial lactobacillus reuteri, which is crucial in maintaining a balanced oral microbiome. Bio Gaia comes in various forms, such as lozenges, gums, or oral drops, making it convenient for patients of all ages.

Why is Bio Gaia a Good Choice?

Bio Gaia offers several benefits, making it a valuable addition to any dental office. The primary importance of using this homecare product is that it aids in preventing and managing oral health issues like gingivitis and periodontitis. The probiotic action of lactobacillus reuteri helps counteract harmful bacteria in the mouth, reducing the risk of plaque formation and cavities.

*What They
Say about
Trojan*

Knowing about the insurance details really helps with many aspects of the front desk.

Office Manager
Wilmington, DE

Bio Gaia can be especially beneficial for patients undergoing antibiotic treatment, as it helps restore the natural balance of the oral microbiota.

How to implement Bio Gaia:

Introducing Bio Gaia to patients can be done during routine hygiene appointments as part of a comprehensive preventive care plan. Dental professionals educate patients about maintaining a healthy oral microbiome and recommend Bio Gaia as a preventive measure. Having Bio Gaia available for purchase in the dental office can also facilitate its adoption and efficacy among patients.

(CONTINUED ON PAGE 3)

BURST Woven Dental Floss

What is BURST Floss?

BURST Floss is a premium dental floss made from high-quality materials. Unlike traditional floss, BURST Floss is crafted from charcoal and not infused with PFA's. The floss is shred-resistant and glides smoothly between teeth, making it gentle on gums.¹

Why is BURST Floss a good choice?

Choosing BURST Floss can significantly improve oral care for patients. Its unique composition effectively removes plaque and debris from hard-to-reach areas, promoting healthier gums and preventing gum disease. The charcoal infusion provides natural antimicrobial properties, further aiding in reducing harmful bacteria in the oral cavity.

Typically, dental plaque is white. The BURST floss is black, allowing patients to see the plaque they are removing. Seeing plaque removed from their teeth gives patients a sense of accomplishment and instant gratification.

SEEING
IS
BELIEVING

How to implement BURST Floss:

Introducing BURST Floss can be as simple as demonstrating its ease of use and benefits during dental hygiene appointments. Dental hygienists must guide patients on proper flossing techniques using BURST Floss. Part of self-efficacy involves education about what to do, how to do it, and then having the patient do what they need to do. Think of this as "Tell, Show, Do!"

Offering BURST Floss in your dental office will encourage patients to continue using it regularly, leading to better oral health outcomes.

(CONTINUED ON PAGE 4)

Celebrity Smiles Club Teeth Whitening

What is Celebrity Smiles Teeth Whitening?

Celebrity Smiles Teeth Whitening is a professional, dental-grade whitening system that can transform smiles. It utilizes advanced whitening LED light technology to whiten teeth quickly, removing stubborn stains caused by coffee, tea, wine, etc. This system is not "just" about selling teeth whitening products but offers a turn-key system to grow new patient numbers and increase case acceptance for high-end treatment plans such as Invisalign, veneers, implants, crowns, etc.

Why is Celebrity Smiles Teeth Whitening a Good Choice?

A radiant smile is often associated with good oral health and boosts a patient's self-confidence. Celebrity Smiles Teeth Whitening products deliver outstanding results, making them an attractive option for patients seeking a whiter smile. As a professional-grade, no-sensitivity teeth whitening system, it ensures safety and efficacy, providing superior outcomes compared to over-the-counter alternatives.

Celebrity Smiles is not the only teeth whitening product you offer; a turn-key dental practice growth system is included when you use the Celebrity Smiles Club products. The program is proven to grow your dental practice with more cosmetic procedures while reducing last-minute cancellations.

During the pandemic of 2020, ZOOM meetings and work-from-home employment became popular. These ZOOM meetings mean people have become more conscious about their appearance. Their concern sky-rocketing the teeth whitening industry to a predicted 11.6 billion dollars by 2030. ²

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QUOTE-WORTHY

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

-Helen Keller

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DENTIFI ELIGIBILITY Automation Not to Be Missed

Following are easy steps to ensure Dentifi is making the biggest impact on your bottom line:

1. Log into www.Dentifi.com to confirm all patients have been processed for eligibility.
2. Confirm the data received button is green.
3. Click +7 (7 days out). Check for PI, as these patients do not have the same insurance as the last visit.
4. Call patients who may or may not return your call. That's why the +7 button is so important, as it provides a window of time to:
 - Contact the patient,
 - Replace the inactive insurance name in the practice management system with the new insurance company name, or
 - Delete the inactive insurance company information if the patient no longer has insurance. No more billing the wrong insurance unnecessarily.

Once the change is made, Dentifi will pull eligibility for those patients that night.

5. Repeat the following day, clicking the “-“ (minus button) to indicate you're 6 days from today.
 - Follow Steps 4 and 5 until you reach today's date. Your patients' insurances have already been updated, with no PIs. Eligibility is confirmed before they arrive for their appointments.

Don't wait for the roster. Trojan's Dentifi Eligibility can also be used to verify DHMO patient eligibility. Want to know if your practice management system integrates with Dentifi Eligibility? Call 800.451.9723, Ext. 3.

The teeth whitening industry in North America is growing because of eCommerce and online sales, not because dental offices communicate and promote teeth whitening services to their patients. Teeth whitening is an added service and profit center that dental offices have yet to tap into. Celebrity Smiles Club has created more than a teeth whitening system but a dental practice growth system. Understand that teeth whitening is what the patients want, and it keeps them returning to your office for what they need – better oral health. The products play a role by enhancing patient care and contributing to the overall profitability of dental practices.

Think about this: *You can buy dental-grade teeth whitening products wholesale. Celebrity Smiles Club teeth whitening means no more messy impressions or fabrication of whitening trays. Patients leave with the whitening products the same day.*

How to Implement Celebrity Smiles Club?

The first step is for a dental office to purchase wholesale Celebrity Smiles, teeth whitening products from Dental Practice Solutions. *

A dental office that uses Celebrity Smiles Club products has access to a web portal of information that supports implementation for their patients to enroll in The Smile Club. The most important part of a dental office using Celebrity Smiles Club products is consistent access to dental practice growth tools and systems for success.

**PEOPLE ARE TEN TIMES MORE LIKELY TO BUY WHAT THEY
WANT, NOT WHAT SOMEONE TELLS THEM THEY NEED!**

(CONTINUED ON PAGE 7)

**Dentifi Eligibility
Automation where you
need it.**

800.451.9723 ext. 3



The following is a short list of how dental offices benefit:

- The smile evaluation. Understand “what your patients want”
 - o The results are more cosmetic cases and high-end dentistry
- Customized scripts to reduce last-minute cancellations
 - o Patient membership in The Smile Club is proven to solve this problem
- Webinars to help boost your hygiene department productivity
- Marketing materials to motivate patient enrollment in The Smile Club
- Patient Implementation Guide for The Smile Club Membership
- And a wealth of information for practice growth



Patients who purchase whitening products from your office enroll in The Smile Club.

The office collects a nominal membership fee and:

- Patients enrolled receive a dental-grade whitening kit.
 - Triple-function, wireless mouthpiece with Blue, Red, and Red/Blue LED lights and USB charger, a gel pen, user and shade guide, all in a designed, satin storage pouch.
- Patients pay their annual Smile Club membership fee.
- Recommended Smile Club Patient Enrollment fee is \$149-\$199 and includes one whitening kit.
- Patients buy whitening pens for \$25-\$30 each, and additional products are discounted for patients in the Smile Club
- Patients pre-schedule hygiene appointments and receive a free whitening pen as an incentive to keep regularly scheduled appointments.

(CONTINUED ON PAGE 8)

You end up with a full hygiene schedule and are less likely to see cancellations.

The signed enrollment form adds a small measure of accountability for the patient to keep regular hygiene appointments and to follow early rescheduling or cancellation guidelines to reduce schedule changes. The added value of a gel pen is an incentive to prioritize dental appointments.

When patients enroll in The Smile Club, they agree to pre-schedule routine dental hygiene appointments and call during business hours at least 48 hours before their appointment if they need to reschedule or make changes. This reward system rewards patients for returning to your office and keeping their pre-scheduled dental appointments.

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 “Treating the Gingivitis
 Patient” from our
 issue April.**

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Patients pay up to \$299 for a whitening kit and \$45 for one gel whitening pen or strips when they buy online or in a retail store. As a dental office, you pass along the savings discounting whitening products to patients enrolled in The Smile Club. to thrive!

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1. PFA's. Eke P, Thornton-Evans G, Wei L, Borgnakke W, Dye B, Genco R. Periodontitis in US adults: National Health and Nutrition Examination Survey 2009-2014. JADA. 2018;149(7):576-586. Accessed July 30, 2023.
2. Teeth Whitening Industry Market Review. Comprehensive Periodontal Exam (CPE) <https://bit.ly/CPEAPPLINK> (Accessed January 31, 2023). Accessed June 26, 2023.

*** Special Interest. Please note the author has a financial interest in BURST and Celebrity Smiles Club.**



ABOUT THE AUTHOR

Debbie Seidel Bittke RDH, BS is the founder and CEO of Dental Practice Solutions, a dental coaching business focused on optimizing the hygiene department. Debbie created Celebrity Smiles Club, a patient retention - rewards system to keep patients on your schedule and grow New Patient numbers. Debbie can be reached at: Debbie@dentalpracticesolutions.com or at her website: www.dentalpracticesolutions.com. You can also call: 888-816-1511.

Read more from Debbie:

Treating the Gingivitis Patient
[Trojan Today, April 2023](#)

Schedule to Goal: Create Less Chaos and More Production
[Trojan Today, November 2019](#)

The Pulse of Your Dental Practice
[Trojan Today, January 2021](#)

Grab this complimentary eBook that delves into building your dental practice with more cosmetic cases, growing your new patient numbers, etc. For more information, email Debbie directly using the above email.

[Download Here](#)

Ask the Consultant

Answer by Kathleen Johnson



Q: We do the restorative portion of the implants and are looking into doing the Atlantis Conus Concept with 4 implants, 4 abutments, a connecting bar and an overdenture. Is there an additional code/fee for the Syncone Cap that fits into the metal attachment bar?

A: D6192 Semi-Precision Attachment-Placement

This procedure involves the luting of the initial or replacement semi-precision attachment to the removable prosthesis

D6192 describes the placement or replacement of each semi-precision attachment (keeper assembly) placed into the removable implant prosthesis.

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