Implementation Guide

The best way to ensure that your DOCS Education investment pays off in your practice is to fully implement the skills you've learned.
Your team is critical to this process.

This training outline is intended to help your team implement sedation easily while you continue to perform the best dentistry for your patients. The DOCS Education team is here to help.

Before you attend the seminar:

- o Review implementation guide and assign a team leader.
- o Gold Members – have your team leader contact your Membership Service Representative to schedule a free implementation review.
- o Have your admin team watch the free member online phone training video.
  - Gold Members can have a Membership Service Representative make a phantom phone call to ensure your staff is on top of their game. The results will be recorded and a report will be sent to your office.
- o Order the Team Training DVD/Sedation Dentistry Guide combo with pre-seminar savings. If you can't bring at least 2 team members to the seminar—which we highly advise and Gold Members get the second one free—your team can train from your office on everything from answering the phones and marketing sedation dentistry, to monitoring the patient and dismissal.
  - Schedule time to:
    Watch the Team Training DVD
    View the 7 hours of online CE for the Guidebook
  - Schedule time for:
    Team meetings on Testimony Collection from the Guidebook
    Phone training from the Sedation Dentistry Guidebook
  - Load Guidebook documents onto your computer or into your Paperless Office Software
- o Visit the Members Only section on the DOCS Education website to view the EliteDOCS instructional videos
- o Have your clinical team watch "how to use your drug logbook" training video now available in the Members Only section of the website. The drug logbook is included with your membership packet.
- o Have your admin team watch the SedationCare.com call video so they can prepare for referral calls from the website.

- Schedule a time for you or your team leader to review your member benefits with your Membership Services Representative. Many of these benefits will be useful immediately.
- Review your Regulations Cheat Sheet and have any permit applications ready to go. Questions may be directed to John Bitting at John@docseducation.com.
- Download and review forms from the clinical resources section of the website, including:
    - Anesthesia form
    - Local anesthetic worksheet
    - Top 100 prescriptions and interactions with Triazolam
- Prepare a letter to notify your insurance carrier of intent to do sedation (downloadable template is available in the Member's Only section of the website).
- Gold Members: download poster and/or notice that advertises you're adding sedation to your repertoire (downloadable template is available in the Member's Only section of the website).

Post seminar:

- On the Monday after the seminar, confirm your equipment order with your Sales Representative.
- Complete all pre-seminar tasks not yet completed
- Choose a sedation operatory to set up.
- When equipment arrives, set up the room:
    - Hang drug cabinet
    - Hang AED
    - Place pulse oximeter
    - Store companion chair
    - Set up emergency equipment
- Test the companion chair. Have a team member sit in it and push them out to the parking lot. Address any obstacles.
- Order emergency and sedation medications.
    - Document process in logbook
- Schedule emergency training covering the following points:
    - Emergency code word – what word will signal an emergency in your office (code blue not recommended)
    - Call 911 – know what to say
    - Location of emergency equipment
- Order bottles for dispensing medications (download labels located in the Member's Only section).
- Team training on pulse oximeter (Gold Members can schedule time with a Membership Services Representative).
    - Have a team member sit in the chair to find the best place for you to view the monitor while working

- o Hold team training on forms handed out at the seminar:
  - Health history
  - Consent forms
  - Medical fax back
  - Anesthesia document
  - Preoperative instructions
- o Financial arrangements – discuss your plans with your team:
  - Prepay discounts
  - Pay in advance for treatment
  - Communication delivery
- o Outline how you wish to schedule sedation patients with your team.
  - Block out your schedule one day a week to begin
- o Training on how to welcome a sedation patient and designate who monitors before treatment begins.
- o Dismissal criteria review.
- o Update BLS/CPR if not current.
- o If you purchased the Sedation Dentistry Guidebook, prepare the forms and organize the mailing packets (outlined in the User Manual).
- o Notify your patients:
  - Add the new service to your website
  - Include in newsletter
  - Send letter and/or email to patients
  - Wear a badge
  - The Sedation Dentistry Guidebook has templates and more ideas located in Chapter 11
- o The Walk in the Park Embedded web video can be added to your site.
- o When your equipment arrives, schedule your first appointment!
- o Schedule a review of the experience.
  - What went well?
  - What didn't go as well?
  - What opportunities are there for the next visit (move the pulse ox, patient positioning)?
  - What keeps you from making these changes (need equipment, not enough time, team training not complete)?

***Systems and expanding your sedation practice:** many of the systems below are outlined with the necessary tools in the Sedation Dentistry Guidebook. If you did not purchase the guidebook, these systems will help you attract more patients, keep them in treatment and get referrals.*

- o Implement more marketing.
- o Set up follow-up process for calls that don't result in an appointment. The high-fear patient

does not always schedule on the first call. Be sure you have a system for following up so that you can make the most of your marketing dollars.

- o Set up process to track patients into treatment. There are many steps necessary to coordinate treatment for sedation patients who are tempted to find a way out of their appointment. Strong systems for monitoring progress and contact will prevent this from happening.
- o Assemble a mailing packet, or a "brag pack" that will highlight some of your best features.
- o Draft various letter for brag pack (no appointment, appointment, non-sedation). Since the brag pack can be mailed to any type of patient, you will need letters that work for various types of patients.
- o Draft a standard treatment letter. We recommend giving patients a written document that describes each kind of treatment in layman's terms with one price total. You can reuse and customize this for each patient.
- o Obtain consent forms for all procedures. As healthcare professionals, we're obligated to inform our patients of potential outcomes both good and bad. Have consent forms for all the procedures you perform.
- o Draft a welcome letter – a thank you goes a long way. Welcome each new patient to your practice.
- o Draft pre-appointment instructions. Written instructions are critical for patient compliance and safety as well as a great sedation experience.
- o Gather reviews and testimonials. Patients believe what other patients have to say.
- o Send press releases to newspapers or post to PR websites – get the word out. Send press releases to announce your new service.
- o Claim your Google Places page – Google has easy to follow directions on how you can do this.

By now sedation should be an enjoyable and profitable part of your practice. DOCS Education is excited you are providing this much needed service. Please let us know if there is anything we can do for you.