



leave us feeling overwhelmed. The silent struggles of dental hygiene teams often go unnoticed, impacting our ability to provide the care we aspire to give.

Acknowledging the daily hurdles hygienists face—time pressures, performance expectations, and multitasking—is crucial. Unaddressed, these challenges can affect practice culture and patient care. However, hidden within these challenges are opportunities just waiting to be revealed.

My company has guided numerous dental teams in implementing clear systems for seamless operations and strategic practice growth. By focusing on calibrated diagnostics, patient advocacy, and a hospitality-based approach, dental practices can find joy, unity, and success.

## WAVE GOODBYE TO BURNOUT: 3 strategies to eradicate stress for good

Tiffany Wuebben, RDH

Before embarking on my dental career, I had the privilege of working in the hospitality industry. I witnessed firsthand the unwavering commitment to exceptional service, hospitality, and unforgettable guest experiences at the Ritz-Carlton. Embracing “The Ritz-Carlton Way” at the age of 18 significantly shaped my understanding of the pivotal role that relationships and structured systems play in running a successful business. This transformative experience laid the groundwork for my unique approach in serving dentists to help them build thriving dental practices with the power of hygiene.

The credo, motto, and three steps of service practiced at the Ritz were pivotal in cultivating lifelong guest relationships. The key principle of “anticipatory service” deeply resonated with me and has since become a cornerstone of my work as a hygienist and dental consultant. Through hospitality-based care, practices can grow and thrive, knowing that they are gaining patients for life.

### Hygiene struggles: Overcoming challenges with joy

However, managing a dental business can be difficult. From staffing shortages to insurance complexities, balancing it all while delivering top-notch patient care can

### So, what are the secret methods to ignite change?

#### 1. Define your hygiene strategy: Craft your mission statement, assessment process, and periodontal protocols.

Establishing the purpose and methods of operation for your hygiene department sets the foundation for success. Begin by crafting a mission statement, and then collaborate with your dentist to establish assessment and periodontal protocols. This process involves defining care philosophies, creating treatment plan flowcharts for each periodontal stage, outlining follow-up visits, and selecting recommended tools based on the dentist’s preferences. This shared understanding within the team establishes a clear direction for care, aiming for positive patient outcomes and provider satisfaction.

#### 2. Shift to hospitality-centered care and advocacy.

Just like the Ritz-Carlton hotels, hygienists deliver care with hospitality and grace, ensuring every visit is a blend of professionalism and warmth. Operating with a focus on delivering white-glove service fosters patient trust, provider satisfaction, and pride. This approach includes actively listening to patients, showing empathy toward their concerns, and offering personalized care that

meets their individual needs. Hygienists excel at going beyond clinical care to ensure patients feel valued, important, and nurtured during their visits.

Hygienists also excel as patient advocates, guiding patients through their care journey to boost satisfaction and provider contentment. Engaging patients as “partners in care” not only increases their happiness but also reflects hygienists’ expertise in fostering lasting relationships.

### 3. Embrace efficiency: Implement streamlined systems and procedures.

Through training and speaking to thousands of dental professionals, it has become apparent that implementing streamlined systems and operations within the hygiene department is vital. Doing so combats burnout and counteracts the challenges faced by providers. Efficient, repeatable systems emerge as the most effective remedy. By establishing sturdy operations with well-thought-out contingency plans, patients receive

seamless care, enabling hygienists to excel in nurturing a thriving hygiene department. This not only benefits patient care but also sets the stage for the dentist to achieve a profitable practice with hygiene as its driver.

### Bonus tip: Optimize your hygiene service mix with top adjunct therapies.

Hygienists put patients first by delivering top-tier oral care. Emphasizing the benefits of preventive dentistry encourages patients to adopt initiative-taking health-care habits, resulting in favorable treatment results. Ensuring patient satisfaction throughout their visits is important. Our aim is to create a positive experience that not only meets their needs but also fosters long-term loyalty, ensuring they return for years to come.

One way to enhance patient satisfaction is by recommending Voco’s Profluorid Varnish. It boosts the patient’s experience by protecting against cavities and sensitivity. In addition, Profluorid

Varnish is colorless and great tasting, all while providing a high fluoride release. Providers value its allergen-free formula, xylitol content, and ease of application—enhancing satisfaction, compliance, and trust for superior care delivery.

### Wrapping up

Just like the Ritz-Carlton, we should serve with care. Delivering excellent service not only boosts patient satisfaction but also alleviates stress and burnout. To effectively ease the daily pressures on hygienists, it’s vital to acknowledge their exceptional skills and pivotal role in cultivating a thriving practice through the transformative power of hygiene. **RDH**

#### Tiffany Wuebben, RDH

Tiffany is founder of The Hygienepreneur, which empowers dentists to optimize their hygiene department’s performance and profitability through innovative training and workshops. As a consultant and speaker, she transforms dental hygiene practices with a focus on actionable strategies that achieve groundbreaking results and renewed hygienist engagement. Tiffany can be reached at [tiffany@thehygienepreneur.com](mailto:tiffany@thehygienepreneur.com).

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