



Janet Hagerman | Fractional CHO | Case Acceptance CoachSM | International Speaker & Author

DSO Hygiene Chaos to DSO Hygiene Goldmine!

How to Create a Hygiene Department that is **Profitable, Consistent, and Scalable**

As badly as emerging DSOs need a game plan for growth, it's often just not in the budget. As your Fractional CHO (Chief Hygiene Officer), I utilize my past DSO experience to teach you to **develop a profitable Hygiene Department that:**

- Is positioned for same store growth and acquisition scalability.
- Applies consistent and profitable patient-centered systems.

Is This You?

- Your emerging DSO is growing.
- You know that Hygiene is the foundation of your dental practices, yet your Hygiene protocols are inconsistent or non-existent.
- You know you are missing out on revenue and patient care.
- You know you need Hygiene leadership to scale your company reliably, but it's just not in the budget yet, or you don't know how.
- You have a Hygiene "leader" but that person needs grooming for effective leadership and department potential.

Get the Help You Need

Coaching for DSO foundational Hygiene Department growth and scalability with
consistent, profitable, patient-centered systems

Contact Janet to speak to your group or practice today!

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DSO Growth: Walk Before you Run

Too often emerging DSOs are eager to “grow” by quickly acquiring more practices without a solid foundation in place. The foundation of any general dental practice includes a healthy profitable Hygiene Department that:

- Produces 33% of total practice production.
- Produces at least 50% perio procedures over prophys.
- Refers 30% of restorative production to the dentist.
- Enjoys 60-80% case acceptance.
- Forecasts for growth.
- Demonstrates values congruent with company culture.
- Utilizes consistent clinical and business communication systems.
- Promotes and fulfills a comprehensive periodontal program.
- Includes culture that enhances, enriches, and empowers your hygienists.

“Janet always sees the potential of my vision of the future for myself and for my teams. She has helped me get out of my own way and clarify my challenges by guiding and empowering more action and accountability. She has been my non-judgmental accountability partner all along the way.”

Cindi Roloson
RDH/CA Director

Are you a DSO wanting to develop your Hygiene Department but don't know how?

I have watched the DSO space grow and have seen the Good-Bad-Ugly. Enthusiastic to contribute to ethical evolution of DSO space, I provide your Hygiene Department with ***Foundational Building Blocks to Transform your DSO Hygiene Chaos into your DSO Hygiene Goldmine.***

My early days were spent in clinical dental hygiene and during my middle years I provided hygiene and full practice consulting. I was invited to create, direct, and lead a Hygiene Department of a 100+ practice DSO. I have authored three books and spoken to groups in the USA and internationally.

I am honored to be considered an authority on DSO Hygiene Department Development. I train emerging DSOs to develop a high functioning profitable Hygiene Department positioned for same store growth and acquisition scalability with consistent and profitable patient-centered systems.



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