



## Beyond the Prophy: Shifting the Appointment to Diagnosis, Enrollment & Health

Presented by Karen Davis, RDH, BSDH

Webinar Sponsored by Philips Sonicare

### Semantics

- “We now know...”
- Infection vs. Inflammation
- Hemorrhage vs. bleeding
- Daily disease control
- Avoid saying “just a little bit of...”
- Ask for feedback: “*What do you think?*”

### Sample Scripting for Enrollment

*Suzanne, we now know that periodontal disease is a bacterial infection, and if left untreated, can be permanently destructive to the jawbone, and can lead to tooth loss. Recent studies also suggest a potential link between periodontal disease and your overall health. Early detection and treatment are keys to halting the progression of this disease.*

*What the dentist and I generally recommend to treat this infection is a non-surgical approach that has 3 components. First, is periodontal therapy which is a thorough removal of disease-causing bacteria from the deeper pockets creating an opportunity for healing. Second, is the use of an oral health device called Sonicare® to provide daily plaque removal of disease-causing bacteria, and lastly, is follow-up care called periodontal maintenance. This begins after active therapy and is generally scheduled every 3 months to keep the infection under control.*

*Obviously, obtaining optimal results requires a joint-effort between what we do non-surgically, and what you do daily. Suzanne, what do you think about this?*

### Sample Scripting Discussing Insurance Coverage

*“Suzanne, we have found that most insurance plans assist with a portion of this treatment, however, the percentages vary greatly, depending upon the contract between the insurance company and the employer. Many patients with dental insurance receive around 40% reimbursement for this type of treatment.*

*However...the real question, that only you can answer, is whether or not this is the type of treatment you choose for your own health, regardless of your benefits.”*

### Sample Script for Periodontal Maintenance

*“Suzanne, due to permanent bone loss surrounding your teeth, there is a higher susceptibility to disease recurrence that lasts a lifetime. Most patients require closely-monitored periodontal maintenance every 3 months in order to prevent bacteria from causing disease again.*

*Maintaining a 3-month interval, combined with daily disease control on your part, is an investment that can actually save you dollars in the long run by helping to prevent re-treatment and potentially even gum surgery.*

*As you know, keeping periodontal disease under control also becomes an important component to managing your overall health for a lifetime!”*

*For additional information about Philips Sonicare Continuing Education Programs contact Noel Paschke, RDH, MS, Senior Manager, Professional Education at [noel.paschke@philips.com](mailto:noel.paschke@philips.com)*