

Roadmap To Practice SUCCESS With No Capital Investment

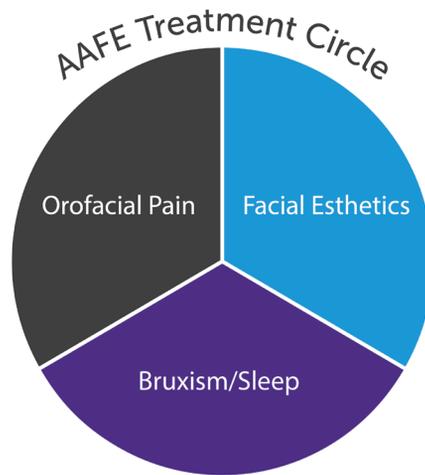
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One of the amazing things about the American Academy of Facial Esthetics (AAFE) is the opportunity to have a large membership which has been trained on specific skills-based procedures. Over time, there are opportunities to survey this membership that has successfully integrated these procedures into their practice. We can then measure the impact these specific procedures have had on the economics as well as the therapeutic outcomes for their patients.

The AAFE teaches the areas of facial esthetics, facial pain, bruxism and dental sleep medicine. All of these areas are interrelated and are part of the AAFE circle of treatment. What's interesting to note is when you think about it, in every dental practice, patients come in regarding specific needs and treatment in at least one of these areas. Because all of these areas are interrelated, once the patient comes in at their specific touch point, they then come in to the entire circle and are evaluated in all three areas.

Simply put, all patients (and all dentists who are also patients) want to look great, feel great and sleep great. Everyone knows that if you don't sleep great, you don't look or feel great. If you don't feel great, you typically don't sleep very well and

you certainly don't look very good. If you don't look very good, then most of the time you don't feel well either. You can literally look at a patient's face and get a very good idea as to how they sleep and how they feel. This knowledge requires training and dentists quickly learn how completely interrelated they really are.



Once AAFE members are trained in these areas, then it falls to each practitioner to begin integrating these procedures into their offices as soon as possible. Because these procedures are skills members already use and don't require any kind of capital investment, it is very easy to integrate these new procedures into any dental practice immediately. There will never be new technology to buy or any continuing upgrade costs because these are skills that dentists will have for the rest of their career.

Now let's get to an AAFE survey that we recently had done with our membership. These new integrated procedures into AAFE member offices included botulinum toxin (like Botox/Xeomin), dermal fillers, trigger point therapy for TMJ/orofacial pain therapy, bruxism monitoring, and oral appliances for dental sleep medicine. It is important to note that these offices like most dental offices had the capacity to add new patients to

their offices with no additional investment in new treatment rooms or schedule time. One major point in this AAFE treatment circle is that the procedures added are among the most highly desired procedures by patients in the world for aesthetic improvement as well as pain relief and sleep issues. For most of these practices, it was the first time that many of them were adding new services.

Here are the results of the most updated survey of AAFE members who have completed at least two levels of botulinum toxin and dermal filler live patient training as well as the AAFE frontline TMJ orofacial pain trigger point live patient therapy course and the AAFE bruxism/dental sleep medicine on-demand course. These AAFE members total educational investments were approximately \$10,000 to learn new services but that will result in a much higher ROI because no capital investment is necessary.

Botulinum Toxin (Botox/Xeomin) Patient Treatment

The average botulinum toxin treatment appointment was 9 minutes with injection time being 5 minutes. The average patient production fee was \$1,444 with a profit of \$1,023.

Dermal Filler Patient Treatment

The average dermal filler treatment appointment was approximately 17 minutes with injection time being 11 minutes. Average patient production fee was \$1,472 with a profit of \$992.

Botulinum Toxin and Dermal Filler Combined Treatment (Most Cases)

The average botulinum toxin and dermal filler combined treatment appointment was approximately 26 minutes with the injection time being 19 minutes or less. The average patient production fee was \$2,921 with a profit of \$2,151.

Frontline TMJ/Orofacial Pain Trigger Point Treatment

The average trigger point treatment appointment was approximately 13 minutes with the actual injection time being 8 minutes. Each trigger point injection average patient fee was \$160 with lidocaine. When botulinum toxin was used for these trigger point injections, the patient fee was \$150 per trigger point injection plus a \$12 per unit cost of botulinum toxin depending on the botulinum toxin used. The average treatment was 4 trigger point areas with a patient production fee of \$1,252 with a profit of \$976.

Bruxism Monitoring and Oral Appliances For Dental Sleep Medicine

This treatment area is different from the others in that it does involve a modest purchase of capital equipment (about \$5,800, or the bruxism monitor can be rented as low as \$279/month). This costs along with the low, per test consumable cost of \$18 makes this very reasonable for every dental office.

Laboratory fees averaged \$119 for a bruxism appliance/occlusal guard and \$381 for a mandibular advancement appliance, which is the type of oral appliance used for snoring and obstructive sleep apnea. The STATDDS home bruxism/sleep test monitor (STATDDS.com) provides the objective data needed to determine the proper treatment plan. There is also the oral appliance laboratory fee component that also must be taken into consideration to determine the ROI.

AAFE member offices in this survey who had integrated bruxism and sleep monitoring were performing 15 home tests a month with the average fee of \$200 per test. Appliance production averaged 8 bruxism appliances with an average fee of \$525 and 5 oral appliances for obstructive sleep apnea with an average fee of \$2,850. The total appliance production was \$21,825. Deduct from this the monthly rental monitor fee of \$299, \$270 in consumables, and lab fees for the appliances of \$2,827. All together this comes to an additional profit of \$18,429. The average treatment time is 40 minutes which includes the impression and seating appointments.

Bottom line - AAFE members who integrated botulinum toxin, dermal fillers, TMJ orofacial pain trigger point therapy, STATDDS bruxism monitoring and AAFE dental sleep medicine into their offices have seen an average increase of \$26,800 of production per month. This significantly increased production for your office comes with better and excellent therapeutic and esthetic outcomes than ever before for your patients.

This ROI of an investment in yourself makes this the best investment possible for your career. You can expand the services in your office with those that are highly desired by patients. The investment payoff is very substantial and quick, usually within 2-3 months, and you end up with skills that last the rest of your career. Go to FacialEsthetics.org today and start on your path today by getting trained with the AAFE!

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