

GBT



IS A PRACTICE BUILDER

#IAMGBT

THE **GBT** COMPASS AND ITS

08 RECALL

HEALTHY PATIENT = HAPPY PATIENT

- ▶ Schedule recall frequency according to risk assessment
- ▶ Ask your patient if he or she liked the treatment

07 CHECK

MAKE YOUR PATIENT SMILE

- ▶ Do a final check for remaining biofilm
- ▶ Ensure calculus is fully removed
 - ▶ Accurately diagnose caries
 - ▶ Protect with fluoride
 - ▶ No polishing anymore

06 PIEZON® PS

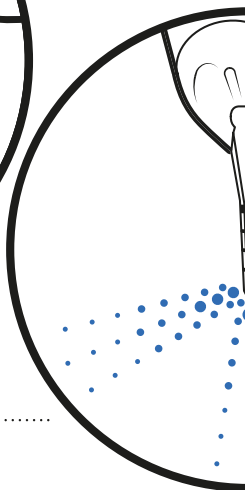
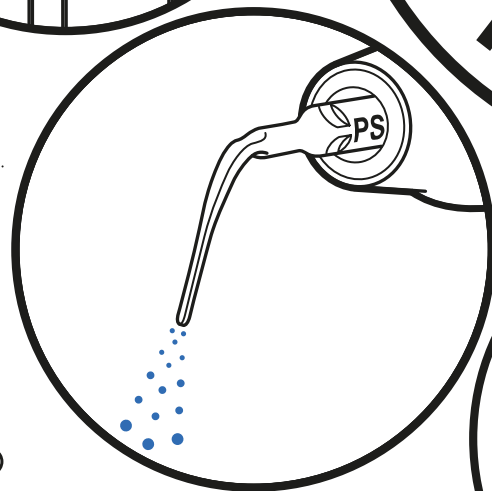
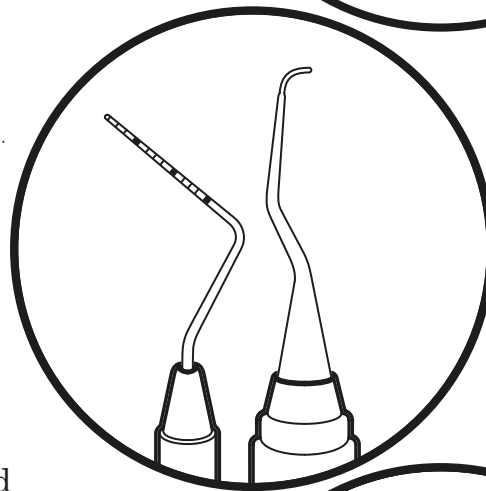
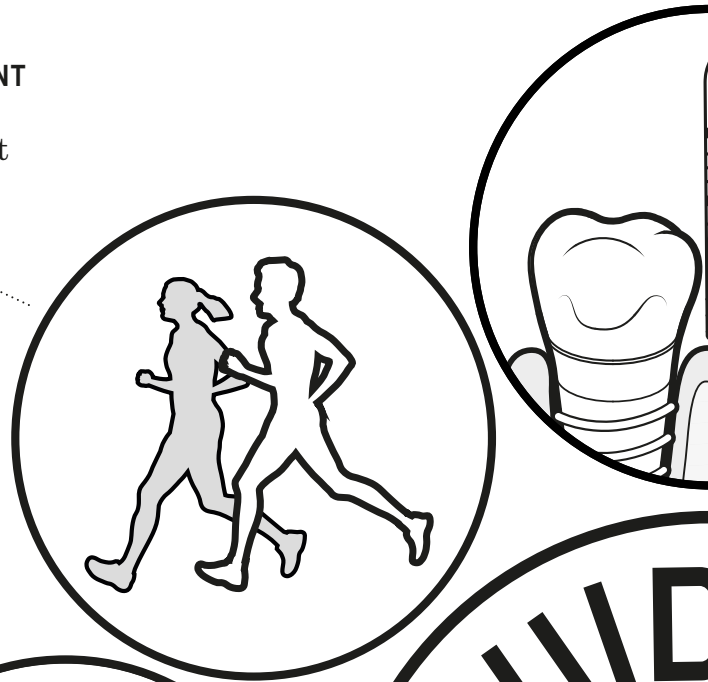
REMOVE REMAINING CALCULUS

- ▶ Use the minimally invasive EMS PIEZON® PS Instrument supra- and subgingivally up to 10 mm
- ▶ Clean > 10 mm pockets with mini curette
 - ▶ Use EMS PIEZON® PI MAX Instrument around implants up to 3 mm subgingivally and on restorations

05 PERIOFLOW®

REMOVE BIOFILM IN >4 TO 9 MM POCKETS

- ▶ Use AIRFLOW® PLUS Powder on natural teeth in deep pockets and root furcations and on implants
- ▶ Use new and slimmer PERIOFLOW® Nozzle



8-STEP PROTOCOL



01 ASSESSMENT AND INFECTION CONTROL

ASSESS EVERY CLINICAL CASE AND IMPLEMENT HYGIENE MEASURES

- Start by rinsing with BacterX® Pro mouthwash
- Assess teeth, gingiva and periodontal tissues
- Assess implants and peri-implant tissues

02 DISCLOSE

MAKE BIOFILM VISIBLE

- Highlight to patients the disclosed biofilm and their problematic areas with EMS Biofilm Discloser
- The color will guide biofilm removal
 - Once biofilm is removed, calculus is easier to detect

03 MOTIVATE

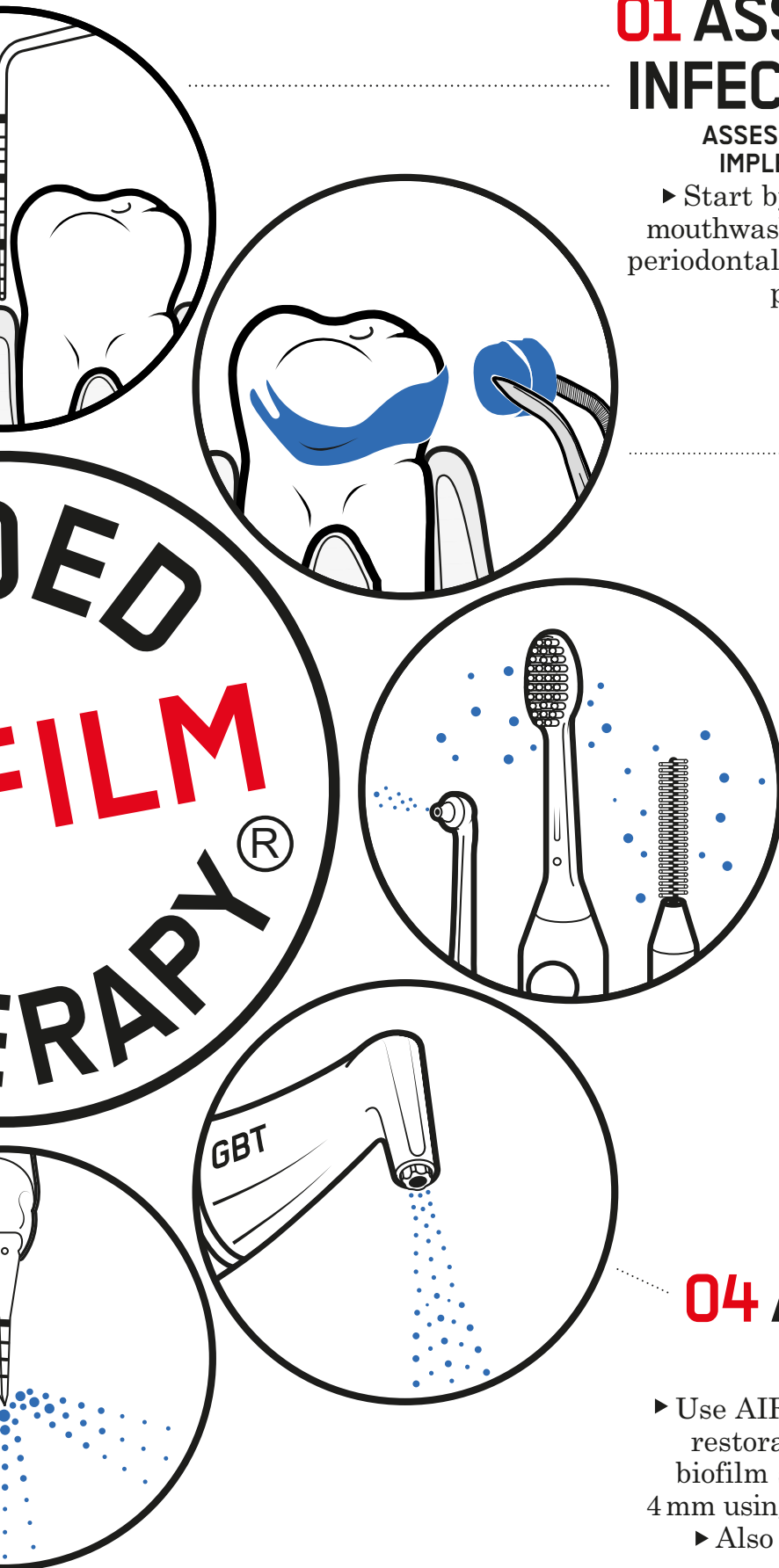
RAISE AWARENESS AND TEACH

- Emphasize the importance of prevention
- Instruct your patients in oral hygiene
- EMS recommends interdental brushes or dental floss as well as electric or manual toothbrushes and AIRFLOW® erythritol toothpaste for daily home care

04 AIRFLOW® MAX

REMOVE BIOFILM, STAINS AND EARLY CALCULUS

- Use AIRFLOW® MAX for natural teeth, restorations and implants
- Remove biofilm supra- and subgingivally up to 4 mm using AIRFLOW® PLUS 14µm Powder
 - Also remove biofilm from gingiva, tongue and palate





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**THE TEAM ENJOYS IT,
THE PATIENTS ENJOY IT.
I RECOMMEND GBT.**

Dr. François Veuve
Cabinet dentaire des Halles



DR. VEUVE, NEUCHÂTEL, SWITZERLAND



THE 8 STEPS EXPLAINED



STEP 1 ASSESSMENT AND INFECTION CONTROL

Assess the oral cavity to appreciate the state of (oral) health of your patient before starting the treatment. This step gives you the opportunity to prepare for the upcoming treatment.



STEP 2 DISCLOSE

The disclosing agent makes the biofilm visible – you can only treat what you see. The disclosing guides the clinician through the treatment, prevents over-instrumentation and enhances the understanding of oral home care for the patient.



STEP 3 MOTIVATE

Long-term oral health can only be achieved with a combination of regular professional teeth cleaning and good daily oral home care. The patient needs to understand the importance of home care and know the best techniques for their individual needs.



STEP 4 AIRFLOW® MAX

The visible biofilm can be efficiently removed thanks to the laminar powder-water jet. The PLUS powder can be used in 100% of all cases, removing the biofilm supra- and subgingivally, and offering a minimally-invasive and comfortable treatment to the patient.



STEP 5 PERIOFLOW®

Subgingival biofilm needs to be safely removed. The slim and flexible PERIOFLOW® Nozzle offers increased access. Treatment with PERIOFLOW® serves as initial and follow-up (SPT) periodontal therapy, as well as initial and follow-up treatment of mucositis and peri-implantitis.



STEP 6 PIEZON® PS

Remaining calculus is removed painlessly and without damaging the enamel thanks to the dynamic power regulation and the NO PAIN module.



STEP 7 CHECK

Previously hidden caries or other problems are now visible so that the patient can be transferred to a dentist or specialist.



STEP 8 RECALL

Long-term oral health can only be maintained by continuous prophylaxis treatments. The next recall appointment is set according to the patient's needs to offer an individualized treatment plan. The recall serves as an indication as to whether the patient was satisfied with the treatment.



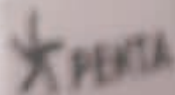
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THE GBT CERTIFICATION PROGRAM INCREASES THE VISIBILITY AND IMPORTANCE OF MY PRACTICE AND THE WORK WE DO. I WANTED TO KEEP MYSELF UP TO DATE CLINICALLY AND FROM A BUSINESS POINT OF VIEW.

Dr. Gianandre A Poggi, Dentist



READ THE
FULL ARTICLE



”

**AFTER ONE YEAR,
WE HAVE TRIPLED
THE NUMBER OF
APPOINTMENTS!**

Dr. Gianandre A Poggi, Dentist



REVENUE OF A DENTAL PRACTICE

**70% OF DIRECT REVENUE
COMES FROM THE DENTIST***

***64% OF ALL THE DENTAL
WORK PERFORMED BY THE
DENTIST AND SPECIALIST
WERE REFERRED
AFTER GBT**

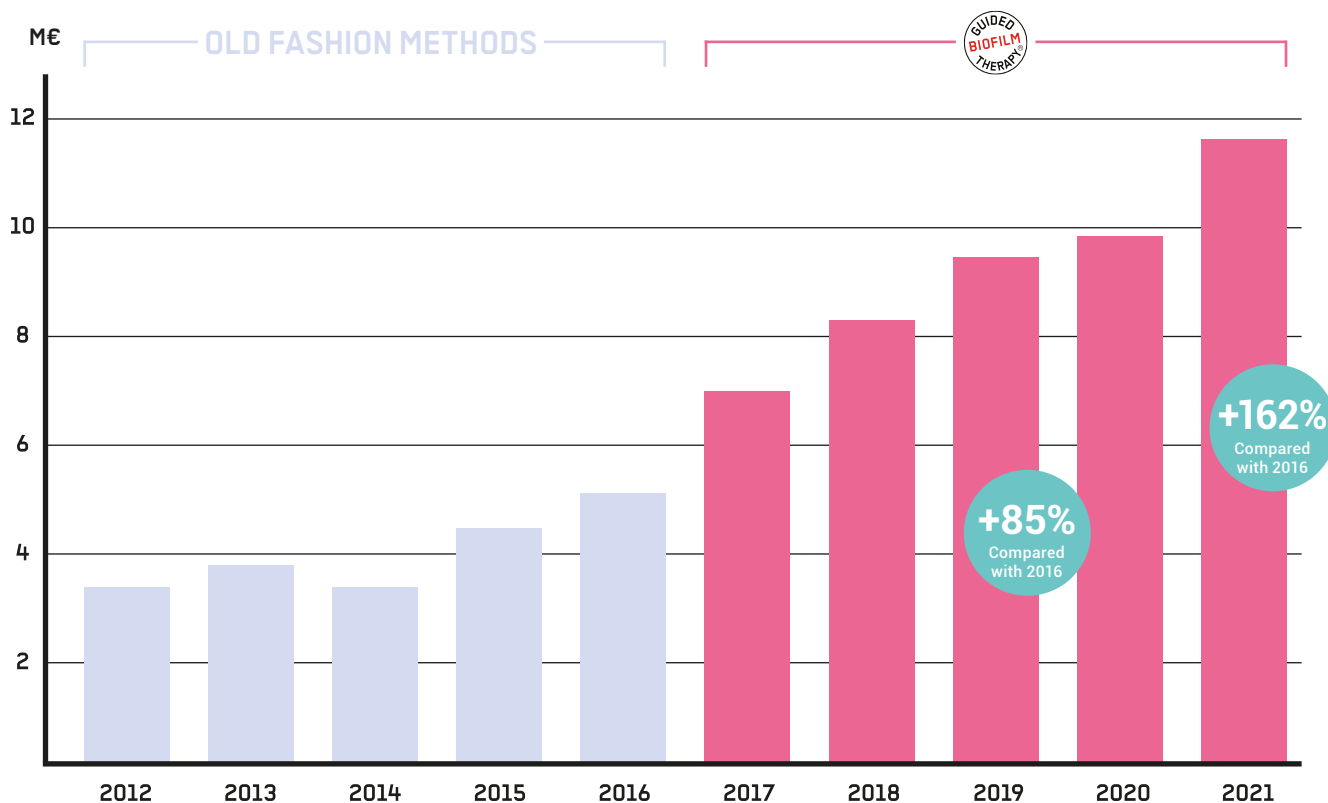
**30% OF DIRECT REVENUE
COMES FROM THE HYGIENIST**

Based on a case study of 24 dental practices in Switzerland

THE INFLUENCE OF GBT

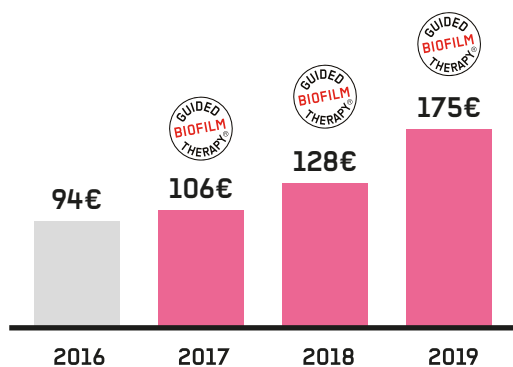


THE EXAMPLE OF A SWISS CHAIN OF DENTAL PRACTICES



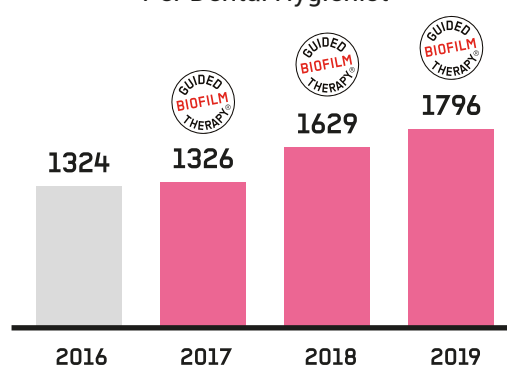
Here is an example of a DSO with 24 dental clinics that implemented GBT in 2017.
This DSO almost double the turnover at the end of 2019 (85%)

AVERAGE REVENUE PER HOUR



Revenue/hour increased by 86% over this period

AVERAGE NUMBER OF CONSULTATIONS PER YEAR Per Dental Hygienist



We see the rewards of a continuing care model, with a 36% **increase in the average number of consultations**

No price increase during this period

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**I LOVE OFFERING A SPA
EXPERIENCE TO MY
PATIENTS WHILST
GIVING THEM AN EXPERT
PROPHYLAXIS TREATMENT**

Marleen Goossen, Dental Hygienist





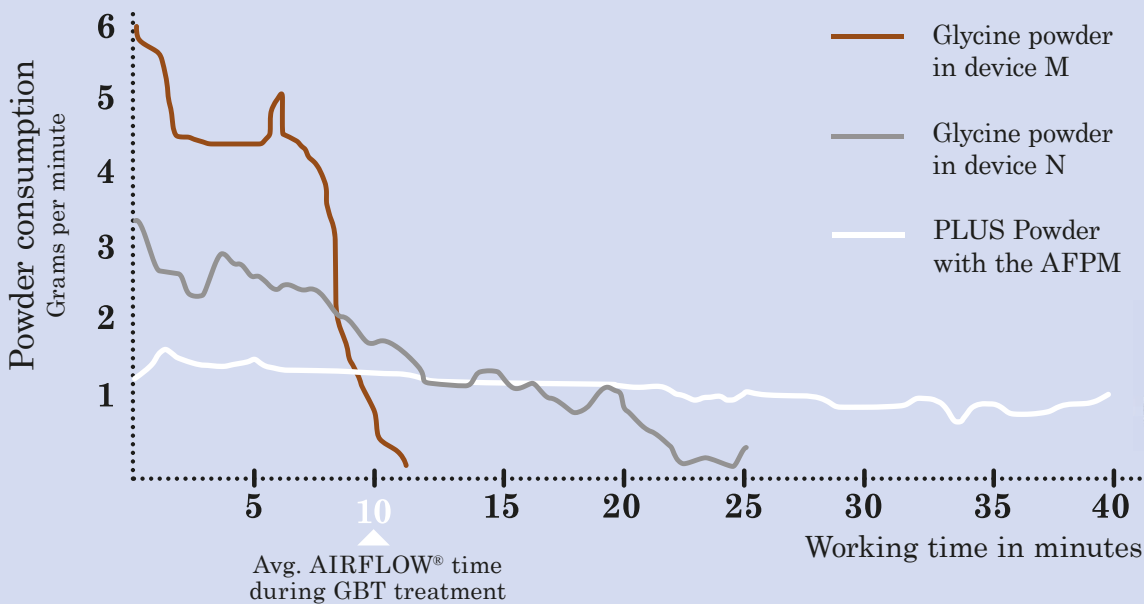
SWISS DENTAL SPA, DE BILT, NETHERLANDS



WHAT GBT OFFERS

Decreased power consumption

GBT uses the AIR-FLOWING® technology, combining the AIRFLOW® Prophylaxis Master, the AIRFLOW® MAX handpiece and the erythritol-based AIRFLOW® PLUS powder into a synergy. The continuous and stable powder flow paired with maximum treatment efficiency leads to reduced powder consumption compared to air-polishers.



Efficiency: Bundle treatments

As GBT cleans the oral environment thoroughly, the treatment can be followed, and therefore bundled, with other treatments such as check-ups by the dentist, whitening treatments, digital scans, and more. Time can therefore be used more efficiently and further treatments can be suggested. If necessary, the patient can be referred to a specialist.

64%

OF ALL THE DENTAL
TREATMENT PERFORMED BY
THE DENTIST AND SPECIALIST
WERE REFERRED AFTER GBT

Occupancy

Prophylaxis has the potential to increase the revenue of a dental practice in the long term. Therefore, the key element is maximum occupancy of the treatment rooms. GBT offers a patient-centered approach, focusing on communication between clinician and patient. The minimally invasive, pain-free treatment means patients leave satisfied. They will therefore recommend your practice to others and will come back for further dental treatments when needed.

85%

RECALL RATE THANKS TO HIGH PATIENT SATISFACTION



Employee satisfaction

GBT is backed up by the Swiss Dental Academy (SDA) offering tailored education to practice teams. The continuous education ensures that prophylaxis is carried out with state-of-the-art techniques. This motivates the practice team, ultimately leading to the retention of employees. The recruitment of new employees is facilitated as competent dental professionals are actively looking for work in modern dental practices.



ORAL HEALTH OPTIMIZATION FOR BUSINESS GROWTH

CLAIRE BERRY EXPLAINS WHY SHE SEES DENTAL HYGIENE AS BOTH A HEALTHCARE OFFERING AND A BUSINESS OPPORTUNITY, TO HELP OTHERS MOVE FORWARD WITH GUIDED BIOFILM THERAPY IN THEIR PRACTICE

When I started at the Yorkshire Dental Suite, I set about changing their perception as to what a dental hygienist could do in the patient workflow by introducing them to guided biofilm therapy (GBT), which is my chosen form of professional mechanical plaque removal (PMPR) for oral health optimization. Very quickly, patients seeing me became an integral part of the treatment journey. The aim was to secure health before restorative or cosmetic work could start. We decided that my services should be renamed in order to reflect the importance of putting health first.

THE GATEKEEPER TO ORAL HEALTH OPTIMIZATION

We started referring to my role in the treatment process as 'Oral Health Optimization'. I work with the patient to optimize health before further treatment. When health is achieved, we maintain optimal oral health with life-long care. This means the work we carry out will last. We aim for treatment success, not survival. The practice owner, an oral surgeon, refers to me as the gatekeeper for his treatment when he talks about my services in the treatment plan. He explains that, when I am happy things are stable and healthy, then he can proceed with the treatment plan.

DEVELOPING A BUSY DEPARTMENT

Once we established that oral health optimization was the way we wanted things to work, we ensured the whole team talks about it in the same way. It's important that everyone in the practice is singing from the same song sheet, or the system doesn't work. My services are perceived as an 'oral health department' now, rather than a stand-alone treatment that patients are referred to as and when needed. It's an integral part of all restorative or cosmetic treatment plans and as a preventive treatment for even our healthy patients.

PATIENT ENGAGEMENT

Patients love the fact that GBT is focused on their comfort, so that is obviously a big plus. They appreciate that I have invested to ensure that they are comfortable in my chair. I love treating patients who haven't experienced GBT before, because they always leave saying how thorough the treatment was despite it being comfortable. The protocol also allows me to engage with patients and effect behavior change. It gives me time to explain, in an easy-to-understand way, how biofilm is our nemesis, how patients need to control it at home, and why recalls are necessary for us to work as a team to control it. Recalls are never an issue; patients want to come back for treatment.

ETHICAL BUSINESS GROWTH

The great thing about the hygiene department is it's an easily achievable revenue stream, in that everyone needs to see a hygienist because biofilm never stops re-accumulating. So, if every single person requires hygienist services, then every person going through the practice should be seeing a hygienist as a matter of course, making it an ethical stream for business growth.

If your hygiene department chooses GBT as their form of oral health optimization, then the investment in ensuring patient comfort and adopting a minimally invasive approach could come at a premium.

However, that can be easily offset. Because I felt what I was offering my patients was worth more than the conventional treatment we'd previously been providing, we increased the prices of my treatment and patients were happy to pay for the added value. Treat your hygienist as the gatekeeper for treatment and when patients appreciate the importance you, as a referring clinician, put on health coming first, they will want to invest in this type of care to advance their treatment plan.



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**THE PRACTICE WENT FROM
NEEDING A HYGIENIST TO
WORK 1-2 DAYS A WEEK TO
WHERE WE ARE NOW, AND
I COULD BE HERE 7 DAYS A
WEEK AND IT STILL WOULDN'T
BE ENOUGH BECAUSE EVERY
PATIENT NEEDS TO SEE ME.**

Claire Berry, Dental Hygienist



**READ THE
FULL ARTICLE**

GBT CALCULATOR



MENU EN

EMS

BERECHNEN SIE IHR PROPHYLAXE-UMSATZPOTENTIAL

Ihr Praxiserfolg ist unser wichtigstes Anliegen. Das Aufzeigen von Potenzialen und Lösungskonzepten ist Kernbestandteil unserer Beratung. Lassen Sie sich überraschen, welchen Einfluss die richtigen Entscheidungen auf Ihren Erfolg haben können.

Sobald Sie unten geprüft haben, welches Umsatzpotenzial allein im Prophylaxe-Bereich steckt, stehen Ihnen unsere Fachberater*innen gerne für eine detaillierte Analyse zur Verfügung!

Erfolg verbindet.

PROPHYLAXIS CHAIRS IN YOUR PRACTICE

1

PROPHYLAXIS PATIENTS PER DAY

5 patient(s)

PROPHYLAXIS DAYS PER WEEK

4 days

HOW MANY WEEKS PER YEAR IS YOUR PRACTICE OPEN

50 weeks

REVENUE PER TREATMENT

100 CHF

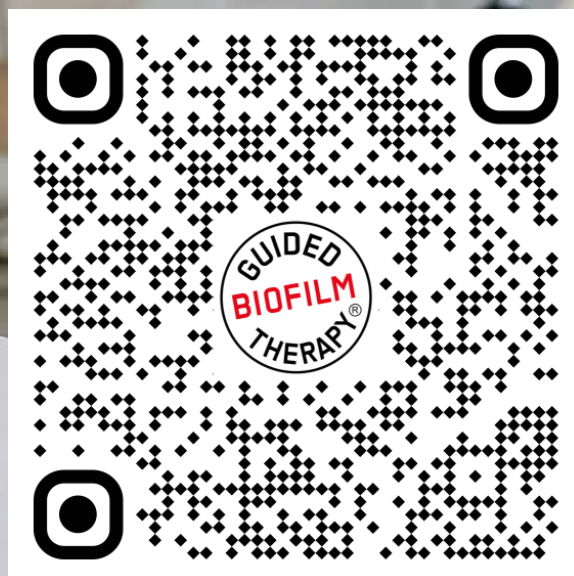
54%

Ihr zusätzliches Umsatzpotenzial
liegt bei 39.600 CHF

Download report

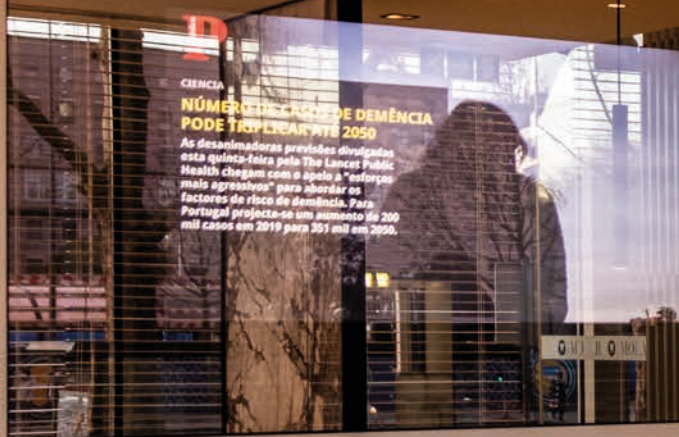
**DISCOVER THE FINANCIAL POTENTIAL
OF YOUR HYGIENE DEPARTMENT**

TEST NOW





MOLAR
CLINIC



READ THE
FULL ARTICLE



”

AS A CLINIC MANAGER, I
SEE THE PROFITABILITY OF
GBT DUE TO THE POSITIVE
FEEDBACK FROM PATIENTS.

Dr. João Mouzinho, Dentist

MARKET YOUR PRACTICE

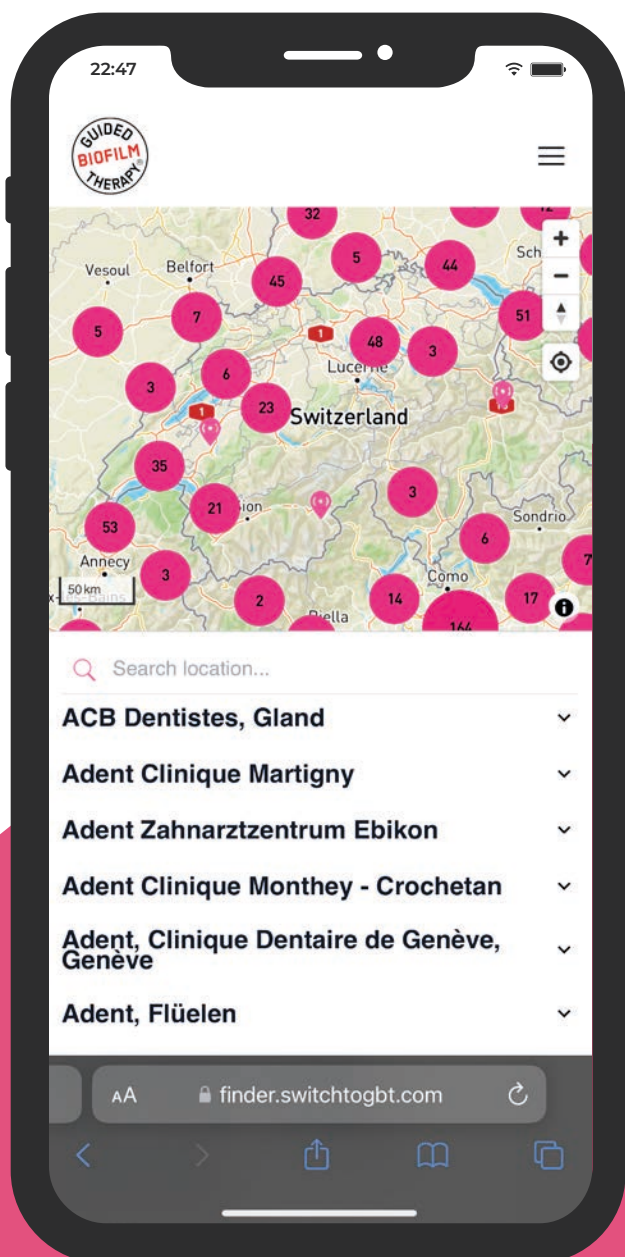
BE PRESENT ON DIFFERENT CHANNELS

A well-organized social media presence* representing your clinic can help to attract younger patients.

*GBT Certified practices get exclusive access to promotional material related to GBT.

BE VISIBLE

Being GBT Certified, your practice will appear on the GBT Finder – a worldwide map guiding interested prophylaxis patients to their nearest GBT practice.



ACCESS
THE GBT
FINDER

”

I APPRECIATE THE
VISIBILITY ON THE MAP
OF GBT-CERTIFIED
PRACTICES, THE
MARKETING SUPPORT
AND OTHER ADDITIONAL
BENEFITS.

Mudr. Sabina Moravcová, All-Dente

MAKE INFORMATION EASILY ACCESSIBLE

Keep your website up to date to provide information about your practice to your (future) patients. A modern and appealing website helps to create a positive image of your clinic.



WE KEEP INVASIVE DENTAL WORK TO AN ABSOLUTE MINIMUM

**“GBT IS GENTLE, EFFICIENT, MINIMALLY INVASIVE
AND CONSISTENTLY DELIVERS HIGH QUALITY.”**

GBT SUCCESS STORY:

I'm Dr Kilian Hansen – I run a highly successful dental practice with orthodontist Dr Felix Lampe. We've known each other since our university days and always planned to work together. It's essential for us to find a way of working that prioritizes patient comfort, while also being based on the very latest scientific evidence. We keep invasive dental work to an absolute minimum – by treating the biofilm. GBT (Guided Biofilm Therapy) uses the AIRFLOW® Prophylaxis Master to deliver a stream of air and warm water with gentle cleansing powder to remove the biofilm, cleaning the teeth thoroughly. As we offer periodontal, tooth-preserving and orthodontic treatments in a single practice, GBT is the perfect fit for us.

We tried the AIRFLOW® Prophylaxis Master and, as soon as we saw how well it works, bought another for our second prophylaxis room. And then, seeing that it outperformed our old equipment, we purchased a third AIRFLOW® Prophylaxis Master to use in orthodontics.

PRACTICE TEAM:

A few staff members were skeptical of the new approach at first and said, “Why can't we carry out the procedure the way we've always done it?” But the Swiss Dental Academy – which provides excellent training in using GBT – soon got everyone on board, and all staff members quickly recognized the advantages of the new approach. There has been a real change in our staff's thinking – everyone understands that GBT is pain-free, gentle, minimally invasive and really helps patients. It treats the biofilm – the problem that actually causes tooth decay and gum disease.

PATIENTS:

It's clear that our patients see the benefits of GBT, judging by the number of repeat bookings we receive for the process.

People are coming back again and again and sometimes schedule three recall appointments – a whole year's worth – in advance.

There's no doubt GBT is beneficial for our practice. We have two main groups of patients. For our older patients, maintenance is the priority, while young patients want a quick, uncomplicated treatment that is as pain-free as possible. What both groups have in common is that they want the gentlest, least invasive and least painful treatment possible – with the longest-lasting outcome. And this is where GBT makes things so easy.

Using colored dyes with GBT I can reveal areas in the mouth that need attention. I know exactly what to do and can clearly show patients what needs to be removed or treated.

Showing patients areas of decay and the effectiveness of GBT serves to motivate them to look after their teeth better and to return for follow-up sessions. Both patient groups benefit from GBT.

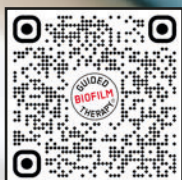
CERTIFICATION:

We made the decision to become GBT-certified not because it would help with marketing, but because our priority is to provide good service and maintain consistent quality. As part of the certification process, we receive feedback and have a service audit, which helps us to learn and get better every time.

Dr. Kilian Hansen, Dentist

KIEFERORTHOPÄDE⁺ ZAHNARZT

DR. LAMPE | DR. HANSEN | DR. C. STRAUB | DR. P. STRAUB



READ THE
FULL ARTICLE

LAMPE, HANSEN & STRAUB - GROUP PRACTICE, GERMANY



THE IMPACT OF GBT



BEFORE GBT



AFTER DISCLOSING



6-MONTH RECALL AFTER GBT



GBT IS AN ABSOLUTE REVOLUTION



The GBT protocol has definitely changed our practice in a positive way. It has made our work very efficient, which is what we feel the most. It has also improved the level of services we provide. I see this in particular in the reduction of the treatment time, where we then have much more time for communication with the patient, which is an integral part of dental hygiene and is also essential for patient cooperation. Working according to clearly defined GBT protocol steps suits us and gives everyone a uniform standard of care.



Mudr. Sabina Moravcová, All-Dente

100 GBT CLINICAL CASES E-BOOK

Discover the game changer in oral prophylaxis with the 100 GBT Clinical Cases eBook. This new edition builds upon the success of two previous editions, offering a fresh collection of clinical cases that demonstrate the continued impact of the Guided Biofilm Therapy (GBT) protocol.



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