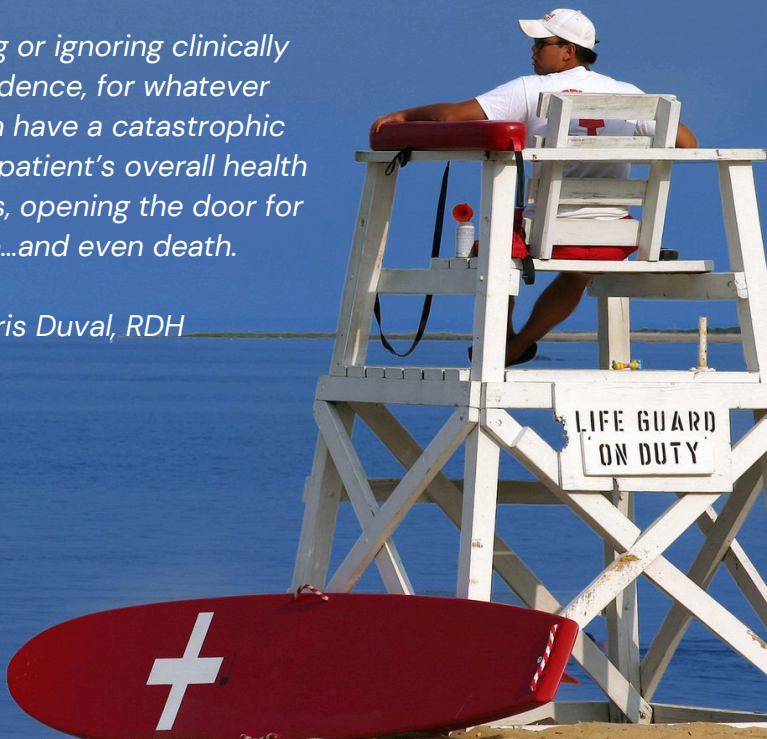


# Who Are You Going to Be For Your Patients?

The LifeGuard  
Approach

*Overlooking or ignoring clinically based evidence, for whatever reason, can have a catastrophic impact on a patient's overall health and wellness, opening the door for disease...and even death.*

*~ Cris Duval, RDH*



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ABOUT US

# Cris Duval, RDH

As a dental hygienist, patient–health advocate, and wellness coach, Cris has been recognized for leveraging science–based evidence in patient–centered care. By shifting her thinking, messaging, and clinical habits, she developed a new science–based wellness program in 2001. This approach improved the health and wellness of her patients and generated more revenue for our patient–centered practice at the office of Dr. Brian McKay in Seattle, WA.

After four decades in patient care, Cris founded The LifeGuard Approach™, which encourages team members to appreciate the benefits of shifting their mindset from calculus removal to oral systemic health. She strives to be an “architect of change” for dentistry and medicine’s approach to health.

*My guiding principle—and what motivates me to this day—is helping patients save their own lives. After four decades in patient care, I founded The LifeGuard Approach™, which encourages teammates to appreciate the benefits of using LifeLines™ in practice to guard patients against risk factors and disease and guide patients towards self–advocacy and oral–systemic health.*

~ Cris Duval, RDH

She also actively participates in various professional associations and is on the advisory boards of the [Children’s Airway First Foundation \(CAFF\)](#), the [Oral Cancer Cause](#), and [Dental Entrepreneur Woman \(DEW\)](#). She was a founding board member of the International Association of Ozone in Healthcare & Dentistry (formerly, IAOHD), as well as, the former oral–wellness liaison for the [Rale Dungen Method](#).

Cris currently resides in Arizona. Additional information about Cris, her work, and speaking engagements can be found on [www.crisduval.com](http://www.crisduval.com).





## CONTROLLING IDEA

# How Do We Help Our Patients to Have a Better Healthspan?

### CORE ISSUES

We are not treating patients with their needs in mind or with the current scientific practices and protocols.

- We struggle to keep them healthy
- We struggle to keep patient loyalty
- Team members struggle with job dissatisfaction
- Dental practices struggle with the hiring process

It's time to stop scraping tartar and shift appointments to allow for more time for life saving screenings.

### MISMATCH IN PROTOCOLS

There is a profound mismatch between our thinking, our messaging, and our clinical habits and what it takes to get patients healthy today.

What stands in the way of life saving screenings being performed at each visit for every patient?

- 1) Spending time doing a profile in a bloody environment --- some dentists are doing the cleaning due to lack of hygienists.
- 2) A team problem --- it has come from the dentist that this is important, and the entire team needs to start participating in continuing education.

### IMPACTS ON PATIENTS

We *must* follow the science in order to improve the healthspan of our patients:

- More than 530 million children suffer from tooth decay and 3.5 billion people from oral disease
- Periodontal disease puts patients at a higher risk for heart disease and stroke
- Leads to autoimmune disorders such as Sjogren's Syndrome, Lupus, and Parkinson's Disease
- Oral cancer is one of the most common cancers with an estimated 300-700 thousand new cases per year

*Perio codes show 5% are healthy and 80% have some form of periodontal disease.*

## THE SOLUTION

# Shift Your Thinking From Repairing Damage to Preparing for Health

## MATCH PROTOCOLS

We must match our protocols with what the science is telling us:

- When you understand the science, how you take care of your patients will be driven by the screenings.
- The quality of your questions determines the quality of your service.

## DENTAL OFFICE CHANGES

The dental office must grow and change to incorporate the process of becoming a LifeGuard for their patients:

- Incorporate questionnaires and conversations into hygiene cleaning and evaluation processes.
- Allow time for life saving screenings at every visit.
- Discuss health plan goals and strategies with every patient.
- Provide opportunities for ongoing education for all team members.



## QUALITY QUESTIONS

Why ask quality questions? Recent data from experts underscores the need for more pointed questioning and patient education during the screening process.

When you ask quality questions, you increase the likelihood of early discovery and symptoms and possible conditions become evident in the patient's answers.

Instead of asking "How is your day going so far?" ask questions like "Tell me about what you want for yourself and your health?"

IMPACTS AND RESULTS



Greater satisfaction from team and from patients



Patients return when they are healthy



Building long-term relationships with loyalty of patients



DON'T BE AFRAID OF  
WHAT YOU MIGHT  
FIND.....

*BE AFRAID OF WHAT  
YOU MIGHT MISS!*

## RESOURCES

# Resources and Coaching Opportunities

### WEBSITE RESOURCES

The LifeGuard Approach™ website offers a robust [resource section](#), where a wealth of valuable information awaits you! Explore our blog, which serves as a guiding light for lifelong learning and ongoing education, essential for every aspiring LifeGuard. Here, you'll find resources designed to help you develop your skills and enhance your capabilities as a healthcare provider.

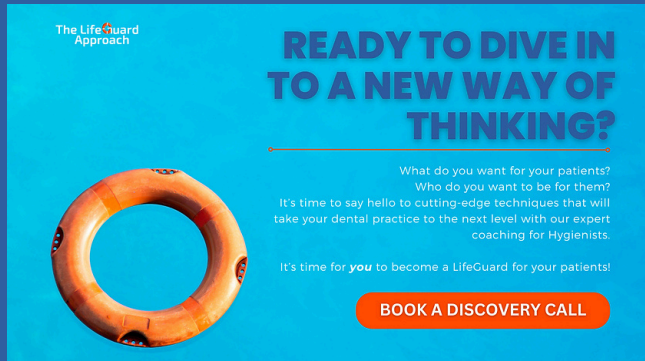
By adopting the LifeGuard Approach™, you can better support the healthspan of your patients, ensuring their well-being and longevity through evidence-based practices. Stay informed, stay engaged, and embark on a transformative journey that will significantly impact the lives of those in your care.

### COACHING AND TRAINING

At The LifeGuard Approach™, we provide tailored [coaching and training](#) solutions designed to meet the unique goals of each client. Our innovative LifeGuard Approach™ method ensures your success by guiding hygienists and dentists through every stage of their practice life cycle.

We offer a structured framework that helps elevate your business, strengthen relationships, enhance health outcomes, and expand your practice, empowering you to thrive in the dental industry.

We emphasize the significance of lifelong learning and continuous education to effectively enhance patient care and outcomes.



The LifeGuard Approach

## READY TO DIVE IN TO A NEW WAY OF THINKING?

What do you want for your patients?  
Who do you want to be for them?  
It's time to say hello to cutting-edge techniques that will take your dental practice to the next level with our expert coaching for Hygienists.

It's time for **you** to become a LifeGuard for your patients!

[BOOK A DISCOVERY CALL](#)