



Ditch Hygiene Academy™ Syllabus



Stage 1: Myo Foundations

1: Welcome Circle

2: Introduction to Orofacial Myofunctional Therapy

3: Big Picture Information Gathering

4: Comprehensive Myofunctional Exam

5: Tongue-Ties & Frenectomies

6: Airway Focused Orthodontics & Early Intervention

7: Breathing & Sleep

8: Therapy Presentation & Planning

Stage 2: Practical Applications

1: One Client A-Z

2: Ignition Implementation Lab

3: Advanced Needs & Client Support

4: Adult Case Studies

5: Exercise Labs

6: Working with Children

7: Youth Case Studies

8: Review & Practice

Stage 3: Practice Management Systems

- 1: Total Calendar Control
- 2: Practice Management Systems
- 3: Building Your Myo Community
- 4: Conversations That Convert
- 5: Profitable Practice Pricing Lab
- 6: Business Case Studies
- 7: Student Presentations
- 8: Closing Circle

Stage 4: Advanced Studies

1: Legally Launching

2: Oral Appliances: The Alphabet Soup

3: Welcome to the Trello-verse

4: Email List Building

5: The Profit First Method for Myo

6: Myo Money Lab

7: Google Business Page

8: End Of Year Workflow

Stage 5: Myo Mastery

1: Consistent & Useful Content

2: Social Media & Your Myo Biz

3: Ideal Customer Lab

4: Beyond Vanity Metrics

5: Search Engine Optimization

6: Your Business Plan

7: Building an Eye-catching Brand

8: Apps & Software

Live Coaching Schedule

All coaching is held at 11:30 MST time in a Zoom room.

Here is the link: <https://us06web.zoom.us/j/7799207032?pwd=ZUs4OGtKU1E3Uk0zUmtPMGxNb0RwQT09>

Coaching dates for each quarter can be located inside the Ditcher Lounge.