

The Myo Launch

Clinical Roadmap for Dental Professionals

COMPLETE COURSE BROCHURE

CREATED BY KARESE LAGUERRE, CRDH, COMP

COURSE OVERVIEW

What to Expect

Four modules. Practical tools. A clear path from interested to implementing.

The Myo Launch is designed for dental clinicians who are curious about airway and myofunctional therapy but don't know where to start. Each module builds on the last, moving you from understanding the opportunity all the way to mapping your monetization pathway — with the clinical tools, scripts, and templates to support every step.

Course Structure

Module	Focus
Module 01: Opportunities	Why myo matters & how to spot it
Module 02: Conversations	Patients, team, and employer scripts
Module 03: Documentation	Forms, templates, and clinical tools
Module 04: Monetizing	Your income pathway options

Format & Delivery

- 4 video modules, approximately 30 minutes each
- Downloadable PDF worksheets and templates included with each module
- Certificate of Completion awarded upon finishing all four modules
- Bonus resources: In-Office Chairside Guide and Scope of Practice / Legal Language Cheat Sheet

Who This Is For

- Dentists and dental hygienists employed in a general or specialty dental office
- Clinicians who have attended myo/airway webinars or lectures but haven't taken action yet
- Professionals who want a clear, practical roadmap without spending thousands to find it
- Dentists seeking to understand how myo fits into their practice and team

Opportunities

Understand why myo is one of the most valuable — and most overlooked — services in dentistry today.

Module Description

Most dental clinicians already see the signs of orofacial myofunctional disorders in every patient they treat. Low tongue posture, mouth breathing, scalloped tongue borders, gingival recession, crowding, open bites — these findings are documented daily but rarely connected to a root cause. This module reframes what you already observe through an airway lens and shows you the professional, clinical, and financial opportunity sitting right in your operatory.

By the end of this module, students will understand what myofunctional therapy is, why it matters within the dental setting, how to recognize orofacial myofunctional disorders during routine clinical exams, and how myo education can transform their professional trajectory.

Learning Objectives

- Define orofacial myofunctional disorders (OMDs) and explain their relationship to airway health
- Identify at least six clinical indicators of OMDs observed during a routine hygiene visit
- Recognize the impact of untreated OMDs on dental, sleep, and systemic health outcomes
- Describe three professional growth pathways available to hygienists who pursue myo education
- Recognize the scope of unmet need in communities and the role the dental team plays in addressing it

Lesson Breakdown

Lesson 1.1 What Is Myofunctional Therapy — and Why Now? (8 min)

- Defining orofacial myofunctional disorders: tongue posture, swallowing patterns, lip competence, nasal breathing
- The relationship between OMDs and airway: sleep disordered breathing, mouth breathing, and pediatric development
- Why dentistry is the ideal entry point — you see patients more than any other healthcare provider
- The state of the field: growing research, growing demand, and the gap in trained providers
- Brief introduction to Karese's story and why she built this course

Lesson 1.2 What You're Already Seeing: Clinical Signs of OMDs (10 min)

- Oral signs: low tongue posture, scalloped tongue, tongue thrust, lip incompetence, anterior open bite
- Airway and facial development signs: narrow palate, long face pattern, dark circles, adenoid facies
- Sleep and behavioral signs to note from patient health history: snoring, ADHD diagnosis, bruxism, fatigue
- Connecting the dots: why these findings appear together and what they mean systemically
- Practical tip: how to begin noting these observations in your documentation today (preview of Module 3)

Lesson 1.3 The Opportunity — For Your Patients and Your Career (12 min)

- The patient impact: what happens when OMDs go unaddressed long-term
- The professional opportunity: how myo positions you as an indispensable clinical expert
- Three professional pathways: adding myo to your current hygiene role, launching in-office myo, or building an independent practice
- The financial landscape: what myo-trained hygienists and therapists earn at various stages
- Why now is the right time: increasing provider demand, growing public awareness, and underserved communities
- Introduction to the IAAH and the professional community available to you

Key Concepts Covered

Clinical Topics	Professional Topics
Orofacial Myofunctional Disorders	Sleep disordered breathing
Tongue posture and rest position	Pediatric facial development
Nasal vs. mouth breathing	Scope of practice overview
Swallow pattern assessment	Professional growth pathways
Lip competence	IAAH and community resources
Airway-focused dentistry	OMD-systemic health connections

Downloadable Resources

Downloadable Resources

- OMD Clinical Indicator Reference Sheet — a one-page visual guide to signs and findings to watch for during exams
- The Opportunity Worksheet — prompts to help you assess your current patient base and identify where myo fits
- Professional Pathway Self-Assessment — a reflection tool to help you identify which myo path aligns with your goals

Karese's Note

This module is designed to validate what you already sense. Most dental professionals who find their way to myo describe a moment when everything clicked — when they realized the findings they'd been seeing for years all told the same story. That's what this module is meant to create: your click moment.

Conversations

Learn exactly what to say — to your patients, your team, and your employer.

Module Description

The most common reason dental professionals stall after becoming interested in myo isn't lack of knowledge — it's not knowing what to say or who to say it to first. This module eliminates that barrier entirely. You'll receive word-for-word scripts and practical frameworks for three of the most important conversations you'll have: introducing airway findings to patients, building team buy-in, and approaching your employer or dentist about implementing myo in the practice.

These conversations aren't about selling — they're about communicating clinical findings in a way that is confident, within scope, and genuinely helpful to your patients. This module gives you the language to do that from day one.

Learning Objectives

- Use clinical language to introduce airway and OMD findings to patients without overpromising or overstepping scope
- Navigate patient resistance, skepticism, or confusion with prepared, compassionate responses
- Articulate the clinical and business case for myo implementation to a dental employer or practice owner
- Facilitate a brief team education conversation that builds interest and reduces resistance from colleagues
- Identify the right timing and setting for each type of conversation

Lesson Breakdown

Lesson 2.1 Talking to Patients: From Observation to Conversation (10 min)

- The mindset shift: you are sharing a clinical finding, not diagnosing or selling
- What to say when you notice signs of OMDs during a hygiene visit — scripted language included
- Introducing airway concerns without alarming patients or parents
- Pediatric vs. adult conversations: how the approach differs
- Handling common patient questions: 'What does that mean?' / 'Is this serious?' / 'What do I do next?'
- When and how to refer — and what a referral actually looks like in practice

Lesson 2.2 Talking to Your Team: Building Internal Buy-In (10 min)

- Why team alignment matters and how misalignment silently kills implementation
- How to introduce the concept of airway and myo to colleagues who haven't heard of it
- Addressing the most common team objections: 'Is that in our scope?' / 'Will it slow down appointments?'
- A framework for a brief, low-pressure team education moment — no formal presentation required
- Identifying your ally: finding the one person on the team who will champion this with you
- What consistent messaging looks like across the clinical team

Lesson 2.3 Talking to Your Employer: Making the Business Case (10 min)

- Understanding what matters to a practice owner: patient outcomes, revenue, and liability
- How to frame myo as a value-add, not an add-on burden
- The three questions every employer will ask — and how to answer them with confidence
- Script: requesting a dedicated conversation with your dentist or office manager
- What to bring to the meeting: data points, scope of practice summary, and a proposed implementation plan
- Managing the 'not right now' response without closing the door

Scripts Included in This Module

Ready-to-use scripts provided word-for-word:

- Patient conversation opener — introducing airway findings at chairside
- Pediatric parent conversation — framing OMD concerns without causing panic
- Team introduction script — a two-minute elevator pitch for your colleagues
- Employer meeting request script — how to ask for the conversation
- Employer pitch framework — a guided outline for your implementation meeting

Downloadable Resources

Downloadable Resources

- Patient Conversation Script Card — laminate-ready chairside reference for introducing OMD findings
- Employer Meeting Prep Worksheet — fill-in-the-blank guide to prepare your implementation pitch
- Team Buy-In Talking Points — a one-page summary to share with interested colleagues
- Objection Response Guide — prepared answers to the 10 most common pushbacks you'll encounter

Documentation

The forms, templates, and clinical language to support everything you've learned — starting today.

Module Description

Identifying OMDs and having the right conversations means nothing if it isn't documented. Proper documentation protects you legally, supports continuity of care, strengthens your referral relationships, and creates a clinical record that justifies your findings to patients, employers, and other providers. This module walks you through exactly what to document, how to document it, and provides the templates and forms to make it simple from your very first appointment.

Learning Objectives

- Identify which orofacial and airway findings belong in clinical documentation and how to describe them accurately
- Apply appropriate clinical terminology for OMD-related findings within the dental hygiene record
- Use a structured screening form to systematically assess and record airway and myofunctional indicators
- Complete a referral note template that communicates findings clearly to outside providers
- Understand the documentation boundaries that keep you within scope of practice

Lesson Breakdown

Lesson 3.1 What to Document and Why It Matters (8 min)

- Why documentation is your professional protection — not just a clinical formality
- The difference between documenting an observation and making a diagnosis
- What belongs in the dental record: intraoral findings, extraoral findings, health history flags, and patient-reported symptoms
- Legal and ethical considerations: how documentation connects to scope of practice
- How strong documentation supports the patient conversations from Module 2

Lesson 3.2 The Airway Screening Form — Walkthrough (12 min)

- Introduction to the included screening form and how to integrate it into your existing new patient and recall workflow

- Section-by-section walkthrough: extraoral assessment, intraoral assessment, airway indicators, and health history review
- How to complete the form in under five minutes without disrupting appointment flow
- Scoring and flagging: how to identify patients who warrant further conversation or referral
- Pediatric vs. adult screening: what differs and why
- Tips for getting patients to complete health history sections accurately

Lesson 3.3 Templates, Scripts, and Referral Language (10 min)

- Clinical note templates: how to write OMD-related findings into your chart notes using appropriate language
- Sample chart note language for common findings: low tongue posture, lip incompetence, mouth breathing, tongue thrust
- The referral note template: how to communicate your findings to an ENT, sleep physician, orthodontist, or myofunctional therapist
- Informed consent language: if your practice begins offering myo services, what patients need to understand
- Introduction to the Scope of Practice Cheat Sheet (bonus resource) — what it contains and when to reference it

Downloadable Resources

Downloadable Resources

- Airway and Orofacial Dysfunction Screening Form — print-ready, two-sided patient screening tool
- Clinical Chart Note Templates — five ready-to-adapt templates for common OMD documentation scenarios
- Referral Letter Template — structured letter for communicating findings to outside providers
- OMD Terminology Quick Reference — clinical language guide for accurate and defensible documentation
- Scope of Practice / Legal Language Cheat Sheet (Bonus) — included with this module

Monetizing

Map your path from clinical interest to a myo income — on your terms, at your pace.

Module Description

There is no single right way to monetize myofunctional therapy as a dental hygienist. Some clinicians add myo screening into their existing hygiene visits and generate referral relationships that elevate their value in a practice. Others launch structured in-office myo programs. Some build fully independent practices. Each path has different requirements, timelines, and earning potential — and this module maps them all clearly so you can choose the one that fits your life right now.

This module also addresses the reality that most employed hygienists or dental associates are starting this journey from inside someone else's practice. That context matters, and the pathways taught here are designed around it — helping you generate value and income whether you stay employed, go hybrid, or eventually go independent.

Learning Objectives

- Identify and compare four distinct pathways for monetizing myo as a dental hygienist
- Assess which pathway aligns best with your current employment situation, goals, and timeline
- Understand the basic structure of an abbreviated myo program that can be delivered within a hygiene appointment
- Describe what an in-office myo program looks like and what is required to launch one
- Understand the foundational steps for building an independent myo practice or hybrid model
- Access the next-step education and discount resources available through The Myo Launch completion bonuses

Lesson Breakdown

Lesson 4.1 Pathway 1 — Myo Screening Within Clinical Hygiene (7 min)

- What an abbreviated myo offering looks like inside a standard hygiene appointment
- How to position yourself as the airway-aware hygienist in your practice — and why that matters to a dentist
- Generating value without requiring a separate myo appointment: documentation, conversations, and referrals
- How practices compensate hygienists who bring in myo-related case revenue
- The referral network play: building relationships with myo therapists, ENTs, and sleep physicians that elevate your professional standing
- What this pathway earns and what it leads to next

Lesson 4.2 Pathway 2 — Launching an In-Office Myo Program (8 min)

- What a structured in-office myo program looks like: program length, session structure, patient selection
- How to propose this to your employer and what they need to hear (connects to Module 2 employer scripts)
- Revenue models: how in-office myo is typically billed and what percentage arrangements look like for hygienists
- What equipment, space, and time are actually required — less than most assume
- Case selection for beginners: which patients are ideal starting cases and which to defer until more experienced
- What education you'll need before launching — and how the completion bonuses from this course support your next step

Lesson 4.3 Pathway 3 — Independent or Hybrid Myo Practice (8 min)

- What an independent myofunctional therapy practice looks like: virtual, in-person, or hybrid
- The hygienist-to-independent practitioner journey: what it requires legally, logistically, and financially
- Hybrid model overview: maintaining hygiene employment while building a private myo caseload
- Pricing structures and income potential at each stage of an independent practice
- Marketing and referral building for independent practitioners starting from zero
- An honest look at timeline: what to expect in year one vs. year three

Lesson 4.4 Your Next Step — Bonuses, Resources, and What Comes After (7 min)

- Summary of all four pathways and how to choose the right starting point
- The importance of continued education: why this course is the foundation, not the finish line
- Introduction to advanced course options and how your completion discounts (\$250–\$3,000 off) apply
- Your one-year IAAH membership: what it includes, how to activate it, and how to use the community
- The Myo Community Facebook group: free ongoing lectures, peer support, and real-world guidance from Karese
- Your certificate of completion: how to request it and how to leverage it clinically

Pathway Comparison

Pathway	Overview
Within Clinical Hygiene	Low barrier, starts immediately as hygienist
In-Office Myo Program	Moderate setup, employer buy-in needed
Independent Practice	Highest earning potential, most autonomy
Hybrid Model	Balances employment income with practice building

Downloadable Resources

Downloadable Resources

- Myo Monetization Pathway Map — a one-page visual guide to all four pathways with earning benchmarks
- In-Office Myo Program Proposal Template — a ready-to-present proposal for your employer
- Independent Practice Startup Checklist — the foundational steps to beginning a private myo practice
- Next Steps Resource Guide — links to advanced education, IAAH membership activation, and The Myo Community
- In-Office Chairside Guide (Course Bonus) — comprehensive reference bringing all four modules to the clinical floor

Completion Bonuses Unlock After This Module

- \$250–\$3,000 off your next course, with offers for multiple comprehensive programs
- One full year of IAAH membership — included at no cost (\$45 value)
- Certificate of Completion