



Manage your Practice Successfully!!

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Editorial

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Introduction

Practice means doing something regularly in order to be able to do it better, generally the work done by doctors. Management is the way something is handled, careful treatment, supervising skills, or those in charge of a business or group. Practice management is the term used in general practice for the person who manages the finance and administration of a doctor's office or an office of a medical/dental professional. With pressures of cost reduction, greater compliance, and technology implementation that are headlines in health care today, managing a dental practice is complex. It is also a profession that is exciting, rewarding, and has a high rate of growth in the industry. Strong practice-to-patient relations are important for eliminating errors and missed appointments, establishing positive relations, and also for instilling confidence in patients that their caregivers are providing them with the highest quality of care.

Following are the few practice management skills:

- Be effective in running everyday clinical task that result in patient satisfaction.
- Strengthen the practice with good quality financial planning and corporate structure.
- Invest in updated equipments and instruments for ease of working as well as patient's satisfaction.
- Handle relationships with payers and suppliers to maximize repayment and reduce costs.
- Direct your efforts with information technology that will meet the demands for providing quality care and essential communication.

For Dental Practice Management

- 1. Always Think About What Makes Your Practice Unique:** It is essential to go through different seminars and hands-on courses at conferences, meetings and universities around the country. These courses are

useful to develop both the clinical and diagnostic skills, as well as the management skills necessary to create the definitive esthetic practice. Life is a continuous learning experience and learning can be fun. Learn to enjoy and expand your profession!

- 2. Create an Office Culture:** You must be lively, supportive of your staff because you cannot do all of the things alone. Make sure your staff is trained. Your office must exude a positive and successful look. Be professionals - both the staff and the dentist must look the part. Begin to build that new-office image. Actively ask for suggestions from your staff and be practical!
- 3. Expand your Services:** Procedures and materials that were long back ago may not be the best today. By advanced and user friendly new materials, techniques and equipments one can not only satisfy your patients but also save time in your dental clinic.
- 4. Flexible Financial Options:** It is not necessarily need to get everything at the same time, but proper planning of purchasing these things is utmost essential. Invest in yourself for progress is important!
- 5. Upgrade your scheduling system:** In today's world time is valuable for everyone. Patient's appointment schedule, type of work and dentist's as well as patient's satisfaction is the key of successful practices!!
- 6. Communication:** Practice success doesn't happen by itself. You need a well-trained and highly motivated staff to take your practice to the next level of success. Patient phone call matters now more than ever.
- 7. Hygiene:** It plays a significant role in growing practice. For this, learning to improve all aspects of hygiene operations. Hand hygiene is a vital infection control measure that all dental practices need to perform to prevent the spread of microorganisms amongst patients, staff and visitors. When hands are not cleaned properly

with hand wash and infections can strike and results in complications. Alcohol-based hand sanitizers are recommended as they have been found to achieve a better antimicrobial activity.

8. **Add New Patients:** New patients make practice growth. To attract more new patients to your practice from a variety of sources, including your website, social media, and word-of-mouth communication is vital.
9. **Patience:** The constant negative pressure takes its toll on self-esteem. It generates in the feeling of inadequacy. The dentist must be able to communicate confidently the features, benefits and cost of the treatment he/she is recommending, for patients to perceive the value of your service. They will accept the fee as appropriate and will find the time to undergo treatment. Therefore, if you believe in yourself, your patients will believe in you. For this to happen, you must converse honestly with your patients and properly prepare them for quality treatment.
10. **Positivity:** A key to becoming successful is to have a positive approach to the dentistry you enjoy doing. Our courses are structured towards building quality technique and personal self-esteem. Seek support from your family, staff and patients and try hard for excellence ! It's in your personality, your leadership style, your values, your systems, your behaviours, your expectations, and the way staff members communicate with each other and with patients. Essentially, it's how you run your dental practice.
11. **Always think high:** When it comes time to raise your patient base, think of ways you can make bigger your services to improve value, strengthen your competitive position. Whatever route you're considering, make sure you don't overextend your practice! By striking the right balance of state-of-the-art technology and uncompromising quality, you will become a successful dentist with a strong reputation, devoted customers and maximum profits.

Nowadays the practice manager has the responsibility of managing all business aspects of a medical/ dental practice including financials, human resources, information technology, compliance, marketing, and operations. Practice managers also recommend ways to lower overheads and improve efficiency and supervise non-clinical staff like receptionists and secretaries. So to improve the dental practice, professional Practice managers are always learning new things, have the opportunity to work with and lead a variety of bright people. The ensuing coordinate efforts will definitely provide the health and well being of their customer / the patient.

However, recently the transmissibility of SARS-CoV-2 make dentists and all dental workers highly exposed to a risk of infection. Efficient sanitizing procedures combined with the correct use of PPE can significantly reduce the probability of these infections. Additionally, this virus is an invisible and extremely risky that can be transmitted in several ways. Social distancing, correct behavioural rules, sufficient air exchange of all the dental office/clinic rooms, instrument sterilization, and surface sanitizing guidelines can reduce the risk of spreading the virus.

For these reasons, it is essential to proceed for careful screening of each patient before entering the dental clinic/ laboratory. Before appointments or clinical examinations patients with poor symptoms should be evaluated through a telephone communication, so that spreading of the disease inside the dental office/clinic will be prevented. There is positive hope that with appropriate knowledge, prevention protocols and vaccination procedures systematic and proper dental treatment will be easily possible in near future. With this protocol, we hope to help the dental societies and authorities who are still working to publish complete and detailed official guidelines. Every clinic owner has a unique management style, so concentrate your efforts on specific task to make the patients and yourself satisfied.

