

# Creating A Client Centered Environment A Pathway Towards Successful Dental Practice: To Guide The Beginner In Establishing A Successful Dental Practice

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The dream of a new dental graduate is to begin his career by establishing a dental practice, for the purpose of serving needs of client.

The term practice means an agreement to provide certain services under a roof by an authorized person i.e. the Dental Surgeon.

The principal objective is to provide treatment, cure of the physical and mental illness and satisfy the emotional and aesthetic needs.

The beginner of the dental practice must know that the dental practice is more about people than equipments, materials and techniques.

Focusing upon satisfying the client's needs, wants, concerns, and expectations are the route to success. The clients are our customers and do not depend on us. On the contrary we depend upon them. Hence, we must respect the client and give the best treatment available. **“Devote considerable time, seek confidence are the goals of success”.**

The clients make judgments based on the clinical issues, such as the appearance of the well designed and well planned clinic.

The neatness and cleanliness of the physical surroundings of the reception area, attentive and benevolent manner of the staff, infection control measures and prompt and appropriate treatment impresses the client towards the practitioner and the dental clinic.

Moreover these visual examples show commitment to quality and the client feels comfortable and secure.

This leads to establishment of trust and rapport, which creates a client centered environment. This is more likely to produce satisfactory experiences for both the clients and dentist.

## Required basic qualities of a dental practitioner are:

1. Self Confidence
2. Through Subject Knowledge
3. Proper Skill
4. Ample Clinical Training
5. Commitment
6. Polite and Sympathetic
7. Positive Mental Attitude
8. Sincere, Regular, Dedicated and Patience
9. Pleasing Personality
10. Avoiding Familiar Human Failings.

Such as:

a. Pride High Opinion of one's own quality, reluctance to refer clients to specialists or to other colleagues who may have more knowledge, skill and experience.

b. Gluttony Person insatiably eager to recommend or provide treatment that is not necessary or is more expensive than that the client actually needs.

c. Envy There should be no jealousy or enmity about other professional colleagues.

d. Anger At any time one must not lose temper and must be cool and patient.

e. Sloth Laziness has no place in private dental practice. One must be alert and cautious while recording history and examining client. Appointments must be kept and followed.

## A Client Centered Environment Approaches



- The first impression about the clinic should be the best
- It will have long lasting effect on the mind of the client
- The client takes a long and hard look at every part of the clinic
- The first impression that they get is what they discuss with their friends and relatives.
- This makes the first impression of the dentist in the patients' minds even before they meet the dentist.

### Client Perceptions

- Quality of Care This is reflected through
  - Cleanliness of Clinic
  - Professionalism of dentist and the auxiliary staff
  - Willingness of dentist to discuss their oral health problems
- Well Designed and well planned dental clinic which is an absolute necessity today. The presentation is of utmost importance and should have holistic approach which will bring harmony and tranquility in the environment. This contributes significantly towards esthetically pleasing ambience and shows commitment towards quality
- The reception room should have
  - Cozy looking and homely atmosphere
  - Good looking and comfortable furniture
  - Reading light
  - Flower decoration
  - Reading materials like magazines, books, pamphlets etc.
  - Entertainment modes T.V., DVD, Music system etc.
  - Show case to display some educative models, achievements etc.
  - Notice Board To display some research materials, photos, etc
- Ample parking place for clients' vehicles
- Drinking water facility, wash room/ toilet etc.

### Well designed and well planned dental clinic

Which is an absolute necessity today.

The presentation is at most important and should have holistic approach, which will bring harmony and tranquility to the built environment.

This contributes significantly towards aesthetically pleasing ambience and shows commitment to quality.

Dental surgery/ treatment room- should have Clean, neatly arranged infection control gadgets.

**6. Consultation Room :** It should be furnished like a living room. Computer/ laptop for showing dental education cds, procedural steps in treatments etc.

**7. Appearance of auxiliary staff :** A smiling receptionist-with uniform and identity card While attending telephone calls- say the dental clinic's name

**8. While attending the client :** call by name, because nothing is more pleasing to clients, than the sound of their own name.

### 9. Client Dentist Relation

**Establishment of trust:** The establishment of trust needs to occur as soon as possible to feel safe. Hence always behave in an attentive and benevolent manner to build trust.

**Greet the client with a smile:** The client appreciate being cared for, by smiling staff.

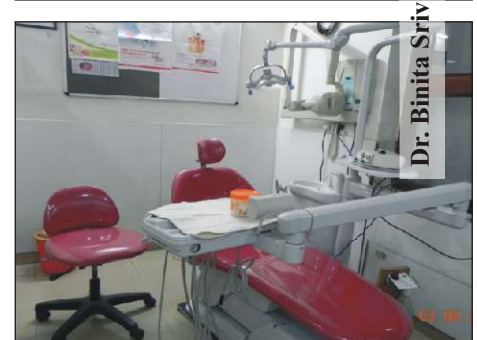
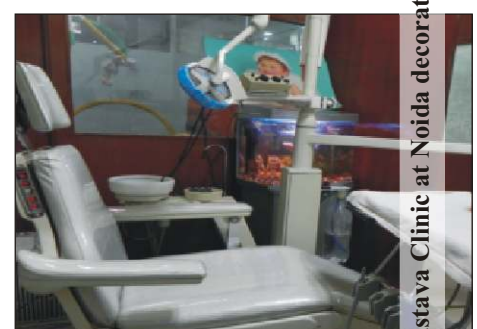
**Listen with total attention:** A good communication requires a good listening. Hence allow the client to speak and be a supportive listener.

**Establishing a good rapport:** As the client is freely allowed to speak to someone who cares and listen this leads to increase in trust and rapport

**Don't be hasty in giving assurance without proper examination:** Assurance given too early before thorough examination of the presenting system may be interpreted by the some client as insincerity or trivializing their problem. The best time for reassurance is after thorough

examination when a tentative diagnosis reached. The client best receives the support at this point.

**Execution of appropriate treatment:** devote considerable time, give the best treatment within your reach.



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### Written communication

- New client welcome letter
- Post treatment follow up letters
- Referral letters
- Greeting letters on happy occasion



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### Golden Tips For Successful Dental Practice

- Selection of location of dental practice.
- Efficient management of resources.
- Personal qualities of a dentist and auxiliary staff.
- See the things through the eyes of the client
- Respect the client.
- Always behave in an attentive and benevolent manner to build trust.
- Establish a good rapport with the client.
- Avoid familiar human failings.
- Dental auxiliary staff is most important asset. Motivate them to become enthusiastic support of your practice.
- Written communications

### Conclusion

The beginner of the dental practice must keep in mind that the dental practice is more about people than equipments, materials and techniques, focusing upon satisfying the clients wants, needs, concerns and expectation are the route to success.

The physical environment of the clinic, the friendlier approaches of the doctor and auxiliary staff, prompt treatment, recall for the follow up, greeting them on the happy occasion satisfies the client to bottom of his heart.

The satisfied clients usually pay the payments promptly, opt in for a new treatment, follow advices, above all refer other clients. A greater compliance from the client to the doctor is mouth to mouth publicity This is the secret pathway towards a successful dental practice

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