Success Strategies for the Aesthetic Dental Practice

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‘Success Strategies for the Aesthetic Dental Practice’ is a book that lives up to its name. It has brought together two inspirational people to share their formula for achieving this goal. It is unique in so many ways. Firstly, it brings a perspective not just from a hugely successful aesthetic dentist, Dr Linda Greenwall (pictured, right) but also from that of arguably the world’s number one in dental practice management, Cathy Jameson.

Furthermore, this book manages to (and excuse the pun) ‘bridge the gap’ between the two sides of the Atlantic. How many times have I heard comments along the lines of, "Well that might work in America but never over in the UK." So let’s get one thing straight from the outset, this book dispels that kind of negativity! Linda has an extremely successful Aesthetic Dental Practice in Hampstead, London, whilst Cathy not only continues to lecture across the globe in all aspects of practice management but also runs her own company, Jameson Management Inc.

As one would no doubt expect, the book is not just written in an eminently easy to read format but the chapters are organised so that one can easily refer back to particular subjects when they need to. This book can be used by all members of the team and will not have them drooping their eyelids when doing so! Each chapter is awash with tables, photographs, lists and most important of all a checklist or action plan at the end of each chapter. This allows one to easily put into practice what they have read.

Though the book is obviously focused on aesthetic dental practice and is full of ideas and information on subjects as diverse as whitening, photography, CAD/CAM systems, implants or veneers (laminates), etc, it can equally be applied to every aspect of general or specialist practice. Subjects covered on the business of dentistry, marketing, communication on the one hand leave one inspired to do more but equally ensure that one does not rest on one's laurels.

There are also invaluable contributions made by some of the leading names in dentistry from both sides of the water adding to appeal of this book. This book should be read by everyone from the oral surgeon, endodontist and periodontist to the newly qualified practitioner! If one follows the ‘blueprint’ of the text and actions the ideas contained within them, whether one is practising in ‘darkest’ Salford UK or Beverly Hills, California, USA one thing is guaranteed…….. you too will be successful!