4. Learn a new routine. During the first weeks of lockdown, what we all had in common was that our exist- tings routines were stolen from us by circumstance. We are creatures of habit, and even though we may have complained about the commute to work, the office hours or other as- pects of our pre-COVID-19 life, the fact is that lockdown threw us all into chaos. Some reinvented new lock- down routines quickly, others flound- ered. Whichever group you found yourself in, return to work is now yet another new landscape, and you will have to develop your new routines quickly and settle in to them.

5. Communicate. The winners in lockdown were those who commu- nicated regularly with patients, teams members and colleagues via video calls, newsletters and messages. Just because you are back to work, do not stop! It is essential that you listen to the feed back on how your den- tal business is perceived by all con- cerned, essential that your commu- nities have the opportunity to tell you how they feel, essential that you tell everyone what you are thinking and what is going on.

6. Do not be afraid of giving and receiving feedback. As we all learn the new dance steps, mistakes will be made—and that is OK. That is how we grow. So be open to feedback and be ready to give feedback when you see things that are not right. At the moment, your patients and your teams are some of the best consult- ants you could ask for.

7. Do not be afraid to ask for help. When the COVID-19 dental history book of 2020 is written, I like to think that one of the benefits of this hor- rible situation will have been the growth in unity of the dental profes- sion, both nationally and globally. Have you ever seen so many free webinars? I hope that continues over the years ahead and that dentists do not disappear back into their for- mer silos. Asking for help is a sign of personal strength and confidence. Membership of trade associations and other representative bodies has grown. My wish is that this momen- tum continues into post-graduate education and beyond.

8. Be patient. Dentistry will not be back to how it was before, perhaps ever. However, that indomitable spirit of enterprise that identifies hu- mans will, in my opinion, drive even more experimentation, invention and innovation over the years ahead. I believe that we will see a sudden acceleration in digital innovation, in virtual consulting and in the arrival of new procedures, materials and techniques in every aspect of den- tistry and patient care.

9. Take time to think. Please do not jump into a new hamster wheel to replace the one you were running in before COVID-19. This is a once-in-a-lifetime opportunity to start again, knowing what you know now. If you were starting your business again, what would you do differently? Well do it!

10. Seek balance. Back to that once- in-a-lifetime moment—I have had many of my clients use this time to create lists of aspects of their person- al and professional lives that they like and dislike. I have asked them to seriously consider eliminating the tolerations—the people, things and situational that gets in the way of their happiness. You can.

Over the months ahead, there is a great deal to consider:

– financial modelling and forecast- ing;
– marketing for new patients;
– the new patient journey;
– clinical and non-clinical operation- al systems;
– your team—their structure, roles and responsibilities, – your overall game plan.

Each of these is on my task list to consider, decide and execute new versions for my clients that apply to the post-lockdown time and (we hope) post-COVID-19 landscape. I am working with a community of over 120 UK practices, and we are taking that journey together, sharing our experiences and collaborating on so- lutions. Dentistry can no longer be a fragmented collection of small busi- ness owners. As I heard on a webinar a few days ago “We may not all be in the same boat but we are in the same storm.” It is only by staying together that we can enjoy strength in num- bers.

About the author

Chris Barrow
He has been active as a consultant, train- er and coach to the UK dental profession for over 24 years. His main professional focus now is through his Extreme Busi- ness company, providing coaching and mentorship to independent dentistry around the world via face-to-face meet- ings, a workshop programme and an on- line learning platform.

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• Excellent physical properties for durable fillings
• High translucency and a perfect colour adaption
• Variable mixing time for adjustment of consistency
• High compressive strength and abrasion resistance
• Excellent polishable to a high gloss
• High filler content
• Perfect adaption to the cavity floor and its regularities of the cavity floor and the cavity walls or tooth surface. Composan LCM flow levels out irr- egularities of the cavity floor and reinforces the bonding layer. Due to its elastic properties the material is also highly stress absorbing. Its low viscosity ensures good wetting capa- bility and highly esthetic results.

For more information, please contact

Promedica Dental Material GmbH
Domagkstraße 31
24537 Neumünster, Germany
Tel. +49 43 21 / 5 41 73
Fax +49 43 21 / 5 19 08
Email: info@promedica.de

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