Preventive dentistry will be at the core of oral health care in the future. With Prevention One, Swiss-based oral health care provider Curaden gives dental practices a new business model for additional revenue. It sets new standards in preventive planning and preventive actions, combining therapy with preventive planning and preventive revenue. It sets new standards in preventive planning and preventive actions, combining therapy with preventive planning and preventive revenue.

This business model is based on five basic pillars. First, it offers new products that have a major impact on the range of services offered by the dental practice. Second, it includes an in-depth training programme for all participating members of the practice team. Third, it provides a marketing and communication kit, such as posters, brochures, visuals or a specially designed treatment tool, for the dental practice. Fourth, it offers software solutions for monitoring performance and profitability, optimized appointment coordination and patient communication. Finally, it provides a means of evaluation, monitoring and management of the patient’s oral health using a newly designed scoring tool aimed at developing individual strategies to improve oral health. Clients will not only feel the improvement in their overall health but will actually see it.

Proven expertise and success

Prevention One was developed using the combined experience of Curaden in partnership with experts in business development and oral health prevention. “Many patients do not know what they should pay attention to and how important oral health is for their overall well-being. They do not know what tools and instruments they should use, what quality they should be looking for and how they should apply them,” explained Clifford zur Nieden, a member of the Curaden board of directors. “We will guide and coach them and provide continuous education and support. The actual training is done by the patient, or now called the client, himself or herself, but he or she receives the proper introduction, guidance, information and motivation to stay on track. That is why we like to call Prevention One a dental fitness programme.”

The trainer or Prevention One (P1) coach, is a dental hygienist or dental assistant in the dental practice. The P1 coach designs a specific program based on the individual requirements of the patient using a special P1 scoring tool, which forms the basis for an individual oral health strategy and a means of measuring oral health. Based on the P1 score, the coach can develop an individual strategy for each patient to achieve the best possible result.