Experience the future of dentistry

How to turn prevention into a business model

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 products, supporting, software solutions, online services, marketing and communication material, and a specifically designed educational program.

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 table, 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.

You only improve what you measure

Theodora Little, a dental hygienist and therapist from London, has introduced the P1 scoring tool to her patients this year. She considers Prevention One the next step to improving her patients’ overall health: “Prevention One is a modern and very effective approach to prevention. It combines tailored individual dental care with oral hygiene appointments and individual coaching using a scoring system.”

The score guides your patient through a multiple-choice questionnaire, beginning with oral hygiene aids and how often they are used. It continues with the frequency of visits to a dentist and/or hygienist. The second part includes a health and lifestyle questionnaire, and the third part includes the oral examination, which quantifies a plaque and bleeding index. At the end of these sections, the patient receives a percentage score. The patient and the coach look at the data together and discuss where and how to improve the individual score.

At the end of the appointment, the patient receives a general score—the P1 Score—which can then be compared to past and future scores to show overall improvement in a patient’s health. Theodora Little states: “This method motivates my patients to carry out effective oral hygiene at home because they want an improvement in their score at our next appointment. Even if a score only shows a small improvement, the patient feels happy and empowered by his or her own efforts.” The positive information from the P1 score can encourage the patient to progress further and put forth a greater effort in brushing their teeth.

To learn more about this new business model at www.prevention-one.com.