Who are you?

Whether you’ve just created a new practice or taken over an existing business, your first task is to determine the brand image, which will set you apart from the competition and identify how your services are different, and better, than those your potential patients have experienced before.

Communication is vital. A new practice must advertise and engage with the local press and radio station to promote its presence in the community, and existing patients need to be informed, both as a matter of courtesy and to introduce any new services, if their practice has changed ownership. As well as patient-dentist relationships, public relations must be cultivated to establish a local reputation for ethics and excellence as quickly as possible.

Practice management must be focused from the very beginning. Be prepared for setbacks. A key issue in the community, and existing patients need to be informed, both as a matter of courtesy and to introduce any new services, if their practice has changed ownership. As well as patient-dentist relationships, public relations must be cultivated to establish a local reputation for ethics and excellence as quickly as possible.

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