Dentistry is big business. Patients no longer view visiting the dentist for a check-up as ‘routine’. More discerning and demanding than ever, patients look for something to differentiate practices from one another.

To ensure your continued competitiveness in the market, it may very well mean that your practice is well overdue for a facelift. But don’t panic! This doesn’t necessarily mean that you are going to put yourself out financially, nor does it mean that your practice will experience any unnecessary disruption.

Design is easy

Apply the same design principles as found in retailing outlets on the high street to your practice. Carefully selecting a few choice solutions that suit your budget has the ability to transform your interior.

Transforming your practice can be as easy as changing your flooring. Hard finishes are generally used in a commercial environment and can include timber, vinyl and linoleum flooring. Competitively priced, these options require little preparation and are easy to lay and maintain. With a variety of brightly coloured and sophisticated floors available, whatever you want to achieve from your practice design is available at your fingertips.

Bright and beautiful

The use of colour is very effective in improving your practice space. Why not consider painting the majority of walls in a neutral colour and create a feature wall by picking a wall in your reception or waiting room and painting it in a strong colour? Painting the skirting, architraves or doors on the feature wall in the same colour will create a very eye catching and modern look. Additionally, colour can separate different areas of the practice, for example well-chosen fun colours can enhance a children’s area.

Good-quality fittings

It is easy to avoid that domestic look by using well-made commercial fittings, materials and finishes. Choose some commercial quality seating in a great colour and tie this in with some decorative dental art and good lighting. Good lighting and a good choice of light fittings such as architectural fittings of simple steel and glass prove particularly effective can make all the difference by creating a particular mood for your practice. This is a benefit not just to your patients, but can enhance the working environment for your staff, increasing productivity, creativity and motivation.

Selling accessories

Did you know that it is possible to add several thousand pounds to your practices’ profit through selling merchandise? A small, yet profitable, merchandising area can be created by painting an area on your wall and mounting on it display equipment, such as wall units or cabinets. Add some sparkle and accent lighting on your display, to create a particularly professional look.

Enjoy total independence

Take your practice where you want it to go.

There’s only one person to decide how your practice is run. That’s why our custom-branded dental plans are designed to put you back in control. But being independent doesn’t mean you’re all on your own. We can help you develop your own unique brand and our team of regional support managers, customer service advisors, expert consultants, marketers and business partners provide practical advice on the day-to-day management of your dental practice.

We’ll provide the level of support that’s right for you. And only when you ask for it.

To find out more call 01691 684135 or visit www.practiceplan.co.uk

Revitalise your practice interior

Patients like to experience an up-to-date, friendly and welcoming environment when they visit the dentist, so it pays to keep your practice in tip-top condition. Kathy Adams explains

Kathy Adams is design director at Admor. For more information, contact Admor on 01273 553078 or visit www.admor.co.uk.