Information on tap

Keeping your staff up to date with new treatments on offer in your practice is easy with a touch-screen system. Amy Rose explains

In the modern dental arena, the word ‘multidisciplinary’ seems to be on everyone’s lips. Indeed, the idea of versatility and offering a wide range of services has permeated our entire culture. We can now visit supermarkets where we can buy insurance, TVs, fresh fruit, mobile phones and magazines under the one roof. The era of the niche service is, perhaps, behind us. As far as the dental industry is concerned, in order to retain a competitive edge it is important to be able to meet all of the needs of patients. Everyone in the UK wants an efficient, convenient service, and patients are no different. They want to be able to visit their local practice and get the service they desire, whichever the field of treatment.

Know your market

Dentists now tend to have much longer lists of available treatments. Having recognised the need for particular services such as whitening, many practices have invested in the training and equipment necessary to do this, taking advantage of the market.

Stay informed

These new systems are ideal vehicles for in-depth information about new treatments. Reception staff, and of course members of the dental team, can access the systems and find out as much as they need to about the new services. With several ‘tiers’ of information, ranging from basic to more technical content, the reception staff can acquire sufficient knowledge to answer any patient queries about the new treatments – saving a great deal of time for dentists, who really need to be focusing on treatments rather than answering emailed questions about procedures.

With an educated front desk team, you won’t only answer all patient queries effectively and confidently, but also put nervous patients at ease. Also, you will be able to market those new treatments – saving a great deal of time for dentists, who really need to be focusing on treatments rather than answering emailed questions about procedures.

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About the author

Amy Rose has over six years’ experience in the dental profession, working predominantly in a marketing capacity. Amy currently heads up the marketing team at Dental Design Ltd. For more information call 01202 677277, email contact@touch-ed.co.uk or visit www.touch-ed.co.uk.