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 flexibility in the modern dental arena, 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.

Revolutionary new touch-screen systems, available as kiosks or desktop models, give practices an easy to use, stylish and effective way of educating patients. However, it is not just patients that need to be educated about new services. It is staff, too.

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 ‘lenses’ 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.

Staff can access the information at any time, just by tapping their fingers on the screen, refreshing their knowledge and enriching their understanding. Imagine the benefit to patients, who discover that the front desk team know all about the new treatments.

As the systems are updatable nightly, whenever the treatment list grows, new information can be added, and since the best system has information that is reviewed by expert specialists, you can be sure that the information is accurate and ethical.

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 to patients with greater efficiency and success.

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.

Hydrim and Statim your perfect partners in the sterilisation process

If it isn’t clean, it can’t be sterilised

Hydrim C51wd:

- The benchtop Hydrim C51 wd instrument washer disinfector eliminates the risk of puncture injuries and perfectly prepares instruments for sterilisation
- The innovative HP® cleaning solution, in combination with dual high pressure sprays, removes virtually all proteins and organic debris
- Hydrim is independently tested for 99.9–100% efficacy and complies with EN15883
- Hydrim uses patented instrument protection and active drying systems

Statim:

- The Statim 2000Si, one of the world’s most popular autoclaves, automatically sterilises solid, hollow, wrapped and unwrapped loads including handpieces
- Statim is 5 times faster than typical B cycle autoclaves
- Statim’s performance is validated by biological and mechanical means
- Statim complies with EN13060 and the 2006 RKI Hygiene guidelines

For further information about SciCan products please call Ken Green on 01202 637227 or visit www.scican.com