T
tis is the first in a series of articles on dental prac-
tice management in the changing clinical and commer-
cial environment dentistry oper-
ates in today.

So you’ve done the rotas,
checked the lab work is in,
booked a temp because the nurse
in Room 1 called in sick again
(third time this month? Roll on
her next appraisal!). The dentist
in Room 2 is stressing because
his 9am patient is in the chair
and he has no idea how to switch
the PC on let alone find the BPE
probe – that’s because the hygi-

ein was in yesterday and they
all seem to end up in her room...,
you had to send his nurse down
to sort out the stock that has just
arrived, otherwise she would
have found them by now.

The phones are ringing off the
hook – that’s good, phones bring
in money. You’ve got two big treatment
plans that you are hoping will go
through it? the mistakes that can be made.

“Core CPD” may be good enough for nurses, but a prac-
tice manager (a practice owner
for that matter) needs more of
the right training to keep pace
with the changing world of
dentistry. Email the author at
seema.sharma@dentabyte.co.uk
for a job description for the
practice manager of the future,
then set about developing your
skil set so that you are tommor-
rows’ practice manager. There
is plenty of time and as your
knowledge will translate into
an increased bottom line and a
stress-free practice, your boss
will be happy!

Develop yourself
Every hour of your working
day is taken. You can’t work
any harder, but you can
certainly work smarter.
You understand dentistry, you’ve risen
through the ranks in
the practice and you
have learnt on the job
– that makes you an “industry
expert”. However, unless you’ve
had formal management train-
ing, experience is a good tutor
but it can be hit and miss and
therefore expensive in terms of
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No two days are the same, but a little less fire fighting
and a little more time to plan would be a godsend... a
little more money would not go amiss either!

\[
\text{\textbf{Action Plan}}
\]

1. Pull your hair out?
2. Smile sweetly and say “no problem” for the next hour?
3. Put your headphones on and escape for a coffee?
4. Decide that something’s got to change?

Asks Seema Sharma

Visit www.Dentabyte.co.uk to register
for updates on practice management or
email Seema at seeema.sharma@dent-
byte.co.uk to find out more.

About the author

Seema Sharma quali-
died as a dentist but
gave up clinical work
after 10 years in prac-
tice to go into full time
practice management.
Today she runs three
practices, including one
which is one of 50 na-
tional Steele Pilots. Seema
created Dentabyte Ltd to provide affordable
“real-world” practice management
programmes to help practice manage-
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And what will happen in
the NHS. Your ultimate
task is to ensure the
practice is profitable,
radiographic guidance
and the and the time that wash-
er disinfector takes!

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