Tomorrows’ Practice Manager – Dentistry is changing, are you?

Asks Seema Sharma

This is the first in a series of articles on dental practice management in the changing clinical and commercial environment dentistry operates 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 hygienist 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 revenue you think fleetingly, but it can be hit and miss and therefore expensive in terms of the mistakes that can be made.

“Core CPD” may be good enough for nurses, but a practice 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 practice management skills to go into full time practice management. Today she runs three practices, including one of 30 national Steele Pilots. Seema established Dentabyte Ltd to provide affordable “real-world” practice management programmes to help practice managers and practice owners keep pace with the changing clinical and commercial environment facing them today.

Seema Sharma qualified as a dentist but gave up clinical work after 10 years in practice to go into full time practice management. Today she runs three practices, including one which is one of 50 national Steele Pilots. Seema established Dentabyte Ltd to provide affordable “real-world” practice management programmes to help practice managers and practice owners keep pace with the changing clinical and commercial environment facing them today.

Pep up your practice 1 day conference

Friday 1st October 2010, London Canary Wharf, £295

From next year, practice owners and managers need to know how to meet the requirements of Care Quality Commission, NHS Key Performance Indicators, survival and growth in a changing economic climate and much more.

Confirmed speakers

Seema Sharma
CEO, Dentabyte.co.uk

Dentabyte is rolling out approved management courses for tomorrow’s practice managers to keep pace with the changing job description coming their way in 2011.

Andy Acton
Director, Frank Taylor and Associates

Frank Taylor and Associates have helped thousands of clients in the dental business arena – from benchmark practice valuations to hands-on programmes to improve practice performance.