Set aside team training time for any person on staff who is not yet fully proficient with your system. Staff should set aside one to two hours each week until your team is fully proficient. Make up a training sheet and give to all the team members to plan proper training time. Everyone on the team should know at least the basic functions of the computer system and everyone should have full knowledge of computer systems where their specific job areas are concerned.

Marketing with your computer system

Your computer system, when used efficiently, can be one of your best marketing assets. Marketing is not always about sending sparkly newsletters and flashy brochures; it’s also about consistent patient contact and quality care. Consistent contact and quality care can be achieved by sending out the following* on a regular basis:

• ‘Welcome to our office’ letter
• ‘Pre-medication’ letter
• ‘Before treatment’ letter (see figure 1.1)
• ‘Periodontal treatment’ letter
• ‘Recall’ letter
• ‘Predetermination follow up’ letter
• ‘After treatment’ letter (see figure 1.2)
• ‘Thank you for your referral’ letter
• ‘Thank you for your referral’ letter
• ‘Thank you for your referral’ letter
• ‘Thank you for your referral’ letter

Dear Patient,

We hope that you are enjoying your new smile and are sure that you have been receiving many compliments from family and friends. You are a great patient and we appreciated your commitment to your scheduled appointments and treatments.

This treatment was an investment into your looks and health. We have attached your before and after photos to this letter. As you can see, the final results are dramatic and show a much nicer smile.

It is our goal to help you maintain your new look by offering you the very best care available. At this time we would like to confirm that we have reserved time for your next Preventive Care Appointment, with our hygienist Name on, Date/Time.

Looking forward to seeing you then.

Sincerely, Dr’s Name

*Not a complete list, just a selection.

Figure 1.2 After Treatment Letter

PracticeWorks

Exclusive makers of Kodak Dental Systems

Leading the way to a brighter future

In the current economic climate of money market uncertainty, the ongoing PCT funding and contract concerns, your practice management and business skills will need to be fit for the future.

Maximising your income and minimising your costs in every area of your practice will be key to success in the difficult times being forecast.

However, you can stay one step ahead of these additional challenges at the same time as improving your business and, safeguarding your future.

It’s so easy to do with our market leading practice management and new business software.

NEW

KODAK Back Office Business Software &
KODAK R4 Practice Management Software

Packed with more features than any other Dental Software, designed to make a significant contribution to the success of your practice and your business

Offering security in an uncertain world

For further information or to place an order telephone 0800 169 9692 or visit www.practiceworks.co.uk

© PracticeWorks Limited 2008  The Kodak trademark and trade dress are used under license from Kodak
Work better together!

Schick SDX – the new x-ray generator ideal for Schick digital sensors and film

Are you planning to go digital? If so, Schick is your ideal partner. The Schick SDX x-ray generator is designed to work seamlessly with Schick CDR® digital intraoral sensors. A low voltage DC machine ideal for digital imaging, the Schick SDX automatically detects sensor use, configures the system accordingly and optimises sensor exposure.

The CDR cabled-sensor plugs directly into the SDX whilst for a more ‘cable-free’ surgery the SDX has an integrated antenna that works with our CDR Wireless™ sensor. To give you the best of both worlds, the SDX also works with x-ray film. Schick CDR and SDX are the ultimate combination for digital intraoral imaging.

For more details call: 01268 733151

Office without imaging systems have a number of excellent options as well.

- Introral cameras to show patients treatment options
- Before and after DVDs and videos
- Computerised patient education systems (for example, Casey)
- Before and after books and photos

There are many fantastic imaging systems on the market today and I highly recommend that each practice make a formal investment in this kind of technology to help improve patient education and case acceptance rates.

To complement your imaging system, incorporate PowerPoint presentations for your patients – a simple presentation that you can make on an office computer to a patient in your consultation room. PowerPoint presentations can also be uploaded to your website for patients to download at their leisure. If at all possible, it would be nice to have a terminal with your presentations available in the greeting area for patients to look through.

If you’re not overly computer literate and don’t have the time or the staff to invest in creating your own presentations, there are a number of companies who design presentation templates specifically for dental practices.

PowerPoint presentation suggestions:
1. New Patients: A practice overview
   - Welcome!
   - Meet the dentist
   - Meet the Staff
   - Office Photos
   - Sterilisation procedures

- Our preventive dentistry care
- Patient education in our office
- Financial policies
- No-show and cancellation policies
- Emergencies.

2. Children and dentistry: what every parent should know
   - Tooth care for babies
   - Thumb sucking
   - Sports and dentistry
   - Mouth guards
   - Preventive dental care for children
   - Proper brushing and flossing for children
   - Our preventive dentistry care
   - Our No Cavity Club

3. General patient education: cosmetic and restorative dentistry
   - Introduction to ‘cosmetic dentistry’
   - White restorations
   - Teeth whitening
   - Crown and bridge
   - Orthodontics
   - Implants
   - Tooth contouring
   - Root canal treatment
   - Periodontal therapy
   - Preventive care program

Using the internet

In this day and age, a dental practice website is a necessity. Many of your new patients may still be finding you through the Yellow Pages, but you can be sure that the internet savvy will be seeking information about you and your practice online.

Developing a website is a big project and one that is out of the technical comfort zone of many dentists and staff. However, for a reasonable fee there are plenty of independent website designers who can help you to create the perfect patient website.

Reason for a website

- Patients: new, existing and potential. People are looking online!
- An excellent marketing tool for your services
- Providing information and answering questions
- Image: confident, up to date, successful
- The internet is here – it’s staying, so get on board!

The British Academy of Cosmetic Dentistry (BACD) is a non-profit making organisation established to provide training for dentists, technicians and all members of the dental team seeking to respond to the burgeoning demand for cosmetic dentistry treatments. For further information about attending the 2008 BACD Conference in November please call Suzy Rowlands on 020 8241 8526 or visit www.bacd.com

About the author

Anita Jupp

Anita Jupp is an international lecturer and practice coach, with the ADEI (www.learnendental.com). Anita brings over 30 years dental experience to the table and has helped thousands of professionals to reach their full practice potential.