Customer satisfaction

When patients return to the surgery after treatment because they are not comfortable it can be all too easy to make assumptions that may not necessarily be correct; particularly when the patient has just been fitted with full/full dentures.

Consider the case of the young dentist who had just made a set of complete dentures for an elderly patient. The patient thought they were unsatisfactory and wrote a strong letter of complaint demanding a refund.

The dentist who had done his best work was somewhat frustrated. This had been a particularly difficult case because the patient had an atrophic lower ridge and so it had been less than easy to get a good impression and to create a good fit. The dentist personally telephoned the patient and offered to see him again for a review. He adjusted the new set of dentures and offered to remake the lower denture or to refer the patient for a specialist opinion if preferred.

The dentist offered a full refund, which the patient did not immediately accept. He received a nice letter from the patient a week later indicating that while he was unable to wear the denture, he did not want a refund. The patient was grateful for the time and effort the dentist had spent trying to get a satisfactory result.

Patient value

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