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**Fight complacency and embrace refurbishment**

A ny type of change can cause a negative reaction. Often, a suggested change in habit, lifestyle or geographical location is met with every conceivable reason not to do it. This of course is fully understandable, a pattern of behaviour the result of a client of both comfort and security. It is a common occurrence that people will choose to suffer a considerable level of discomfort before they can deal with facing their fears.

Dentists must come across this frequently; patients whose own reluctance to seek out treatment then leads to them experiencing long lasting and often irrevocable damage to their oral health. If only the patient had faced their fears and broken the vicious cycle of fear and anxiety, a great deal of stress and pain could have been avoided.

A very common scenario is that the contributing factors that led to the undesirable situation, had been culminating over a long period of time. Often the person will be unaware of the slow evolution that leads into a situation that becomes as comfortable as a familiar old pair of slippers. This is seen a great deal in work places, particularly where practices have evolved as a reaction to developments in techniques, materials and equipment, as opposed to focusing on and planning for the future.

If you are a dentist, please take a moment to consider and review your current surroundings. Would you say that it has been specifically designed for the task? Or has it instead evolved over time as a reaction to circumstances? If your response falls into the latter category, then its being fit for purpose could certainly be called into question. The reticence to make change can be identified by several characteristics...

**Complacency – the idea that something ‘will do’ (but rarely does)**

Unfortunately, this attitude is in every way counter-productive. Countless people take it to work with them each day, because it serves a useful purpose as a denial and complacency go. Aside from the fact that this philosophy acts as a damper to feelings of discontent and discomfort, it also has, without a doubt, an unseen negative impact on the fruits of your labour.

Consider the reaction of a client to the quality of a piece of surgery if the dentist had taken a ‘that’ll do’ attitude to the procedure. It is always worth seeking a company dedicated to excellence and who take pride in the work being carried out.

It’s fair to say that most people have an aversion to change, particularly within the workplace due to the knock-on effects with regards staff and clients. It goes without saying of course that any company worth its weight is going to strive to ensure that the minimum disruption to daily business is avoided.

Arguably the most likely reason that people avoid a much needed refurbishment is the cost. This is totally understandable but not a good enough excuse! What is important is that the right company is chosen to do the job and warrant your hard earned money being spent. Additionally, thinking about the refurbishment from the perspective of investment rather than ‘cost’ is vital as it really will pay off.

Something worth considering is how great the impact of an uncomfortable workspace is on production and quality of the products being produced. No one is able to work to the best of their abilities in outdated and unsuitable environments. If it’s not possible to expect someone to work effectively with substandard work areas and equipment and it not have a detrimental effect. The most prevalent effect will be to lower morale and heighten complacency: neither of which is conducive to productivity.

With the ever-increasing array of guidelines and regulations holding sway over the dental profession, ensuring the current workspace is up to standard may well become even more expensive in the long run, particularly if ‘will do’, let’s just mend it attitude is employed.

This can be avoided. By providing staff with up-to-date, modern equipment, productivity will blossom and the state of morale will soar. The new environment will undoubtedly improve working conditions, and will inspire all who work in it, therefore increasing productivity.

In order to take the most stress-free route to refurbishment, the new environment will undoubtedly improve working conditions, and will inspire all who work in it, therefore increasing productivity.

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**About the author**

Peter Higson Tavom U.K. Coming from a Retail/Management background within the Hotel & Restaurant industry Pete Higson has been in the Dental Industry for 15 years. Age 40 and married to Sue, who is a Financial Director within the Dental Industry, he has two Children and Lives on Farm in Cheshire. Having previously worked in Capital Equipment Sales and Surgery Design, Pete has been the Sales Director for Tavom U.K. for the last 4 years.