First impressions count

Good housekeeping reflects a well-run business. The first step to implementing this is to introduce a practice presentation plan for all practice staff to follow. Kathy Adams explains how

I’m always a little on edge when embarking on a trip to the dentist, and inevitably my nerves get the better of me in the patient waiting room. So I look around the room and scan the carpet, each one an obstacle waiting eagerly to trip me over as my name gets called.

Posters with torn edges decorate the walls, I notice a couple that are out of date, advertising events that happened months ago and then one catches my eye: ‘Please Tidy Away Toys After Use’. I hope the dentist is a little more organised.

Keeping up appearances

A practice’s interior says an awful lot to its patients about the quality of care they can expect from their dentist, so the environment your patients are greeted with and wait in, is equally as important as a friendly chairside manner.

Dentistry is now more commercial than ever before, paying customers and they all-almost always have such a plan in place. The ‘practice presentation plan’ can outline the rules to be followed, such as making sure all signage is computer generated and framed - imagine the difference a framed sign would have made when going to the toilet, in the example above.

Good housekeeping in the practice benefits employers, employees and patients alike. It can eliminate clutter, which is a common cause of accidents. If floor space is limited in your patient waiting room, consider a space-saving, wall-mounted activity panel as a great alternative to keep children occupied. Set specific areas for placing notices, ensuring old and worn notices are removed.

Choosing your products

There are thousands of products available on the market today to refresh a practice and increase its profile. With the introduction of reception art, banners and posters, comfortable, good-looking furniture, attractive consistent signage and storage to hide staff belongings, for example, you’ll soon have everything you need for a stylish, modern and efficient-looking practice.

About the author

Kathy Adams is design director at Admor. For more information, contact kathya@admor.co.uk.