Trust me, I’m a dental student

Would you follow the advice of someone you don’t trust? Probably not, says Mike Wanless who discusses how developing rapport with clients is being taught

Sometimes when we meet people, we just click with them. We get along with them without any effort. Yet there are other people who seem nice enough, but we do not develop the same bond with them. We develop a rapid and strong rapport with some and not with others. Trust develops hand-in-hand with rapport.

Expressing yourself

Neurolinguistic programming (NLP) gives us insight into why we click like this and how we can develop a strong and lasting rapport with our patients. We all have five senses that we use to make sense of the world as we experience it. These are touch, taste, smell, sight and hearing. In dentistry, we don’t do much licking or sniffing of our patients although they might do it to us. The main senses we use are visual, auditory and kinaesthetic (feelings). Rapport is quickly developed when we express ourselves using the same sense as the predominant or leading sense that the other person uses. We trust people who perceive things the same way we do.

Tuning in

Kay and Tinsley (2004) report that although we all use all these senses, 35 per cent of us are primarily visual, 25 per cent are auditory and 40 per cent are kinaesthetic. The words people use indicate their perception. If we can tune into these and give similar signals back to them through our words, they will realise that we can perceive things as they do. This in turn enables them to trust us and develops a strong and lasting bond.

A visually orientated person may be motivated by potential visual improvement, find visual aids such as models or follow-up leaflets helpful, but he easily distracted by unwanted visual stimuli such as messy hair or something else that they can see going on. An auditory person will benefit from being told information as they will remember how things sounded to them. For such a person spoken instruction should accompany written data, preferably following shortly after it. They will be easily distracted by background or extraneous noise. A kinaesthetic person may be motivated by the smooth feel of our dental work or of a plaque-free mouth. They may benefit from touching models and the feel of practising toothbrushing.

It’s all about trust

Developing this trust is also essential in patients adopting the behaviours we suggest. Would you follow the advice of someone you don’t trust? We can use the patients’ preferred mode in our oral health education, increasing the likelihood of adoption of our recommendations and at the same developing our relationship with them.

Reference


An auditory person will benefit from being told information as they will remember how things sounded to them. For such a person spoken instruction should accompany written data, preferably following shortly after it. They will be easily distracted by background or extraneous noise. A kinaesthetic person may be motivated by the smooth feel of our dental work or of a plaque-free mouth. They may benefit from touching models and the feel of practising toothbrushing.

There is not a lot of evidence to support the ‘Tell, show, do’ technique taught at dental schools, but it makes a lot of sense if we consider that it covers auditory, visual and kinaesthetic modes.
Tetric EvoFlow composite restorative ranges; IPS e.max CAD and IPS Empress CAD blocks, which enable Dentists to create state-of-the-art all-ceramic restorations with optimised aesthetics, and function at the chairside using CEREC; MultiLink automix and Variolink Veneer, composite luting cements designed to work in perfect harmony for optimised aesthetics with all-ceramic and metal-ceramic indirect restorations.

For further information visit Stand M04, contact your local Ivoclar Vivadent Representative, visit www.iwcemergent.com or telephone 0116 284 7888.

**Something for Everyone**

With over 10 years experience in this rapidly evolving field, they appreciate that every Practice is different and has individual requirements. Not restricted to just one or two manufacturers they supply what they believe are the best products on the market, products that can integrate with any Practice Management Software to deliver seamless integration and paperless Practices.

There’s something for everyone at NSK and we’d like to give you the opportunity to have first hand experience of our wide variety of high quality, durable handpieces and equipment, and invite you to visit us at stand J03, Dental Showcase 2008.

If you’re unable to attend this year’s Showcase but would like to see our products in action then feel free to contact one of our Product Specialists, who will be more than happy to help you.

For further information please contact Sirona Dental Systems on 0845 071 5040.

**Visit Stand MO4 for your free Adhesive One Sample**

Visitors to Stand MO4 will receive a free sample of Adhesive One, Ivoclar Vivadent’s Award Winning self-etching universal adhesive in the innovative “Click & Bond” VivaPen delivery system. Visitors will also see all of Ivoclar Vivadent’s other latest innovations. This includes Ex-CErTE acetone free, light-curing, single-component adhesive for the Total Etch technique, now available in “Click and Bond” VivaPen. Similarly exciting is the NEW Bluephase G2 cordless, high-powered LED light which offers cordless application within the surgery.

Clinicians will also see the proven Tetric EvoCeram and self-curing acrylic resin, FujiCem Automix luting cement and Tissue Conditioner - revolutionary patented all-in-one soft reline and conditioning material.

**For further information please contact GC UK on 01908 218 999.**

**Visit Stand F10 for unbiased advice on all your digital imaging needs**

Over with 10 years experience in this rapidly evolving field, they appreciate that every Practice is different and has individual requirements. Not restricted to just one or two manufacturers they supply what they believe are the best products on the market, products that can integrate with any Practice Management Software to deliver seamless integration and paperless Practices.

The company are so convinced of the benefits that they are offering you a free 30-day trial in your own practice. For further information please contact Bambach directly on 0800 581 108.

Their are exhibiting the latest digital imaging innovations from Vatec including their NEW Uni-3D digital panoramic and CT system which makes 3D/CT imaging affordable for the general practice. Visitors will also be able to see and compare various types of digital x-ray units from Durr, Digora, Sat-elec and Schick Technologies. There will also be a dedicated booth so they can compare at least five of the latest intra oral cameras.

For further information please visit Stand F10, telephone 0800 027 8393, email support@dentalsystems.co.uk or visit www.dentalsystems.co.uk.

**New Exciting Products from GC UK at Showcase 2008**

GC UK is at the forefront of new technology and techniques. The latest addition to GC’s portfolio is EQUA. Defining a totally new approach to restorations based on glass ionomer technology, EQUA has never been so aesthetic, translucent, high-performing and economical! Fuji IX EXTRA and G-Coat PLUS are the first to combine easy and quick handling with perfect physical and incomparably aesthetic properties, which means: double the power for double the performance combined with natural optical characteristics.

That’s not all – GC UK has recently introduced Unifast III and for a very good reason. There are many cheap copies on the market that do not necessarily have the clinical pa- pers or experience to back their claims. Bambach has been proven time and again over the years with more than 50,000 seats sold worldwide.

The correct seating position using the Bambach Saddle Seat can alleviate many of the problems associated with muscle fat-igue by encouraging an improved sitting posture. This Seat helps to maintain the natu- ral s-shape of the spine, pre- venting the discs from being put under pressure.

**Support Chairs**

**Relax and feel the benefits on Stand K06**

Support Stools have been de- veloped for professionals work- ing in sedentary positions, where both body support and the ability to move freely are es- sential. The seat and back of the Support Stool is designed to take the weight off the incumbent’s back and provide maximum comfort. The fully adjustable back support and bowl-shaped seat ensuring a proper posture.

Support Chairs also offer a wide range of accessories in- cluding new Swing and Swing Mini Armrests. Easy to fit, the Swing Armrest offers a number of options for varied seating po- sitions. It gives the incumbent’s upper body a comfortable and stable support; and its soft padding can be upholstered in the same material and colour as the Support Sool or Perfect Sad- dle Stool.

For further information contact your regular Dental Dealer or Support Chairs on 01296 581764, fax 01296 586585, email sales@supportstool.co.uk or visit www.supportstool.co.uk.

**A Fabulous Show - Guaranteed By Kerr!**

See Kerr’s innovative prod- ucts first hand; with two new products guaranteed to make your working life more pleasur- able! The extended Herculeite family now includes the aes- thetic anterior and posterior Herculeite XRV Ultra with Nano technology.

NEW Maxcem Elite with im- proved bond strength from Kerr takes cementation to the next level of simplicity. This self- etch, self-adhesive resin ce- ment is perfect for all indirect restorations.