More and more patients are considering, and prepared to undergo procedures involving cosmetic dentistry. On the whole, patients do not know enough about the industry’s infrastructure to appoint a dental professional, based purely on their skills, qualifications and experience. Often the most nervous patients rarely get beyond the reception desk to find out about your team’s abilities. Instead, prospective patients judge dentists by the general impression of the practice, and the atmosphere created.

Surface judgements
The initial impression a dentist and their surgery can make to the prospective patient is essential. It is often the deciding factor on whether the patient feels the dentist is a well-respected professional or a poor-quality, back-street dentist, working in a tired and dated environment. With cutting-edge technology having become more common throughout society, they may well judge dentists by the equipment they use.

It is not just a question of giving the walls another lick of white paint, and replacing the chairs in the waiting room. These days, in order to compete, you need to set yourself apart from the competition by creating a ‘wow factor’ from the moment people come through your door.

With the latest technology and design solutions, you can show your patients that you are a professional who takes his or her role very seriously, and are striving for perfection in both the services you offer and the services you expect from others. You are instilling confidence in your patients that only the best possible results are acceptable. Patients will immediately recognise that you have made a success of your practice, based on the impressive aesthetically pleasing surroundings.

Committed to perfection
By showing your success you are simply confirming that you have treated many people in the past, very possibly using the same procedures they are keen to undergo, and thereby reinforcing your commitment to professional excellence. An impressive practice interior and surgery will instil a culture of professionalism in your staff and throughout your business, if you and you staff are smiling, it will encourage your patients to put their smile in your hands.

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Prof. Edward Lynch

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Friday 17th October 2008
British Dental Association
Wimpole Street, London

About the author
Appointed in 2006, rugby enthusiast and family man Chris Davies, has led Genus’ new dental division to secure a significant share of the market. Bring your practice into the future with Genus. Visit www.genusinteriors.co.uk or call 01582 840484.