A wealth of experience

Sally Dawson, explains how she helps practices improve their protocols and efficiency

Ask most general practitioners to name the biggest issues currently facing them as small business owners and they are likely to raise topics such as how, amongst current economic uncertainty, they can attract and retain private patients, how they can keep pace with the increasing bureaucracy of a “small business” and how they can retain a happy, motivated team.

Trying to juggle the business and personnel issues that face all practices alongside a busy clinical diary is very difficult to do successfully. So if help was available that could help you make sense of your business, help you run your practice more efficiently and help motivate your team to perform better – wouldn’t you be interested?

Schei Minerva have some of the most experienced field sales consultants in UK dentistry and all of them are dedicated to building excellent professional relationships with dentists that allow them to offer practices just such help and advice on all kinds of topics concerned with the “business of dentistry”.

Sally Dawson, a Henry Schein Minerva Field Sales Consultant in the South West of England is a great believer in building positive relationships with her customers, but she doesn’t just want to be a friend to the practice, or a shoulder to lean on when the going gets tough, she wants to provide practical help that is of real value to her customers.

Sally has worked for Henry Schein Minerva for 4 years, following several years’ experience at two of the leading dental manufacturers where she learned much of the background that makes her so suitable for her current job. She came to Henry Schein Minerva to fulfil a “consultancy” rather than a straightforward “sales” role and it is this aspect of her job that she loves so much.

Sally represents Henry Schein Minerva as a flexible, customer-focused organisation who provide excellent support mechanisms, meaning that she is always able to access the resources she needs to help solve her customers’ problems.

At the outset Sally begins work with her customers by getting to know them so she can understand their objectives and needs and admits that getting people to talk honestly and openly represents one of her biggest challenges. Henry Schein Minerva’s “Business Discovery Meeting” plays a vital role at the beginning of her relationship with a practice and provides a unique opportunity for the Principal and almost always the Practice Manager to discuss their views. By asking appropriate questions and more importantly by listening carefully to the answers Sally is able to evaluate the current position of the practice in relation to a number of different factors and devise a plan that encompasses a range of different strategies for moving forward.

Sally’s main considerations when working with a practice is to ensure all members of the team are well trained, motivated and understand their value and their responsibilities and the contribution they each make to the efficient running of the practice. Sally provides this service for her customers by working with the whole practice team on various aspects of training and development.

An increasingly important aspect of Sally’s job is the guidance, advice and training she is able to offer practices in terms of infection control and decontamination procedures. With the release of the new HTM 01-05 Decontamination in Dentistry document, the requirements on practices are increasingly stringent and Sally’s wealth of dental experience is invaluable in helping practices write policies and establish protocols that meet new guidelines for “best practice”.

Aside from her knowledge on Henry Schein Minerva’s range of cross-infection hardware, Sally has organised staff training on infection control for many of her customers. However she now includes guidance on how practices need to adapt their existing environment to take account of the new guidelines and how they should “self assess” in order to drive up standards.

“Practices are becoming increasingly reliant on environmental as well as clinical excellence, it’s not enough just to be an experienced clinician, treatment now has to be delivered in an atmosphere that patients find attractive, comfortable and safe, these factors are playing an increasingly important role in practice success.”

Sally’s reputation is built on her ability to really connect with her customers who treat her as part of their extended “team”. Her empathy with people in the practice, supported by her ability to offer pragmatic solutions, is a potent mixture from which increasing numbers of practices are benefiting.

You can take the first step to a more efficient and profitable practice by requesting a Business Discovery Meeting from Henry Schein Minerva. It will provide you with the opportunity to access a wide range of solutions, including financial audits and planning, staff training, practice retail and much more, all tailored to the specific needs of your practice.

For more information email: me@henryschein.co.uk