Although it's the preference of many dentists to be self-employed, and to work in a single-handed practice, many others feel the need to interface with colleagues on a daily basis. This may come within the community service, in a hospital or clinic environment or in general/specialist practice as a partner or an owner employing associates. High levels of skill are necessary to navigate through the choppy seas of human inter-relationships, but the teaching of these skills at a formal level is conspicuous by its absence. So it is left for individuals to work out their own sailing methods and map-reading techniques and it is no surprise that they often founder on the rocks of human conflict.

Loads of baggage

There is not one among us who does not arrive at work unencumbered by personal baggage: parental attitudes, lack of recognition for past work well done, and the像ness of being judged by others.

Time to move on to the next level

For more information or to place an order please call 0800 169 9692 or visit www.practiceworks.co.uk

NEW KODAK R4 version III

Practice Management Software

NOW WITH

• Credit Card Processing
• On-line Patient Appointment Booking
• Web Based Option with Hosting Service

NEW R4 Version 3 is the most advanced software of its kind. Developed with working Dentists, version three brings you a host of new features which include:

Credit card processing - links R4 with your PIN machine removing the possibility of errors and eliminating the need to reconcile your credit card transactions each month.

On-line patient appointment booking - offers your patients a web interface to make their own appointments. You control the type and times of appointments you offer.

The web option with hosting service - frees you from the rigours of managing dental software. You never have to install an update and never have to back up. Simply log onto the web and use the system secure in the knowledge that PracticeWorks are managing everything for you.

NEW WITH

• Credit Card Processing
• On-line Patient Appointment Booking
• Web Based Option with Hosting Service

Do you think concern with virtue is important, or is it an outmoded concept? Emailjury@dentaltribuneuk.com and let us have your views

Surely the ship will sink with all this baggage?
done, guilt over work not well done, peer pressure, incompletely-ended love relationships, slights real and perceived; the list goes on. You bring in a hundred kilos, I bring in two hundred more: this ship has no limit on the weight of baggage, but discord arises on which ships, slights real and perceived; completely-ended love relations—done, peer pressure, incompletely-ended love relations—done, guilt over work not well done, barb2left

1.2

DT

page 11

Practice Management

DENTALTRIBUNE

United Kingdom Edition - November 5–9, 2008

GOT TO LOSE?

that attack and weaken tooth attachment structures and thus halt and can even reverse the disease process.1,2 What is more, being systemic, Periostat® contains 20mg doxycycline, a sub-antimicrobial dose. That too. Certain skills must be acquired, here are 10 of the most important:

1. Empathy: the ability to understand someone else’s feelings as if they were your own; placing yourself in the other person’s shoes.

2. Sympathy: compassion for someone else’s discomfort, pain or distress.

3. Non-judgmental attitudes: accepting that people are as they are and not as you think they should be.

4. Doing for others and allowing them to do for you: many individuals are far more comfortable doing part of another’s work, perhaps in the hope that the other’s perception will be raised. Yet, they may be less comfortable in accepting another’s assistance because they don’t want to be indebted to the other person. Others are very happy to have someone else do their work but are unwilling to reciprocate.

5. Being able to give and receive praise: the One-Minute Manager says, ‘Catch someone doing something right!’ Don’t just catch them – tell them, even if it’s something very minor, it’s catching a pleasant perfume. When someone praises you, don’t look for their motivation or don’t play the praise: smile and say thank you!

6. Thinking about and understanding another person’s motivation: team members work best when they feel motivated, and become difficult when they do not. Try to find out what makes your colleague perform better and add your energy to assist in developing the upside.

7. Understanding the dynamics of relationships: this means understanding that how you communicate is at least as important as what you communicate. Always be positive and constructive in everything you do with another person.

8. Offering constructive suggestions rather than criticism: you are much more likely to achieve your objectives if you do not make someone else feel wrong, but merely suggest that here might be other ways of doing a job that might also work.

9. Being able to accept constructive or even unconstructive criticism: this is possibly the most frequent cause of relationship meltdown: people just don’t like to be told they are wrong, even if they are. Humility, on the other hand, often allows acceptance of criticism and earns the respect of the critic.

10. Learning that you don’t have to be right, and that it’s ok not to be: I was on a flight the other night. A young mother with three irritable kids was trying to keep her family together so that she could control them; the air steward was adamant that as they were the last on board, they just had to sit separately. The woman was getting angry, the steward more and more determined to apply the rules. The flight was delayed by 50 minutes, and the woman complained about the steward. He was within his rights, but shouldn’t have tried to prove it.

The key to success is to bring co-operation and ultimately co-ownership to everything that occurs in the practice. That way, everyone is responsible for the successes and no one in particular is responsible for the failures. 

Since selling his prize-winning dentistry100 practice, Ed Bonner acts as a consultant (guru) and practice coach to the dental profession, working with individuals as well as groups of dentists. He can be reached at bonner.edwin@gmail.com