



Management of Dental Practice

Bozana Loncar Brzak*

Department of Oral Medicine, School of Dental Medicine, University of Zagreb, Croatia

***Corresponding author:** Dr. Bozana Loncar Brzak, Department of Oral Medicine, School of Dental Medicine, Gunduliceva 5, 10000 Zagreb, Croatia; Phone: +38514899215; E-mail: loncar@sfzg.hr

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Editorial

Dental medicine is a complex discipline. Continuing education creates experts, but no matter how professional, sometimes we need to counsel fellow surgeons, orthodontists, endodontists ... In our daily work, we need help of our associates. Running a successful dental practice is not an easy job, and members of our team also make a significant contribution to a job successfully done. The patient's first contact with the office is often a phone call, and it is essential that a professional and friendly person answers the call to create a positive first impression. Nowadays, patients often get a first impression after browsing the doctor's website and reading the experiences of other patients. Remember to pay attention to the website and update it with new content, and seek referrals from current patients. Social media can also be a useful and fun way to communicate with current and future patients. After a phone call or a visit to a website, the patient has created a

certain image about us and the office even before the first appointment. Based on that image, the patient decides whether he will give us trust.

Dental office staff can contribute to patient acquisition through their kindness and expertise. In the dental office, the patient should feel comfortable. A pleasant impression thanks to the staff and the office can positively affect the patient when making a decision about therapy. As a team leader, a dental medicine doctor needs to know how to value his or her associates and recognize their potential. It is important to define goals and what you want to accomplish, so that the team can adapt to it. Tell each employee what you expect him to do. Invest in your co-workers, encourage them to further educate themselves. Doctor and team collaboration is important for the therapeutic, but also economic success of treatment, and a good team increases the dental practice reputation.