7 habits of a successful dental practice

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Abstract: Being a part of a competitive industry, the key to establishing a successful dental practice is to have a consistent culture that sets you apart. It goes far beyond being well trained in clinical dentistry. A big part of creating a positive experience for your patients is having that special connection in order to gain their trust. Let's face it, no one likes to go to the dentist, however, there are seven main habits that can help minimize their fear as well as help drive success and prosperity for your practice which can be summarized with the BRSSSSH /brush/ model:

**Brand:** Create your own brand to differentiate your practice. Find what sets you apart and try to promote it. Your brand can be about affordability, advanced technology, wide dental insurance acceptability, operating time convenience, painless dentistry, etc.

**Referrals:** Ask your patients for referrals. Referrals from happy patients are the most effective marketing tool. Best of all, it is free.

**Staff:** Select the right staff. Your staff members are the first people who will pick up the phone, meet and greet your patients. Staff members should mirror the culture that you exude for your office. They are an extension of you. Staff members should create a warm, welcoming and caring environment. As the leader of your office, you should maintain daily huddles with your team to establish effective communication about the key issues in your practice.

**Skills:** Invest in advancing yourself. Your skills and continuing education should be a priority in this continually evolving world of dentistry.

**Same Day Treatment:** Focus on same day treatment by communicating a high sense of urgency to your patients.

**Scheduling:** After completing a positive experience with your patient care, it is very important that your dental assistant walks the patient from the operatory to the front desk. This is to ensure that the patient is scheduling their next appointment. Whenever possible, I like to personally walk my patients to the front desk which helps me create a personal connection and a positive last impression. It simply makes my patients feel special.

**Hygiene:** You should always express to your patients how important it is to have healthy periodontal tissues, which is the gateway for their overall health. Support your hygienist by establishing a collaborative relationship.

Biography

Shorouq Sahawneh has completed her DDS from Jordan University of Science and Technology, School of Dentistry. She is currently enrolled in a Health Care Executive MBA graduate degree program at University of California, Irvine, with a prospective graduation date of June 2017. She is the Professional Corporation President and Director of Clinical Care for Sahawneh Dental Corporation. She provides executive leadership to over 65 offices in Southern California, which generate over $102 million in revenue. She provides clinical mentorship and operational guidance to field leadership and over 170 Associate and Lead Dentists. As a Lead Dentist with over 13 years of experience in dentistry, she exhibits superior technical knowledge, excellent doctor/patient relationship skills, patient education expertise, and accuracy in diagnosis. She is highly skilled in cosmetic dentistry, root canal treatment, Lumineers, porcelain inlays/onlays, prosthodontics, surgical extractions, and ridge preservation.

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