

# Triaging and Profitability



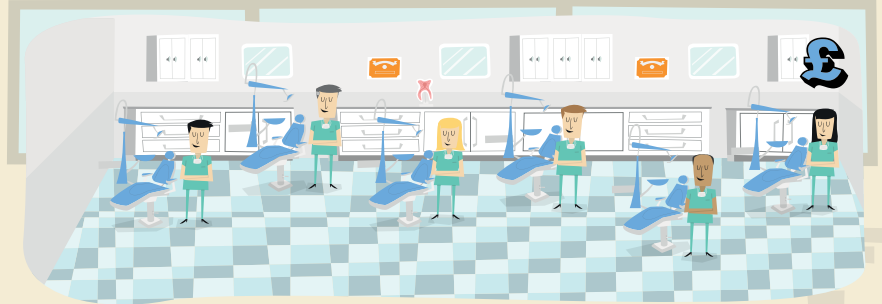
Dental practices who want to increase their daily yield often make the mistake of squeezing in more appointments for the dentist, rather than less.

Here is how a successful 21st Century private dental practice works. And yes, this ONLY works if you invest time and energy into communicating your approach to old and new patients on a continuous basis.

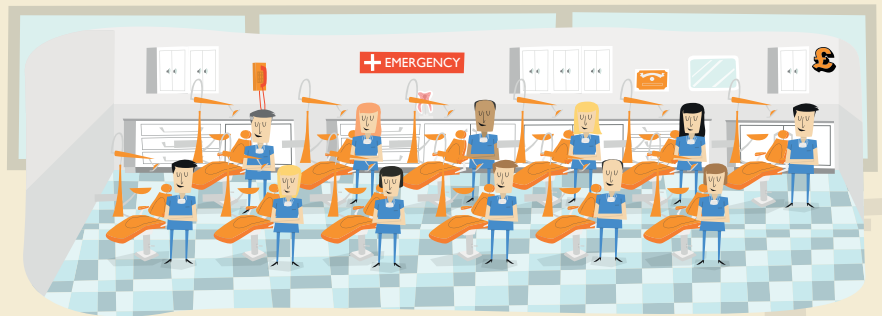
Principal dentist works on the top floor, investing his time, skills and experience in delivering the very latest dentistry, using the latest equipment and techniques, staying in touch with the latest clinical developments.



On the first floor we have a team of hygienists, therapists and dentists who are experts at long-term care. The majority of patients will visit this floor on a regular basis for their 6-monthly dental health reviews.



On the ground floor we have a team who are experts at dealing with emergencies. Our rapid response team – because we know you want to get out of trouble quickly. This team can include anyone from the top floor or the first floor, depending on availability as we all take turns to help.



The benefits to the patients are:  
1. few delays or queues  
2. expert treatment at all times  
3. delivered at the right price

This approach gives the principal dentist the shortest route to a HUGE increase in productivity. The various teams feel empowered and happy. And most importantly, your patients are happy with the care they receive. If you want to increase profits, reduce your hours and treat happier people, speak to us today.