

USP's in Independent Dentistry

What are some of the characteristics of the very best of breed in modern dentistry?

Test yourself against this list:

Flexible opening times

Critical Non-Essentials - systematic spontaneity

Treatment Co-ordinator-led patient experience

New Patient Consultation evenings

Integrated Digital Dentistry

End of Treatment conversations

Children's Days

Treatment Plan Presentation

Patient Communication

The Wand

Impression-free dentistry

Sedation

Digital Smile Design

Digital Referrals

Dental Health Reviews

Apprentice dentists

Therapy-led maintenance

Cloud-based accountancy

Average Daily Production measurement

Operating Cost Per Surgery Per Day measurement

Team-led internal marketing

Morning huddles

Innovation

Price analysis

Great managers

Use of name by receptionists

Organisational Culture - a 'team' culture that not only makes the practice a wonderful place to work but is inclusive of all patients entering the practice so they too feel the embrace of 'I' being superseded by 'we'!