

Practice Management in Today's ERA!!

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Abstract

Why do I need to learn practice management? I know it already". Many dental practitioners think that they don't need to learn the art of practice management. It comes naturally with time and you get better as you practice for more number of years. This is terribly wrong. Practice management is an art as well as a science, just like any other dental fraternity. It is a skill that must be acquired and nurtured by every practicing dentist. Dental practice is a profession from which you make living, you make life, get recognition and create wealth. So earlier you learn the art of practice management, faster you'll be able to achieve everything you desire.

Many practitioners find it difficult to manage things like handling staff, patients & their objections, financial side of dental practice, managing time etc in routine practice. It ultimately adds a lot of stress to their life which invariably affects their health as well as family life and in spite of working very hard, they are not internally happy. No wonder, dentists are few of the most stressed people in society. One of the biggest benefits of learning the art of practice management is things become very easy to handle, to manage and to execute in your practice. Practice management is not only about making more money but it is all about living a great life. A life maintaining the much needed BALANCE in everything you do and enjoying it to the fullest.

Dentistry has become more demanding and challenging in this modern age. The increased awareness about dental care among the patients has added even more challenges. Patients today are more informed but less loyal, more skeptical but less trusting which makes a dentist's job even tougher. The modernization has also added more expenses on a daily basis. Practicing dentistry is really becoming difficult with every passing day.

Increasing number of dentists resulting in cut-throat competition is another big problem nowadays. There is tremendous competition and struggle for survival. In order to reduce the overheads & also to attract more number of patients, the easiest way for a general dental practitioner is to lower the treatment charges. This price war is not only reducing the quality of dental treatments but also spoiling the brand -dentistry. In such a situation, nobody is winning.

Biography:

Shilpa Rao - Warm, compassionate and customer focused – these traits sum up Dr Shilpa Rao, the founder of Sweet Smiles Dental clinic. Dr Shilpa comes with over 17 years of varied experience in the field of Dentistry, and is a well-known Dental Surgeon adept in handling dental procedures of varying ranges of complexity including Aesthetic Dentistry, Smile Designing, Single Sitting Root Canals, Extractions & minor surgical procedures, Implants.

She started Sweet Smiles Dental Clinic and Implant Centre in 2002 with an aim to impart best in class Dental treatment, with a keen focus on creating an environment that is friendly and warm. An alumnus of the reputed Government Dental College and Hospital, Mumbai (1997-2002), she has brought a smile to over 4000 clients and believes in creating continued excellence in the field of dentistry.

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