Treatment acceptance: could have, should have, would have

By Sally McKenzie, CMC

When it comes to treatment acceptance — or lack thereof — it seems as though a lot of time and energy are wasted on that familiar trio “could have, should have and would have.” You spend hours analyzing how things could have been if you had just used a different approach. How things should have been if you had just taken more time to educate the patient on why the treatment was necessary. How things would have been if you had listened more carefully to the patient.

Oftentimes, dental teams mistakenly view the treatment presentation as a one-time event that is a make-it-or-break-it situation. You either win or you lose based on that 15 minute song and dance. In reality, patient treatment acceptance begins long before you sit across from him or her eager to present the best that your dentistry has to offer.

Consider our patient, Mary, who goes to Dr. Smith’s office.

“Dr. Smith’s office is great for cleanings and that, but he always seems so rushed. He takes a quick look at my teeth after the hygienist cleans them and sends me on my way. I want to ask about veneers, but I never feel like I should bother...”

Fetter retires from National Museum of Dentistry

Rosemary Fetter, executive director of the National Museum of Dentistry for the past 10 years, is retiring.

“We have benefited enormously from her commitment and passion for our museum,” said Board of Visitors Chair Michael Sudzina. “Under her leadership, the National Museum of Dentistry has become the premier dental museum in the world.”

During Fetter’s tenure, the National Museum of Dentistry became an affiliate of the Smithsonian Institution and was designated by Congress as the official museum of the dental profession in the United States.

“I leave with a tremendous sense of pride and appreciation for the work of our friends, supporters and staff in helping to bring the museum to this level of accomplishment,” said Fetter, whose retirement is effective June 30.

The museum is located on the campus of the University of Maryland Baltimore, home of the world’s first dental school.

To learn more about the museum, visit www.smile-experience.org.

(Source: National Museum of Dentistry)