Tomorrows’ Practice Manager – Dentistry is changing, are you?

Asks Seema Sharma

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his is the first in a series of articles on dental prac-
tice management in the changing clinical and com-
ercial environment dentistry oper-
ates in today.

So you’ve done the rotas, checked the lab work is in, booked a temp because the nurse in Room 1 called in sick again (third time this month? Roll on her next appraisal!). The dentist in Room 2 is stressing because his 9am patient is in the chair and he has no idea how to switch the PC on let alone find the BPE probe – that’s because the hygi-

enist was in yesterday and they all seem to end up in her room…, you had to send his nurse down to sort out the stock that has just arrived, otherwise she would have found them by now.

The phones are ringing off the hook – that’s good, phones bring in revenue you think fleetingly, but it can be hit and miss and therefore expensive in terms of the mistakes that can be made.

“Core CPD” may be good enough for nurses, but a prac-
tice manager (a practice owner for that matter) needs more of the right training to keep pace with the changing world of dentistry. Email the author at seema.sharma@dentabyte.co.uk for a job description for the practice manager of the future, then set about developing your skill set so that you are tomorrow’s practice manager. There is plenty of time and as your knowledge will translate into an increased bottom line and a stress-free practice, your boss will be happy!

No two days are the same, but a little less fire fighting and a little more time to plan would be a godsend… a little more money would not go amiss either!”

Should you

1. Pull your hair out?
2. Smile sweetly and say “no problem” for the next hour?
3. Put your headphones on and escape for a coffee?
4. Decide that something’s got to change?

Action Plan

Changing the boss is not an op-
tion. All bosses go on courses and come back with millions of ide-
as, then hope their practice man-
gagers can wave a wand to make them happen. Changing your job is not an option. You actually love your job and thrive on the day to day twisting and turning that goes on in practice manage-

ment. No two days are the same, but a little less fire fighting and a little more time to plan would be a godsend… a little more money would not go amiss either! You know you would make it back for the practice.

Alarming you, your job descrip-
tion will grow next year with Care Quality Commission regis-

tration. It’s all very well that boss bought a disc, but wouldn’t it be great if someone could help you go through it?

Revenue generation will also get harder with the economic sit-
tuation. Less people seemed to be buying expensive plans recent-
ly, now with the announced cuts…” for the next hour?

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