Racegel opens the sulcus without applying any pressure, keeping the gingival passive and the cervical margins ideally exposed making it the ideal preparation for impression taking.

Racegel is a brand new gel specifically designed for gingival preparation procedures. It is easy to put in place, is not traumatic for the gingival tissues and eliminates the need for retraction cord.

For more information please contact your dental retailer
www.septodont.co.uk

No-nonsense approach to case acceptance

Everyone talks about setting up 10 years ago. We enhanced case presentations and finally how to schedule the treatment coordinator into the practice appointment diary for maximum benefit.

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Dr Dai Roberts-Harry said that: “Competition in the dental practice market is now more ferocious than ever. With the additional burden of the economic downturn it is vital to focus on customer care and support. Four of my staff have been through Lina’s excellent treatment coordinator programme which has worked wonders for my practice. They are now much more at ease dealing with patients and confident in handling tricky interpersonal situations particularly where finance is involved. This makes my life less stressful and enhances their role in the practice, making them feel an integrated part of the team. I thoroughly recommend this programme to all my dental colleagues.”

Delegates will be able to earn 10 hours of verifiable CPD over the two days of the workshop which are taking place in the autumn:

Orthodontic practices: September 3rd and 2nd - Henley on Thames - Hotel Du Vin

Dental practices: October 14th and 15th - Henley on Thames - Hotel Du Vin

Dental practices: October 15th and 14th - Belfast - Stormont Hotel

As places are limited and with entire teams attending, reserving a place early, before the summer break is strongly recommended. For more information Dynamic Perceptions can be contacted on 01296 748692 or craven@dynamic.fs-life.co.uk

Achieving true customer satisfaction probably generates the greatest return of any sales or marketing activity a practice can undertake.

To address this yawning gap, Lina Craven of Dynamic Perceptions is staging a series of two day workshops this autumn aimed at the entire team. During the course, participants will learn how to create and deliver the kind of culture, processes and practices that underpin an effective new patient process and truly utilise the role of treatment coordinators.

Lina Craven set up Dynamic Perceptions after arriving from the USA, where the role of treatment coordinator is highly valued, to find that no such function existed in UK practices. She set about educating dental professionals about the benefits of improving the efficiency and profitability of the practice by training members of the team to become treatment coordinators. As a result the practices saw an upswing in case acceptance ratios and a marked improvement in patient satisfaction and recommendations.

One such practice was Teeth in Line Orthodontics. After inviting Lina to conduct an in-house training workshop, orthodontist Mark Tobin said: “Lina introduced the concept of treatment coordinator to my practices two years ago. It has been without exception the single most important and influential change we have made since