THE IMPORTANCE OF CONTROL ELEMENTS IN THE DENTAL OFFICE MANAGEMENT

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ABSTRACT

In the current economic situation statistical indicators suggest a decline in global and national dental services market under increased competition. So we must take a cost-effective and strengthening market position. Thus it is recommended that the management office to focus on retention and follow active patients and a system of quality control of treatments. In order to achieve these objectives must monitor certain type of control elements medical, economic, management and promotion.

Keywords: marketing services, elements of controls, dental practice management

Evolution of dental services market can be interpreted using data from private health insurance companies and national professional associations of dentists and the data provided by the companies producing equipment and dental materials.

Values declared by manufacturers of dental equipment and materials at the global and European related volumes sold in each category of material in the last two years suggest a decrease. Single category that positive developments are expressed Cad - Cam technology, the radiological equipment implants. This is reflected in the data firms’ nationwide distributor of dental equipment and materials, suggesting a decline in sales last year. To this was added a suspension of contracts CNAS.

All this suggests a decrease in the number of treatments, on the national level market. Also a growing number of dental practitioners are register. This is motivated by the large number of graduates and the decline in the number of doctors who go to work in other countries. A decreased number of treatments suggest a decline of addressability to dental treatments.

In the current market oro - dental health services proper management can help in making new acquisitions, in praxis development and to strengthen its position or even sell the business. So the dentist can handle multiple roles: professional, the manager, the entrepreneur.

For the dentist who controls the activity of the praxis must consider elements of office work. These elements are group in several types: economic, medical, marketing and management. A number of elements intersect several aspects. For example, the volume of patients interested in the medical aspect of time allocation of appointments, interested in the financial aspect and the revenue they bring. And also influence the human resources in terms of numbers and their qualifications.
The elements of a medical nature are represented by the volume of patients and the number of treatments performed, by their addressability for certain types of treatment and by the quality of care.

Service quality can be controlled through the implementation of therapeutic protocols and preclinical checks: radiological exams, documentaries dental molds, general photos and intraoral camera to capture intermediate stages. Altogether have a positive aspect for undertaking forensic therapeutic act. Systematizing therapeutic measure will lead to a better control of the quality and increase the success rate. It will also lead to an efficient and predictable use of the time allocated to a particular treatments, the necessary material and human resources allocated involved. It recommended the formation of a team physician - nurse constant, compassionate; leading to elimination of syncope of times operators. It is also recommended that for special cases, complex to discuss with colleagues from the clinic or other specialist. To streamline the medical and prevent potential complications recommended a review of the patient the next day. Another important service provided the patient is related to dental laboratory and how to cooperate with it. Impression can create lab technician in relation to the patient can hike professionalism, service quality received.

Most people, especially the working population, one that caters to premium service want a more accurate assessment of the time allocated treatment generally of each session and the number of their number. To predict this, diagnosis should be considered as exact, accurate understanding of his patient with all it involves both medically and financially aspects. Other items who influences the treatment duration is given by the training of the physician, the medical team, the equipment praxis material, the execution time for laboratory work. Such office would be represented by a team of professionals with a flexible work schedule with an adequate, radiology equipment (removes path to a radiology lab) to work with a lab, with a time of reasonable performance, which will ensure prompt shipment and provide active assistance (staff offices delegate relationship with patients to determine the color of any retouching).

Another way to check the quality of medical care is represented by impressions of patients at the end of treatment. Their satisfaction is related to aesthetics, the time allotted for the attention enjoyed all reported to final financial estimate.

Patient feedback related to their management and working with your doctor can be obtained using a questionnaire or gave them a phone call to the completion of treatment.

Patients questionnaire should include questions about patient satisfaction, the presentation of the solution therapeutic relationship with the medical team. These responses may be free or quantitative, for example from 1 to 5 or to satisfactory than expected. A section dedicated to suggestions for improving the services indicated in terms of networking, of quality and types of treatment.

Patients need for certain treatments suggests the types that the praxis should offer and their rates. An implicit expectation of patients and the endowment dictates the equipment and materials necessary element of human resources through training and number. The qualitative aspect is given by the professional education: specialist surgeon, orthodontist, endodontist, periodontist and one quantitatively reflected by the number of doctors, nurses, receptionist, accountant and maybe a manager. Improve services can be made by further training of doctors and nurses and increasing communication skills within the medical team and between the
team and the patient. It is recommended that this should not be left to chance the medical team, the receptionist must be prepared. This can be done by creating predictable systems, communication patterns, with clear answers and attitudes, providing as much as possible, any situation related to the interaction with patients, labs and suppliers. These skills can be provided in the job and must be properly understood and acknowledged by all employees. Recommended is attending training sessions (communication and sales techniques) that can be organized in the office. Job descriptions should ensure that professional obligations, continuous improvement skills, goals of periodicals. It also should include how to pay for granting bonuses, professional advancement. It is recommended to organize regular meetings (weekly, monthly) with all team members where they will freely discuss: goals, problems during this period and making certain correctional measures. An important element of communication is the telephone contact office in creating a good impression in keeping in touch with the patient during treatment, to remind the periodic monitoring, and for any feedback.

Economic elements are represented by figure income, expenses, profit, and cash flow. They should be regularly assessed against monthly, quarterly, annually targets. This recommends the delegation of tasks to an accountant and a manager of the clinic.

The cash flow is the most important financial element that shows the whole picture of the financial activity is useful in assessing the economic performance of praxis. It consists of the types of expenditure and revenue office. For this it is vital to correctly identify each category of expenditure and to understand its share both on a monthly and yearly. Predictable expenses consist of insurance, rents, loans, rates, utilities, various contracts with certain companies (equipment maintenance, eliminating the occupational physician, work protection, advertising, security) of various subscriptions (telephone, internet, magazines, specialist contributions), equipment depreciation, fixed salaries. Variable expenses can be represented by the recovery of the stock of materials, bonuses, possible contingencies etc. In addition to these came the investments in equipment and materials, improvement of human resources, upgrading the space. It should be taken into account inflation rate, the evolution fees applicable to the company, to employers and the purchasing power of patients.

Forecasting future investment in new technologies and the improvement of human resources is based on the addressing patients for certain types of treatments. Acquisition of new technology can be represented by equipment, instruments, new material, which involves improving human resources for their effective operation. These may include purchase of a radiological device, dental microscope, cad-cam system, a system of advanced composite materials. It may also be represented by acquiring software that helps to better keep evidence of patients, to better diagnosis for a better illustration of the therapeutic solution. Purchase a camera with macro lens to capture better the original situation, the end result, the characteristics of the teeth and of course related software. Which are intended to improve communication between practitioner and patient, between the cabinet and of course helps control laboratory and medical care. One aspect that should be considered when purchasing new appliances is payback time, maintenance costs, the impact on patients.

Receiving records play an important role in determining the consumption of materials and forecasting future yields. This will help us purchase quantities and perhaps getting any discounts.
Predictability of costs involved in performing treatments, control the time allotted, the addressability patients as accurately determines the price of the treatment.

Office revenues are the revenues from patients, which can be added at CNAS, contracted amounts for physicians and laboratory examinations. A special category of income can come from contracts with private health insurance companies. A constant minimum flow of revenue can be assured of a predictable schedules and placing control and patient satisfaction.

Marketing elements have a role in promoting services office, both existing and new, for their sale of maintaining contact with the patient. Promotion Cabinet may be made by the website, business cards, brochures, newsletters, promotional campaigns, subscriptions.

Management involves the integration, synthesis, implementation and control of the elements mentioned above. It also involves creating a business plan development and implementation. Business Development Manager will lead a delegation of specialized personnel to closely monitor business parameters. So the doctor will focus on the role of professional and entrepreneur. Very few clinics understand the importance of this issue and are guided only by instinct physician manager. This contributes to the fact that national dental services market is still suffering from a lack of training and successful business models. This leads to an evolving and expanding praxis hesitant to purchase equipment and technologies.

The manager must manage to identify elements that can measure clinical development, financial addressability and feedback associated with patients to determine the policy of the cabinet.

A performance management involves implementing protocols which, predictable system of networking and communication. They must provide controls and easy and accurate forecasting. Planning and delegation processes involving office work should enable the physician to focus on training component.

REFERENCES