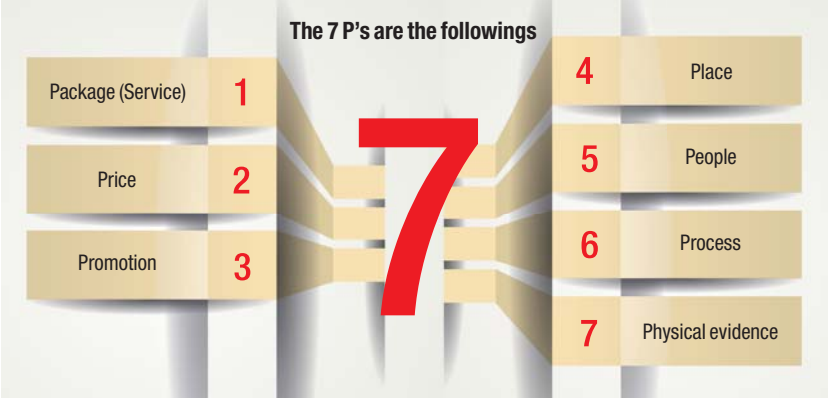
Gain power at your laser clinics!

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_Introduction

We are not only dentists, we are the managers, the leaders of our clinics, we are the ones that are responsible for the selection, training and appraisal of our employees, we are the ones that must communicate clearly with our patients, negotiate with our colleagues and suppliers—we deal with so many different aspects every day in order to be sustainable and profitable. But who knows exactly what to do? We are taught none of the above from our dental schools, we find out through the difficult way—if we are lucky from the mistakes of our colleagues if we are not from our own. Mastering our dental management skills is all about being the one that will:

1. Control our team. In this fast food era that we all live in, we face problems with our staff we must solve urgently. Otherwise, they can cause us extra money and time. We might have different generations in our workplace, let's acknowledge their characteristics and treat them accordingly. For example, if one of our staff members belongs to the millennium generation (born between 1980–2000) we should use different phrases to motivate them: "You will be working with other bright, creative people." On the other hand, if our employees belong to 'XERS' generation (born between 1965–1980), let's express our coaching ability through phrases like, "You and your co-workers can help turn this clinic around" or "You can be a hero here".
2. Control our accountant by learning their jargon so to read our financial statements in order to prevent mistakes that could cost us.
3. Find our unique and personal style that will enable us to present with confidence dental cases to our patients or make presentations in congresses.
4. Knowing how to be proactive and not reactive.
5. Be aware of our patients' behavior and needs.
6. Learn how to develop and 'read' patient satisfaction surveys.
7. Finding our own 'equilibrium' based on the principles of economics, the right amount of money that our employees should be paid, all the economic vocabulary that affect us directly, what is our opportunity cost for a purchase of a laser equipment—study each purchase without acting only with impulse!
8. Finally remember the approach that we should have for our laser marketing: The holistic approach!



In the 1980s, Terrance Rynn a leading healthcare marketing consultant embraced a profound concept about the difference between marketing and selling:

'Selling is trying to get people want what you have, but Marketing is trying to have what people want. When you have what people want then it makes selling unnecessary!'

Always have in mind that we are doctors. We do not sell, we treat people!

Let's take laser treatment as an example where we cover our patient's needs for:
– Minimal pain
– Minimal or no anaesthesia
– No drill sound
– Less fear, anxiety, stress
– Minimal or no bleeding
– Faster healing
– Reduced post-operative complications
– Less time in dental chair.

Marketing is not only advertising and promotion, on the contrary, it is the combination of seven elements, the 7 Ps and each one of these aspects should make obvious our high tech laser clinic. My goal during the next issues is to give you a short description of the above so to deliver and follow them in our clinics. And yes, mastering dental management skills is all about learning how to gain your power!_

_contact laser

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