



ESTABLISHING & MANAGING A DENTAL OFFICE

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▪INTRODUCTION

▪Livelihood

▪Providing oral health care for people

▪Increase income

▪Efficient practice



▪GOAL

▪*The goal of the practice management is to develop business management skills that enable the dentist to enjoy good dentistry with a harmonious staff resulting in satisfied patients and a good income.*



■ THE DENTAL OFFICE SETTING

■ SELECTION OF THE LOCATION

- ✓ number of dentist in that area
- ✓ surrounding villages
- ✓ near bus stop
- ✓ metro / train facility
- ✓ Easy to commute
- ✓ shopping complex
- ✓ heart of the city
- ✓ close to commercial/government/corporate offices
- ✓ residential areas=office goers can visit
- ✓ safety for ladies



■ SELECTION OF THE BUILDING

- ✓ *New building*
- ✓ *Own place better than rented one*
- ✓ *Well ventilated, electrical, water & drainage system*
- ✓ *Parking facility*
- ✓ *Practice at home – with some alterations & renovations*



- ✓ **Tiled floors - easy to clean (rubberized vinyl flooring)**
- ✓ **Enough space for dental chair – in all the positions**
- ✓ **Space for assistant**
- ✓ **X-ray room with the wall enclosed with lead barrier**
- ✓ **Separate room for autoclaving & sterilization**
- ✓ **Compressors and generators should be kept away**

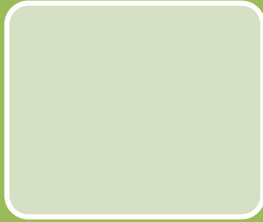
- ✓ **Before designing – visit some clinics**
- ✓ **Obtain all the licenses**
- ✓ **Insurance coverage**



■ MANAGEMENT OF THE DENTAL OFFICE



• SOLO PRACTICE



• GROUP PRACTICE



• SOLO PRACTICE WITH VISITING
SPECIALTIES

▪ PERSONNEL SYSTEM

- ✓ Full time receptionist
- ✓ No. of employees depend on type of practice & patient load
- ✓ Team members – warm, empathetic, good cognitive ability
- ✓ Orientation training for new employees – 60 to 90 days
- ✓ Well trained veteran staff members
- ✓ Fair salaries and good benefits
- ✓ Motivated staff members



▪ **PATIENT SYSTEM**

- ✓ **Good communication timings, appointments & schedules**
- ✓ **Put prior notices on notice board**
- ✓ **Classified advertisements**
- ✓ **Appointment book – scheduling the appointments**
- ✓ **Contact the patients before the appointments**
- ✓ **Open the clinic 30 minutes before the first appointment**
- ✓ **Regular sterilization and cleaning of instruments**
- ✓ **Skilled receptionist**
- ✓ **Special care for pediatric patients**



- ✓ *During consultation – explain about diagnosis, treatment options, approximate cost, informed consent, post treatment instructions.*
- ✓ *Receptionist should have knowledge – instruments, materials, stationary items, expiry dates*
- ✓ *Instruments record should be maintained*
- ✓ *Good business association with dental laboratory*



- ✓ **Mode of payment- credit/debit card facility**
- ✓ **Insurance agencies**
- ✓ **Monthly statistics of clinic**
- ✓ **Keep in touch with recent advances**



- ✓ **Attend CDE programs, seminars, workshops & conferences**
- ✓ **Take off every week – at least two vacations every year**



■ FINANCIAL ASPECTS OF A DENTAL PRACTICE

- ✓ Maintain patient record along with fee charged
- ✓ Maintain computer records
- ✓ Maintain day to day expenses
- ✓ Approach chartered accountant at initial stage of setting
- ✓ Start filling tax return from the first year



Patient Information:

Name: [Name] (Richard M.)
Age: 07 [DOB] (1996) [Female]
Address: [Address]
City: [City]
State: [State]
Zip: [Zip]
Phone: [Phone]
Fax: [Fax]

Referral By: [Referral By]
Approved: [Approved]
Order: [Order]

Table 1: Services

| Code | Code | Description | Code | Code | Description |
|--------|------|-----------------------|--------|------|----------------|
| 040000 | 760 | Fluorination | 040000 | 7600 | Office Visit |
| 040000 | 7600 | Endodontic Evaluation | 040000 | 7600 | Office Consult |

Table 2: Medications

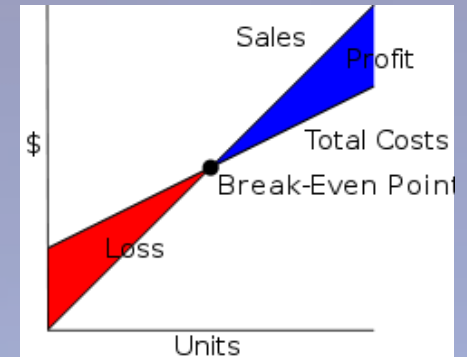
| Date | Description | Quantity | Date | Description | Status | Qty | From | Refill |
|----------|-------------|----------|----------|-------------------|--------|------|------|--------|
| 04/07/04 | Tramadol | 1000 | 04/07/04 | Amoxicillin 500mg | Active | 1000 | 30 | 1 |

■ PRODUCTION AND COLLECTIONS

- ✓ High quality dental care
- ✓ Production goal – BREAK EVEN POINT (BEP)
- ✓ Maintaining accounts of office and dental supplies
- ✓ Maintain card - name

- address
- date of purchaser
- servicing dates
- preferred vendor
- alternate vendor
- third vendor

- ✓ Purchase materials through preferred vendor- reduces costs



| Company Info | |
|--|--------------------------|
| Owner first name | John + |
| Owner last name | Doa + |
| Company | MyCompany Inc + |
| Address 1 | 1400 Kennedy Blvd + |
| Address 2 | |
| Address 3 | |
| City | Union City + |
| State | New Jersey ▾ |
| State (if other) | + + |
| Country | United States ▾ |
| Postal Code | 07087 + |
| Phone | 866-887-4678 + |
| <small>• For North America: with XXX-XXX-XXXX/YYYY or +1.ZZZZZZZZZZ/YYYY</small> | |
| <small>• For other countries: +CCC.ZZZZZZZZZZ/YYYY</small> | |
| Fax (optional) | + + |
| e-mail | info@mycompany.net + |
| Hostmaster Email (user.domain.com) | webmaster.mycompany + |
| Website | http://www.mycompany.i + |

▪ FACTORS CONSIDERED WHILE SETTING FEE

- ✓ The dentists & assistant's time required to do the procedure
- ✓ The cost of operations per hour, including fixed as well as variable costs
- ✓ Prevailing professional fees in the area
- Fee must be reviewed annually
- 20% increase annually
- Fee increase should not be announced to patients



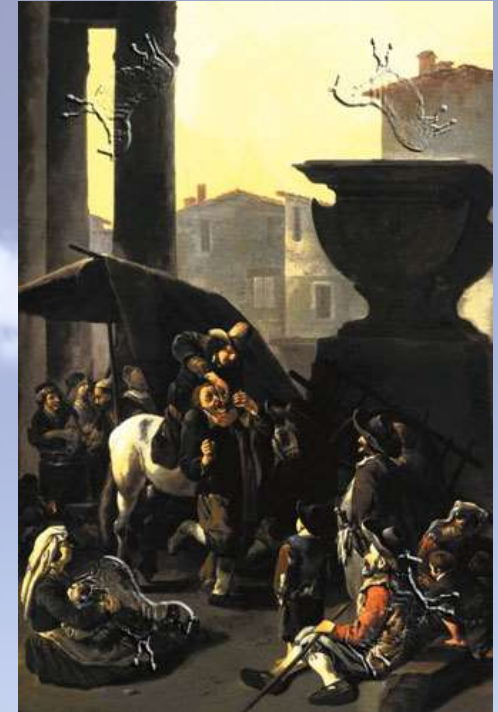
MOBILE DENTAL CLINICS



- ✓ **Olden days – horse back dentistry**
- ✓ **Different countries have different health care facility systems**



- ✓ **India - 30% urban**
- 70% rural



- ✓ **Rural people are devoid of dental care**
- ✓ **Mobile dental clinics provide effective dental care to the doorsteps of the underprivileged and rural population.**

▪EQUIPMENTS TO BE FITTED INSIDE THE MOBILE CLINIC

1. Dental chair



2. Operating light with two intensity, fitted on the top.



3. Dental X-ray unit



4. Autoclave



5. Glass bead sterilizer



6. Metal cabinets with wash basin



7. Portable dental unit - mobile suit case unit



8. Stabilizer



9. Generator



10. Water tank



11. Oxygen cylinder



12. Public address system



13. TV & DVD players

14. Health education models



| Advantages of mobile clinics | Disadvantages of mobile clinics |
|---|--|
| Moderate start up costs | High maintenance costs |
| It addresses the problem of transportation to the clinics. | Difficult to access and store patient record |
| It decreases missed appointments when run in conjunction with schools | Provides limited services and follow up may be difficult |
| Services can be made available at multiple sites | Requires permission for site use |
| Services are made available to the needy population | Difficult to use during monsoon |

▪ **SOME MOBILE DENTAL CLINICS**

1. ***Across the smiles***



2. ***Smiles 2 go***



3. *Molar express*



4. *Miles for smiles mobile dental clinic*





CONCLUSION

REFERENCES

S.S. HIREMATH, TEXTBOOK OF PREVENTIVE AND COMMUNITY DENTISTRY, 1ST EDITION, 2007.

SOBEN PETER, ESSENTIALS OF PREVENTIVE AND COMMUNITY DENTISTRY, 4TH EDITION, 2009.