

3rd International Conference on

Advanced Dental Education

November 15-16, 2018 | Edinburgh, Scotland

The role of the dentist as a psychiatrist in the field of cosmetic dentistry and dental marketing

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Cosmetic dentistry is considered one of the priorities of people need all around the world in a high percentage. Most of the patients nowadays are looking for cosmetic corrections. The reason behind this patient demand may have a great effect on the psychological behavior of the patient. The variation of this demand depends on the severity of the appearing beauty of the smile line of the patient. According to this aspect, some of these patients may become shy, and others may become aggressive with psychological trauma. Also, some of these patients may isolate themselves from the community in a way that may not share any social activities and the end result is inferior complexity. Far from this, another type of patients they may look for cosmetic correction just for new fashion. In other words, they do not have serious cosmetic problems. Accordingly, the clinician here is playing the role of a dentist and a psychiatrist at the same time. This is where the role of the dentist as a psychiatrist emerges to restore confidence to the spirit of that patient and when we win the trust of the patient, this is the biggest support for dental marketing. Winning the trust of the patient is the largest aid to the marketing of dental services, taking into account that you deal with the utmost honesty and loyalty with your patient. Hence, the dentist may change the social life of the patient. In other words, you are rehabilitating the life of your patient. The difficulties in cosmetic correction may vary from one case to another depending on many factors. This article discusses these difficulties by displaying some clinical cases report of patients suffering from problems in the smile line. Most of these patients had psychological trauma, and they were looking for an immediate solution. Meanwhile, they were looking for a dentist with a deep emotion that has a spiritual behavior towards them. The conclusion of this article indicates how you can solve the problem of your patient's smile, which may negatively affect his social life. This means you did not take the role of the dentist only, but the role of the psychiatrist which means this role will be the biggest incentive for this patient to pay you what you see appropriate and this is the most important part in dental marketing.

Biography

Mudher Abdulmunem Abduljabbar AL-Sayyid Ali has completed his Graduation in the College of Dentistry at Baghdad University in 1988 and Master's degree in Prosthodontics specialty at Baghdad University in 1995. He moved to Al-Iraqia University and became the Head of Prosthodontics Department in the College of Dentistry in 2015. Recently, in 2017 he became the Head of Prosthodontics Department in the College of Dentistry at Uruk University. He was the General Secretary and Board Member of the Iraqi Association till 2016; Member of Scientific Committee at the Iraqi Dental Association; Council Member of the IAOR which is the Iraqi division of the IADR (International Association for Dental Research) till 2016 and Coordinator for the Prosthodontics Society at the Iraqi Dental Association. He has certificate in Lumineer and Cosmetic Dentistry field. Meanwhile, he is Affiliated Member of ADA and German Society of Implantology.

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