

11th Asia Pacific Congress on

Dental and Oral Health

July 25-27, 2016 Bangkok, Thailand

**Sue Sandles***Practice Base Solutions, Australia***Practice manager and marketing: First impressions count**

When you are a practice manager in a dental surgery you are usually the first point of contact. Whether it is a person walking into the practice or telephoning to make an appointment you are the one that needs to create a warm and caring environment within the practice by your approach to the patients needs. Today we are going to look at ways to promote and leave a favourable lasting impression on your patients and promote new patients. As a practice manager you need to be a good communicator. It builds trust between you and the patient, and also the health care team. You can make a dental experience a positive one by your first contact with a patient by demonstrating positive and effective communication skills that are vital in your role in the practice. As a practice manager you need to be always one step in front of the day to day running of the dental practice and to be able to anticipate and resolve problems before they arise. Think about the positive impression you had on a business when you called to make an appointment and they took a positive approach to your needs. As a practice manager are you taking a positive approach to your clients when they call the practice? There is no excuse for angry patients, what it means is that there was a lack of communicate on relaying information or just not providing information in the first place. Your first impression to your patients will be the best form of marketing for your practice. They will recommend family, friends and work colleagues. Referrals are the best compliment you can give a practice.

Biography

Sue Sandles has over 42 years of experience in the Dental industry as a Dental Representative, Dental Nurse and both Clinical and Practice Manager in both public and private sectors. She has been Guest Speaker to both Dental Clinicians and Dental Nurses throughout Australia. She is currently serving as Teacher, Dental Assistant and Director of his own infection control business.

suewalker23@yahoo.com.au**Notes:**