

1. Record Nr.	UNINA9910877388603321
Autore	Bridges Glenys <1956->
Titolo	Dental reception and practice management / / Glenys Bridges
Pubbl/distr/stampa	Oxford, : Blackwell Munksgaard, 2006
ISBN	1-281-21505-8 9786611215057 0-470-76391-4 0-470-75968-2 1-4051-7212-6
Descrizione fisica	1 online resource (232 p.)
Disciplina	617.60068
Soggetti	Dental offices - Management Receptionists
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Dental Reception and Practice Management; Contents; About the Author; Special Acknowledgements; Introduction; Section 1: Overview of Dental Care Administration; 1 Understanding the Culture of Dental Care; History of the non-clinical dental team; The ethos and ethics of dental care; Dental reception skills; Practice management skills; 2 Who's Who in the Dental Team; The team; Official bodies within dentistry; Representative bodies; Section 2: Front-of-house Skills; 3 Front-of-house Communication; Communicating with colleagues; Communicating with patients; Communicating with suppliers 4 Understanding Patients' RightsConfidentiality; Informed consent to treatment; Permitted duties; Clinical Governance; 5 Workplace Safety; Dealing with difficult people; Health and safety; Cross-infection control; 6 Using the Appointment Book; Booking treatments; What you need to know when booking appointments; 7 Administrative Skills; Administrative systems; Patient recalls; Handling patient complaints; 8 Patient Payment Plans; Patient payments; NHS and private care options; Sales of dental goods; 9 Computers in Dentistry; Using computers for dental administration; Use of Microsoft programs E-mails and messaging10 Dental Terminology; Dental charting;

Glossary; Section 3: Planning and Managing Dental Services; 11  
Managing People; The tactical management process; Motivation;  
Leadership; Staff selection; New staff inductions; Staff appraisals; 12  
Planning and Managing Dental Services; Policy development; Marketing  
dental services; Risk management; Financial management; The  
business plan; General Bibliography; Websites; Index

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**Sommario/riassunto**

Dental Reception and Practice Management is the dental office administrator's essential companion to all aspects of reception work and practice management duties. The book covers vital interpersonal skills and the important aspects of business management and marketing relevant to dentistry. In addition it explains the development of dental care and the range of available treatments, enhancing the reader's understanding and awareness of the necessary clinical aspects of dentistry. Dental reception and Practice Management covers a range of key skills and knowledge within three sections: '

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