



New
reference book
for modern
dentistry!



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Well set up for the future

Guideline for dentists

- Ideas about strategic positioning and structural practice build-up, creative suggestions on marketing strategies and vital information on patient consultation
- 320 pages with more than 600 coloured illustrations
- Hardcover with embossed printing
- Artistically designed chapter illustrations
- High-quality: image print, partial UV-varnishing
- Also available in German, Russian and Spanish

PATIENT-FOCUSED DENTISTRY

Practice marketing and management

This guideline, which is aimed at practicing dentists, staff members in leading positions and practice founders, describes the modern, patient-oriented service practice. It conveys ideas and tips on how to optimize practice processes.

Strategic positioning as a key to success

Success is not based on dental therapies alone. A suitable marketing strategy, a structured approach as well as an economic perspective all help in holding one's ground in a difficult trade environment and to strengthen the practice's position long term. Only those who detect developments in time, accept changes and continuously expand their competence will be successful.

Content

- Ideas about strategic positioning and structural build-up
- Prevention-oriented concepts and valuable impulses for change
- Creative suggestions on marketing strategies
- Practical work aids for organization and time management
- Vital information on patient consultation
- Helpful tips on friction-free staff leadership
- New ways to increase motivation and commitment
- Sample texts for individual patient information
- Supplementary checklists and overviews

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and
informative!**



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