

7 December, 2016

FEEDBACK ON JOSEPH ALLBEURY COMMENTS

The comments drew critical responses – some are quoted below.

Quote 1

"A rebate only exam, scale & clean works on the premise that the practitioner is going to 'find' additional dentistry that requires further financial outlay from the patient.

If this is not the practice of the dental practitioner, as in our case, then offering a 'rebate only' scheme immediately undervalues the income from these item numbers.

The suggestion also implies every dental practitioner utilises advertising that attracts high expenses. We do not advertise. We are not health fund 'preferred providers' and I see no economic sense in giving away 15-30 minutes of clinical time at break even costs".

Quote 2

"Ethical practitioners are unable to distance themselves from what they do".

"Getting somebody in the chair so you can make your money on things that you "find that need to be done" – this might be OK for the local tyre service or mechanic – But in health care provision this is abhorrent behaviour running a very significant risk of sacrificing ethics for a pure profit motive".

"The advice provided suggest a check-up and clean is just "monkey work" able to be delegated to the partly trained, inexperienced and desperate is offensive. I spend a significant proportion of my practicing time – fixing, revising, replacing and trying to salvage ill considered, poorly executed and frankly unnecessary dental interventions conceived and planned by the very people Joseph is talking about!"

Quote 3

"Such a lot of bad advice from Joseph. Sad to have so much will conceived comments from him..... I value my exam (where my sound diagnosis come from). If we don't charge for our knowledge and just for the "jobs we do" we are technicians/labourers and not professionals".

Graham Middleton comment:-

The above comments reflect well considered opinions. Two of the comments are from dentists I know very well and respect and from practices which are not preferred providers and that have successfully kept health funds at arm's length. It's clear to me that things which matter most are:-



1. Professionalism – dentistry is a "profession" not an industry.
2. The quality of the relationship between the practice, including both dentists and staff, with patients. The dentist I know who are most successful at keeping patients despite health fund tactics have good to excellent interpersonal skills.
3. The presentation of a practice – patients will continue to see their dentist after the appearance of a practice has deteriorated but they stop making personal referrals for fear of being embarrassed.
4. While busy dentists necessarily have some of the more routine functions performed by employed staff, it is critical that the staff who are treating the patient share in the practices ethics and have good interpersonal skill. That comes back to the fact that basically there are two types of dentists; practice builders and practice destroyers. There is no place in a good practice for a practice destroyer.

Please re-read out December dental newsletter available on our website under dentistry publications. Our data demonstrates that spending on social media is far less important than of the quality of the practice relationship with its patients or the appearance of the practice premises, particularly areas that seen by the patients.

Please keep comments coming as they are valuable.

Best wishes to all dentists

Graham Middleton

SYNSTRAT SERVICES

Synstrat provides Accounting, Financial Services, Business Advice, Financial Advice and practice valuation services to Dentists.

Contact Graham Middleton or if I am immediately unavailable, Jenny O'Brien on (03) 98437777 who will arrange a time to discuss. We will then contact you to discuss your needs. Obviously if significant services are involved, then charges will apply. These include fees for consultations with Graham Middleton once the need is defined.

We are happy to discuss our charges on contact.