

Glenys Bridges

Dental Reception and Supervisory Management

Second Edition



WILEY Blackwell

**Dental Reception and
Supervisory Management**

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Second Edition

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and Partners Training and Development*

WILEY Blackwell

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Preface

This book focuses on the range of knowledge and skills that receptionists and supervisory managers need to offer friendly, patient-focused front of house and administration services, which support and enhance the reputation of the practice and the work of their clinical colleagues as well as providing patients with oral health gains.

This book aims to detail the impact upon dental administration of the ongoing development of regulations intended to ensure that standards of dental care are continuously improving. This ongoing development culture has resulted in considerable changes in dental team roles and involves the likes of extended duties for dental care professionals and laws to regulate data security and protection.

The reception role was always a challenging one, calling for a range of learned and innate skills as covered in Chapter 2 of this book. Alongside the receptionists' formally learned skills, their innate skills are a reflection of their personality and serve to create the personality that the practice projects every day to all who come across it.

In Chapter 3, the focus is on the front-of-house marketing role, looking at how information about the local market can be collected and considering numerous ways that receptionists can use that information to raise the profile of the practice within the local community.

Financial aspects of reception, aspects of consent linked to the financial aspects of treatment, are the subject matter for Chapter 4. Financial misunderstandings are frequently the cause of complaints and patient dissatisfaction. Receptionists have an important role to play in ensuring there is clarity and transparency in financial matters relating to the dental services offered to patients.

Staff selection is the focus of Chapter 5. How to select the right people during recruitment activity as well as the main factors to consider when allocating work and selecting team members for specific responsibilities are discussed.

In Chapter 6, quality management is explored – the ideology that has led to the care quality standards each practice must meet. The chapter then looks at practical ways these management approaches can be applied to enhance the quality of care for patients and the ability of dental workplaces to cultivate job satisfaction and team retention.

Enabling a group of people to come together and become a collaborative team calls for a range of communication skills as covered in Chapter 7, in which considerations of aspects of IQ and emotional intelligence (EQ) are explored along with techniques for responding to challenging behaviour and workplace bullying.

Chapter 8 extends the communication theme and looks at how the reception lead can structure methods of information sharing, the role of meetings to analyse significant events and learn from experience using reflective practice.

Safety and well-being is the focus for Chapter 9. Here we look at important safeguarding requirements to ensure that should a member of the reception team have concerns for a child or vulnerable adult, they are aware of what the practice expects them to do and are able to act swiftly in a preventive or safeguarding role.

The patient journey is a term that is well established in dental speak and is the subject of Chapter 10. It covers a wide range of aspects of the patient experience and looks at ways the practice can give their patients something extra that shows they value their patients and understand their needs and concerns. This topic is extended in Chapter 11 to look at the newest team role – that of care coordinator. There are many ways that practices apply this role. In most cases, the role is closely linked to the reception team, so they can access clinical expertise to answer patients' questions and ensure that patients can give informed consent to every aspect of their care and treatment.

Chapter 12 looks at aspects of computer technology and the need for every team member to be aware of the required security measures for the prevention of cyberattacks.

About the Companion Website

Don't forget to visit the companion website for this book:

www.wiley.com/go/bridges/dental



There you will find valuable material designed to enhance your learning, including:

- Activities
- PowerPoint presentation

Scan this QR code to visit the companion website.



