

## Dental Coaching for Crisis Times

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The current economic crisis has also taken its toll in the field of dentistry. Patients, beset by tax and economic pressure, have started to leave to go to dental clinics to perform the required periodic review of their oral health or postpone their treatment beyond the limits recommended by dentist. Consumer habits have changed and spending in dentistry is reduced. Again he goes to the dentist only when it hurts.

But we must not be content with blaming the severe global economic situation. We have to do a self-criticism and reflect on how we have not been able to foster in the public opinion a better appreciation of the importance of visiting a dentist regularly and demand a quality dental care provided by well-trained professionals.

As health professionals, we must not forget our origins. Today, more than ever, we must remember the Hippocratic ethic that says that the dentist, in the exercise of his profession, serves the patient.

Because worry about oral health of people, dentistry plays a truly human action of prophylaxis, therapy and rehabilitation. Therefore, the dental service is characterized by a particular interpersonal relationship: it is an encounter between trust and conscience. Confidence of a person who needs care because it is affected by disease and pain; awareness on the part of another person able to address this need through a meeting attendance, care and healing.

We must look forward and guide our practice to the patient, satisfying their needs of health care and service delivery. We project our practice outward, not inward, so as to motivate people to appreciate the importance of their oral health and stimulate demand. In short, focus on our patients, true stars of our practice.

But this personal change not can occur by itself. It is necessary help to carry it out. This support gives by the Dental Coaching, a process in what the Coach accompanies dentist in finding and achieving personal and professional goals.

It is based on the "loneliness" of the leader, because the dentist, as leader of its team, is alone in its decisions of high professional responsibility. It is also based on the need to "reinvent" due to the economic crisis, together with the change underway in the profession of dentistry.

Search unleash the full personal and professional potential of the dentist for business management through a process of support, where the coach (coacher) supports the dentist (coachee) and acts as a bridge between the current management of the practice and the desired management through training and action, acceptance and commitment. Looking accompany the dentist in the process of making personal and/or professionals decisions.

Another concept is to recognize the potential that already own the dentist and what you do in the coaching process is maximize it and use it. The dentist knows what he has to do in his own dental practice for loyalty, to increase revenue and improve his dental team. What you have learned in courses, books and magazines; but you do not get it practice. Coaching helps you to make what you already know.

### **Objectives of Dental Coaching**

1. To grow. It is a moment for yourself in which it is used to learn, know, recover, get back on track, readjust, to be accepted, strengthened, to assert and advance
2. To develop leadership skills and relationship management
3. To provide professionals of public and private dental services, general basic knowledge relevant to the exercise of our profession, improve its quality and adapt to the reality of the times we live
4. To provide a new approach to our medical practice valid for both novice dentists and those who have spent several years in this beautiful profession and pursuing constant improvement in their professional practice
5. To discover some aspects of our profession in which we had not spend previously enough attention, and that will help us to improve the image of our practice and the quality of the services that we provide to our patients
6. To help change the focus of the exercise of our profession, oriented toward to maximize our knowledge
7. To offer our patients the appropriate response to the trust placed in us, get their loyalty, they come to us fearless and sure of our professionalism
8. To exercise dentistry in a more quite way, that makes us enjoy our profession with less physical, psychological and economic attrition

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