

Dynamics at the Front

Desk: Don't overlook the Obvious.

Rebecca S. Gerber, RDA
Dental Practice Careers . com

As practices grow or staff changes take place, some dentists may move people from the back or hire from a non-dental background to fill openings at the front. To eliminate any confusion or loss of productivity, make sure that each staff member fully understands the processes and procedures that you consider to be office policy.

Some standard office policies consist of procedures for chart audit, cash flow, greeting patients, new patient protocol, insurance and billing, patient flow, specialist follow-up and more. Although many people call these standard operating procedures, all staff members must be fully aware of their existence and importance.

If you're not sure that you have everything already covered, sit down as a group and reconstruct an average day to make sure the patient's visit is the most efficient and professional experience possible.

Once you have all your standard operating procedures in place, be consistent about utilizing them to the fullest.

These guidelines are simple, but because they are simple don't overlook the obvious. Practice profitability and staff satisfaction are increased when the entire staff knows what is expected. ❖



The daughter of a dentist, Rebecca S. Gerber has been involved in the dental profession almost since birth. In 1998,

after working more than 21 years in dental office management, she founded the Office Managers Study Group and in 2000 started a company called Dental Practice Careers, specializing in organizing dental front office systems. She also is a member of the faculty at P.D.E. Excelle College and has authored "Home Studies for Front Office Administrators." Becky can be reached at: info@DentalPracticeCareers.com (877) 235-7100. ❖