

Sandy Roth's

Communique!

Unique and Challenging Concepts from ProSynergy Dental Communications

#20: Core Principles and Promises

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Core principles and promises

In this issue, we help our clients address or return to questions of values and purpose in a concrete and practical way. We believe that these questions are so fundamental to the success of a practice (and a life, for that matter) that they must be addressed, and not superficially. One way of translating core ideology into practical application is to ask yourself two fundamental questions:

What principles will guide my behavior?

What promises will I make to my patients?

Although every dentist and team must answer these questions for themselves, it sometimes helps to hear the thoughts of others as an example of the depth and concreteness of the intention. In order to help our Australian

clients with these questions, we shared Core Principles and Promises for our ideal practice. Today, we share them with you.

Douglas F Roth, DDS and Team Core Principles and Promises

Thoroughness

We will make the time to examine, diagnose and plan treatment with you and we will do it comprehensively

Pain-Free Dentistry

If we can't do your dentistry comfortably, we won't do it here. We will make alternative arrangements for your care.

Quality of Care

We recommend and perform dentistry for you as we would for ourselves and our families and we commit to doing it right the first time.

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PROsynergy
DENTAL COMMUNICATIONS

Cause-oriented Treatment

We will not treat any disease or condition until the cause has been determined, addressed and (hopefully) brought under control.

Informed and Empowered Patients

You can expect no surprises concerning treatment, fees or financial arrangements. You will always be in control of what happens to you.

Bias toward Health and Action

We provide dentistry for people who are serious about their health. We encourage timely action because the longer treatment is postponed the more complex, expensive, uncomfortable and uncertain it becomes.

Expertise

You are the expert on yourself, particularly on the outcomes which are important to you and the prices you are willing to pay for those outcomes. We are the experts on clinical dentistry. We will not get this distinction confused.

I hope you hear the many years of considerable thought and refinement which has gone into these principles and promises. Clearly, they are unique to Doug and the beliefs we hold. We would be less than candid, however, if we didn't admit that we encourage all of our clients to pursue principles congruent with those listed above. They have formed the basis of our work in ProSynergy. But *your* core principles and promises must be core to you. Merely saying, "Sounds pretty good. Let's be this." doesn't work. Principles and promises must be intentional, exercised and vocalized every single day. What promises are you now ready to make to your patients? If you share them with us, we'll share them with others. Let's raise the bar for dentistry everywhere!