

**MANAGEMENT IN DENTISTRY
USING MODERN DIGITAL TOOLS**

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Running a clinic these days comes with a slew of challenges that keep getting more complex and varied as time goes on. Improving day, to day operations raising the bar for patient care efficiently handling resources and keeping the finances in check all call for a management playbook that heavily leans on tools.

Old school management techniques often fall short in today's paced market and the increasing expectations from patients. This is why exploring and adopting management strategies in dentistry that revolve around advancements is a pressing matter, in the realm of science.

The digitalization in dentistry is an avenue for implementing more automation into its administrative management. The installation of state-of-the-art Dental Practice Management Systems (DPMS) allows for automated functions of patient registration, scheduling, record-keeping, billing, and payment processing [1].

Routine tasks have been shown to increase staff efficiency by automating them. As proved by Brailsford & Vahid [2], the introduction of the DPMS greatly diminishes the number of errors made in documenting a patient's record while shortening the time taken to finish an administrative task.

With cloud-based data storage and processing, clinic management can access data and information anywhere and at any time, which offers a wider degree of mobility and flexibility in clinics [3].

Another important focus includes digital marketing that attracts new patients and keeps existing ones. The website building and promotion, social media management, and context-based advertising are key strategies through which communication with the target audience is enhanced and a positive image of the clinic is built [4].

As noted by De Clerck et al. [5], digital marketing, especially social media, can help build relationships with patients while increasing loyalty to the clinic.

Telemedicine can enable patients to reach the doctor online and obtain consultations and recommendations [6].

One crucial element of management in dentistry involves incorporating technologies into the treatment procedures as well. The implementation of CAD/CAM systems for creating prostheses and restorations along, with the utilization of X-ray equipment and 3D scanners help enhance the precision and efficiency of treatments while reducing inconvenience and enhancing treatment outcomes [7].

According to Zimmerman and colleagues [8] digital technologies enhance treatment precision. It is crucial to highlight that effectively utilizing digital tools necessitates investment, in both technology and staff training [9].

Staffing adaption is one of the key prerequisites towards successfully adopting a digital management strategy within a dental clinic. New processes and new technologies require assistants, doctors, and administrators to relearn how to perform their day to day tasks.

Staff training is a critical factor for the successful implementation of digital technologies in dental practice as it enhances effectiveness of technology use and lessens resistance from the staff [10].

Nurses and other staff must be trained not only in the use of digital tools, but in effective communication with patients and the identification of other relevant roles.

The adoption of new technologies in dentistry pointed out the need to build an organizational culture that proposition innovation as well as supports continuous learning [11].

In addition to enhancing clinical practice and operational processes, digital tools enhance patient-centric efforts in dental clinics. The patient's experience during treatment can be improved and their satisfaction increased due to the possibility of online appointment booking, SMS reminders, digital questionnaires and medical history forms, as well as informative treatment presentation through videos or 3D models [12].

Improvement of communication with patients and their participation in decision making is another important element for increased patient satisfaction and loyalty to the dental clinic.

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