

Now is the time for dental dispensing – turning difficulty into opportunity

By Dr Mike Ryan

The impediment to action advances the action.

What stands in the way becomes the way.

Marcus Aurelius – The obstacle is the way – Ryan Holiday

We can turn this challenging time into an opportunity!

We have had time to stop and review our practices and our team. Perhaps to take a breath and plan not just for the other side of the COVID challenges but where we may be in one, three and five years.

We are all very fortunate to be in a great industry, to work with terrific people and help many in our community.

Now is the time to add another service, keep more patients and add to your practice by both prescribing and dispensing in your practice. You now have time to plan and implement this great service.

A proven approach refined in our family practice ensures you and your team can now do this easily. We discovered how to make dispensing simple and profitable.

Dental dispensing – is easy and better for you and your patient!

Prescribing then dispensing puts you in control of the patient experience, providing pain relief, calmatives or antibiotics are an important and convenient service for patients, which ensures a positive and hassle-free dental experience.

Dispensing inside your practice guarantees that your patient has the right products and treatment appropriate advice. Research has shown that perhaps a third of patients intend to follow your advice but fail to do so as they are distracted by the pressures of the dental visit and life.

In this COVID world the easier you can make it for your patients the better, stop sending them to the pharmacy – dispense yourself.

Dispensing is simple:

- ◆ Buy your stock and prepare your labels, we can help with this: www.acumen.dental
- ◆ The dentists use their allocated script pad and writes a scrip as normal
- ◆ The team then prepares the prescribed product from stock and places the appropriate label on the stock.
- ◆ The dentist then completes and personalises the label
- ◆ The dentist then advises the patient on what to take and then hands the product to the patient (dispensing).
- ◆ The dentist adds the appropriate clinical notes to the patient file.
- ◆ Your practice obtains an A5 binder and keeps the physical script – that simple. Have one binder per year and keep them for seven years.

Easy administration:

Use a standard price for all dispensing transactions to make it easy – a way to bundle the prescription (as a medical practitioner), the product, the advice and the dispensing fee (yes, you get to charge a dispensing fee just like a pharmacy) – you can bundle the services into one simple transaction. We use item number 927, which is fully claimable for most funds. (Yes, so no out of pocket cost to your patient) One simple fee of \$29.95 for all 927's and not additional hassle and risk to visit a pharmacy

Added income a win-win:

Dental practices are all looking for ways to grow our practice and improve our clinical services. Up to 50% of patients require analgesics pre or post treatment or some form of antibiotic – you do the sums. If 50% of you patients provided an additional \$29 income each for the year,



Mike Ryan

most of which was profit, for very little extra effort and it improved your patient care – that's a win – win.

Acumen Dental has proven tools, templates, resources and YouTube videos. Simply join and order at www.acumen.dental to get started today!

Use this time to add dental dispensing and emerge from the COVID challenge even better *

Dr Mike Ryan (DBA) – Acumen Dental Dispensing go to <https://acumen.dental>, see YouTube, contact at info@acumen.dental, fax to 03 9568 2885 or write to PO Box 608, Carnegie 3163
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