



Laser Life Care Institute

By Kathleen McKellar

The population is making more demands on the dentist than ever before. Through embroidered television shows, magazines, imaging and other media avenues, the population has an increased dental knowledge base and therefore an increased expectation of dental outcomes. These bleed down to increased demands on the dentist and their practice members.

Combined with these increased demands are reports that one in nine dentists will have a notifiable claim against them in their careers; that most claims are from short term relationships and/or poor first impressions; and that in the state of NSW there are more lawyers being trained



than there are currently practising. This makes it ever so apparent that a dentist has to get their practice communication and direction precise, especially when they want to take their practice down a new or different path. Awareness of this makes the systems, procedures and policies implemented even more important.

So when Dr Hisham Abdalla opened the Laser Life Care Institute (LLCI), he surrounded himself with excellence. He hired the best for every aspect of his business. Hisham's vision is to provide state-of-the-art technology and personalised care in a relaxing environment. He has a commitment to service and wishes to make painless dentistry a reality for his clients. A

world full of healthy, happy people is his vision, with the aim to help eliminate tooth decay from the community within the next ten years. His goal is to achieve and maintain health rather than fight disease.

Hisham was one of the first dentists in Australasia and the first in Auckland to introduce Laser-based treatment. Also, he had the first Dental Council approved Laser Hygienist in Australasia to treat gum dis-



ease with Lasers. He teaches these philosophies and techniques to colleagues who come from New Zealand, Australia, the USA and the UK to attend courses at the conference room at Laser Life Care Institute. He is the youngest international representative Diplomat and director/board member of the WCMID (World Congress of Minimally Invasive Dentistry).

Hisham's premises are state-of-the-art and minimalist modern. The LLCI name was derived from "Laser" - a focused, coherent beam of light that delivers a precise result and "Institute" - a centre of continuous development.

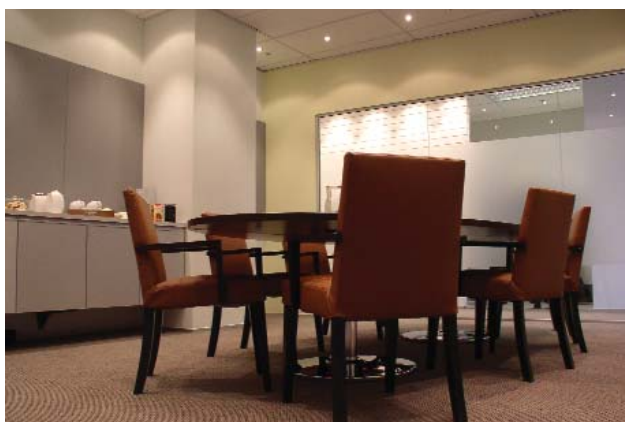
Situated on the perimeter of the Auckland CBD, the institute has three treatment

suites, beauty therapy section, relaxation room, conference room and great guest and staff facilities. The LLCI premises were opened in April 2006 and concentrates on the use of Laser technology to achieve successful outcomes for clients. Members of LLCI are focused, coherent professionals, providing the best dental and life care services in an enlightening environment.

Hisham brought with him a patient base

of approximately 550 patients (or guests as they are called at LLCI) from his previous practice - about half the amount needed for his type of practice per dental practitioner.

Quite a challenge! Opening a new practice and proceed in a new direction from conventional dentistry is an audacious move. When a person opens a business that differs from the norm they can often be the brunt of criticism and skepticism from people who do not have a good understanding of their ambition. It is significant to be aware that a notifiable claim is not usually a negligent clinical act, as a misadventure does not necessarily mean negligence. This knowledge makes communication between the patient and the



practice essential and the implementation of systems, procedures and policies even more important than is often realised.

Armed with the clearly defined direction that Hisham wanted to take his practice and aware of the importance of communication to help avoid a notifiable claim, the starting point for Hisham's practice was to implement systems, procedures and policies, thus ensuring clients understand every aspect of their choices, treatments and expected outcomes. Communication became the focal point of enabling him to clearly inform guests of his direction in dentistry, for retaining them in the practice and to get the all important personal referrals to his practice. An outstanding level of communication has been implemented which starts at the first contact with LLCI. An LLCI guest knows exactly what to expect from Hisham, his staff and the concept of Laser-based treatment before they even arrive at the practice.

Hisham abounds with energy and is a natural and humorous communicator. He is admirable to watch when he conducts the new patient experience (NPE) as he

has an innate ability for making his guest feel so important and he exudes confidence. During the NPE he dictates every aspect of his examination to his assistant as he knows that if it is not documented, it is not a fact and it would be as if the event had never happened. The notes are explicit. Hisham writes up a very comprehensive treatment plan, and makes an enthusiastic presentation to his guest.

Laser treatment is a newer area of dental treatment, however many of the issues that it must confront are common to any other practice. The fact that dentistry is having its profile lifted by media exposure and that Lasers are producing such great results is a positive. In the context that a client has read an article or seen a television program involving an aspect of dentistry and now assumes they have an expert idea of what can be achieved poses many problems. People have a tendency to interpret what they hear so as to support their views and thus the dentist and his staff need to communicate very clearly what is possible and what is the range of likely results. Having systems, procedures

and communication skills imbued in your practice is essential in achieving the desired outcomes.

I knew Hisham was going to be a success as he appreciated the concept of a patient-centred practice, state-of-the-art services, revolving his practice around Lasers, practice management and the benefits it would bring to his venture. He supported every aspect of practice management as it was presented and implemented and can now focus his treatment around his passion for Lasers.

About the author

Kathleen McKellar has been working in dental practice development since 1979, providing extensive training and organisation to dental practices. Her philosophy is to work with the dentist and their staff while providing the knowledge and tools to give total patient care and to increase profits. She has a strong commitment to patient treatment, staff development and education, has worked in the United States and is now permanently based in Australia. She can be contacted on (02) 9387-7211 or dentdevserv@aol.com