The recently established Singapore company ZENSE Healthcare aims to bring the best practice management consulting to dental practitioners in Asia. Today International spoke with founders Dr Wang Yi and Virginia Chan about their business principles and what makes the ZENSE approach to management unique.

**Today International:** What is the idea behind ZENSE Healthcare?

**Dr Wang Yi:** ZENSE is a brand new practice management consultancy for health care service providers in Asia, helping them take their practice from good to great—with improvements in patient satisfaction, revenue and profitability. ZENSE Healthcare will take care of the business side of the health care practice, while dentists concentrate on what they love to do, taking care of the clinical aspects of the practice in order to provide the best patient care.

**Virginia Chan:** Having worked in the dental industry for over 18 years, heading the marketing and sales development function in leading dental companies like DENTSPLY and Straumann, I had the privilege of meeting with dental professionals in over 40 countries, learning about different sustainable solutions for their practice and personal growth.

An interview with Dr Wang Yi and Virginia Chan, ZENSE Healthcare

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practices and their needs. Many dentists are very talented and simply love the clinical work; however, they face unfamiliar challenges when it comes to setting up and expanding their practice. This is especially true when it comes to managing areas such as marketing, finance and human resources. These are areas in which ZENSE Healthcare can be a holistic partner for their success.

How is ZENSE Healthcare different from other business consulting or marketing agencies?

Dr Wang Yi/Virginia Chan: We focus on understanding our clients and their definition of success, as different people may have very different goals. At ZENSE, our mission is to provide medical practitioners with sustainable solutions for their practice and personal growth by integrating an Eastern philosophy with Western management know-how. We partner with them through a people-oriented approach to help them achieve a balanced and fulfilling life.

What are the main principles of the ZENSE philosophy?

Dr Wang Yi/Virginia Chan: At ZENSE Healthcare, we have three fundamental beliefs, which are raising awareness, embracing holistic simplicity and exerting a single-minded focus. We believe that awakening—the realisation of the nature of reality—is the first necessary step to any sustainable transformation. By analyzing the economics of their business and benchmarking it against best industry practices, ZENSE helps medical practitioners uncover the reality confronting their business.

We also believe that the most comprehensive solutions can also be the simplest in design. By using holistic but simple frameworks and systematic processes, ZENSE gets to the core business issues and gives medical practitioners powerful recommendations that will transform their practice.

Clarity of mind and quiet but relentless determination can move any mountain. ZENSE will guide medical practitioners through the execution of its recommendations and ensure focused delivery throughout the business and its people.

How can dental practitioners benefit from your approach?

Dr Wang Yi/Virginia Chan: The ZENSE approach will benefit dental practitioners in two ways. Businesswise, we can help practices increase their revenue and become more profitable by focusing on branding and integrated patient management to increase the number of incoming patients, patient conversion and referrals.

We also look into systems, processes and staffing to optimise the efficiency, effectiveness and profitability of every practice. If needed, we can provide customised coaching services to dental practitioners to help them reach a higher level of personal effectiveness and achieve a more balanced life. This can cover areas such as time efficiency, staff management or presentation skills for instance.

In summary, dental practitioners can benefit from our approach in terms of both business and mind.

Is this new concept applicable to every dental practice in Asia?

Dr Wang Yi/Virginia Chan: We believe this concept is applicable to every dental practice. If a practice is struggling, in a do-or-die situation, our solutions will help turn it around. If a practice is doing well, but you know there is still some untapped potential, we can help take it from GOOD to GREAT.

You will be holding a survey during IDEM in Singapore.

How can practitioners participate?

Dr Wang Yi/Virginia Chan: Practitioners can simply visit our website at zensehealthcare.com to participate. The short survey will take only five minutes and they will receive a copy of the benchmarks collected in return so they will find out the placement of their practice compared to others.

Thank you very much for this interview.