Need a COO?

By Roxanne Moulden
Founder and Executive Director,
DOMACAN

In today’s world, dentists have to be savvy businesspeople as well as excellent clinicians. Organizing a successful dental practice has become more time consuming and definitely more complex as each year passes. The list seems endless: ever-changing human resource issues, complex government/provincial/dental regulations, the need to train new team members, promoting the practice in a highly competitive marketplace, meeting patient needs and expectations, mastering new technology—all while keeping the schedule full. This is just a sampling of what a 21st century office manager (or, as the position is now called, “practice administrator”) deals with on a weekly basis.

Why the name change from “office manager” to “practice administrator”? It’s because most people do not like to be “managed,” which is something we learned a long time ago.

The question is: Should you have an “office manager” or hire a “chief operations officer”? By definition, a COO is responsible for the corporation’s operations. This individual looks after issues related to marketing, sales, production and personnel.

More hands-on than the CEO, the COO looks after day-to-day activities while providing feedback to the CEO (the dentist/owner). Doesn’t this sound like what every modern dental office needs today?

’I just want to do dentistry’

I hear over and over again from dentists across the country: “I just want to do dentistry and let someone else handle the rest.” Easier said than done! A dentist in the 21st century office is working harder than ever before trying to balance office hours and family life. He or she is often working evening hours and Saturdays, bringing charts home to treatment plan—and staying on call 24/7 for emergencies—to provide exceptional care to patients and remain competitive.

A COO may be just what your office needs to relieve you of the many tasks that could be delegated to someone else.

Most effective practice administrators or COOs are not born that way. You may have a very skilled team member with many years of experience, but that person most likely doesn’t possess the necessary leadership skills and abilities to be your COO.

What makes a good COO?

Let’s examine the qualities of a good COO. An effective COO must:

• Possess an attitude of gratitude.
• Have a high dental IQ and be emotionally intelligent.
• Demonstrate strong communication skills.
• Excel at motivating and leading.
• Lead by example so others will follow.
• Take initiative and think “outside of the box.”
• Think quickly and solve problems.
• Understand all software reports.
• Be the most positive person you know.
• Be the liaison between the office and accountant, bank, sales reps, marketing companies, etc.
• Share your practice vision.

In a nutshell: Your COO must be everything you are not! If you already have this person on your team, remember to thank them daily. If you need someone like this to join your team, where do you start to look?

Whether you promote someone from within your office or hire someone from outside, the key to success is in the training of this individual. Did you know there is a new organization to help you train and continually guide your future COOs: The Dental Office Managers and Administrators of Canada (DOMACAN), created to bridge the gap between the clinical and business sides of dentistry. (Photo/Provided by DOMACAN)

There is a new organization to help you train and continually guide your future COOs: The Dental Office Managers and Administrators of Canada (DOMACAN), created to bridge the gap between the clinical and business sides of dentistry. (Photo/Provided by DOMACAN)
Air-driven, high-speed handpiece honored

By SciCan Staff

For four years in a row, THE DENTAL ADVISOR awarded SciCan’s STATIS™ ML air-driven high-speed handpiece the Top Air-driven Handpiece. Upon completion of the clinical evaluation in 2011, the STATIS received a 5+ and a 96 percent clinical rating.

Among the observations and comments made by consultants:

“Routine procedures, including crown preparation, were performed efficiently without the handpieces slowing or stalling.”

“The STATIS ML is the handpiece of choice for crown preparation, as it produces high torque with four-port water spray.”

“I liked the weight, balance and small head size.”

“Great all-around handpieces.”


Consistent, quiet, powerful

State-of-the-art, STATIS high-speed handpieces combine consistent power, superb handling and quiet performance. The result is ergonomic handpieces that equip you with everything you need to deliver the highest level of dental care. Powerful and durable, STATIS high-speed handpieces not only look good, according to the company, they also provide the highest level of precision handling. The smaller head size provides greater freedom of movement and improved accessibility. The pre-stressed ceramic ball bearings offer low vibration performance to improve the tactile feel of the instrument and the high-quality material and innovative design delivers extremely quiet performance and increased lateral cutting efficiency.

SciCan offers two high-speed air-driven handpieces to cover all clinical situations. The ML 201.1 with standard head provides the power and durability you need for precise restorative and crown and bridge procedures.

The SL 10.1 offers a smaller head size that provides improved intraoral access, making it ideal for working on children and difficult-to-reach areas of the mouth.

According to the company, both high-speed model handpieces offer many features that enhance their performance and reliability. The advanced design offers better handling while the high-quality stainless-steel materials and PVD coating offer improved grip and less scratching. The unique patented push button chuck mechanism provides greater precision, improved centric running, reduced operating noise and less chattering.

The innovative spray system creates efficient cooling of the entire area and the enhanced head design eliminates suck back—preventing contaminated particles and dirt from entering the head housing. Plus the Conex™ L quick connect system, SciCan’s alternative to MULTIflex® couplers, fits most modern treatment units.

High-tech ceramic bearings

One of the most important features of STATIS high-speed handpieces is the advanced turbine system. High-tech ceramic bearings and a new cage, composed of synthetic fiber and a reinforced composite resin, are designed to better withstand high sterilization temperatures and produce a lower friction coefficient—key factors in preserving the bearings and maintaining high performance and longevity of the handpiece.

SciCan’s ML 201.1 and SL 10.1 high-speed handpieces boast powerful performance and quiet operation. The unique push button chuck mechanism provides greater precision, improved centric running, reduced operating noise and less chattering, delivering consistent, high-quality results.

The STATIS high-speed handpieces are designed to work together with SciCan’s STATIM™ reprocessing system, providing the highest level of dental care.

With STATIS high speeds, not only do you get a quieter, more powerful handpiece, you also get fewer failures and lower repair costs for a lower cost of ownership over the lifetime of the instrument. For state-of-the-art handpieces that are built without compromise, choose STATIS high speeds from SciCan.

As a result of extensive product development, field testing, and research, the SANAO™ series of electric handpieces have been designed with ergonomics in mind. The SANAO electric handpieces have been ergonomically designed with a narrow, non-cylindrical shaped neck that ensures a solid, comfortable grip that delivers enhanced precision and control, and are perfectly balanced for less hand fatigue.

Reduced tension, fatigue

Partnered with SciCan’s E-Statis™ Advantage and SLM motor, the centre of gravity is shifted to the fulcrum of the hand, producing optimal balance and reducing wrist tension and fatigue. The flat surface on the SANAO’s shoulder provides enhanced stability and access when working on the upper areas of the mouth.

Marvel of miniaturization

A marvel of miniaturization, with a head height as tiny as 13 mm, the SANAO line can access the hardest to reach places. The small head size SANAO models 40L, 40L, 10L, 10L increases the freedom of movement inside the oral cavity.

SciCan’s innovative HPS (Hygiene Protection System) resin prevents build-up of debris in the inner cavities of the instrument. The HPS eliminates this notoriously difficult to clean area.

The SANAO electric handpiece series includes eight different models for a variety of applications. These applications include handpieces for high-speed procedures (crown and bridge), low-speed procedures (finishing and polishing), and even prophylaxis.

Disinfecter and autoclave

For optimal reprocessing of the STATIS and SANAO handpieces, the SciCan reprocessing system with the STATMATIC™ handpiece maintenance unit, HYDRIM™ G4 washer-disinfector and STATIM® G4 cassette autoclaves are highly recommended.

To experience the benefits of the STATIS and SANAO handpieces, you can visit booth No. 1029 here at the exhibit hall at the 2014 Pacific Dental Conference.

STATIS, STATIM, HYDRIM, SANAO, E-Statis, Statmatic and “Your Infection Control Specialist” are trademarks of SciCan Ltd. MULTIflex is a registered trademark of Kaltbach & Voigt GmbH.

Here at the PDC

Visit the Isolite booth at the Pacific Dental conference, No. 1410, or go to www.isolitesystem.com.

Learn more about SciCan’s STATIS ML air-driven, high-speed handpiece and its other products in booth No. 1029.

COO

guide your future COO? This organization is the Dental Office Managers and Administrators of Canada (DOMACAN), which was created to bridge the gap between the clinical and business sides of dentistry.

It is the official Canadian education and networking association for all dental professionals: office managers, administrators, treatment coordinators, patient coordinators, hygienists, assistants, spouses and dentists.

DOMACAN’s goal is to be the trusted daily, weekly and monthly news and information resource with tools, tips and inspiration for dental-practice success and profitability. We will strive to bring the most relevant speakers to our annual conference and provide members with networking opportunities year-round through forums, articles, webinars and our “Ask-the-Expert” resources.

DOMACAN has something for everyone on the dental team. I invite you to become a member today by visiting www.domacan.org. For a limited time, you will be able to enjoy a complimentary membership courtesy of Henry Schein.

If you want to take your practice to the next level, you need to understand that you need to take your team to the next level. Take a first step, join DOMACAN and start training the right person to be your COO to maximize the potential in your team and your office today.

About the author

 Roxanne Moulton is the founder and executive director of DOMACAN, the Dental Office Managers and Administrators of Canada. She can be contacted at info@domacan.org or through the DOMACAN website, www.domacan.org.