

The Importance of being an Entrepreneurial Dentist

Cristina Rodriguez*

Dentist USP, MBA Business Management, FGV-SP, Teacher Odontological Management, FOUNIP, Brazil

***Corresponding Author:** Cristina Rodriguez, Dentist USP, MBA Business Management, FGV-SP, Teacher Odontological Management, FOUNIP, São Jose dos Campos, SP, Brazil.

Received: January 17, 2019; **Published:** March 27, 2019

Abstract

With the number of practicing professionals in the job market every year, the dentist needs to be concerned with a training beyond technical, the entrepreneur.

They aren't taught in universities. More than doing your own practice or clinic, what you need today is to develop entrepreneurial behavior.

This article discusses the faces and importance of becoming an enterprising dentist.

Keywords: *Dental Entrepreneurship; Dental Management; Successful Dentist*

Introduction

How to succeed in dentistry? This is a question that many dentists and students ask themselves. With the number of professionals in Brazil and worldwide growing every year, the dentist who graduated needs to be concerned with training beyond technical, an entrepreneurial potential. The first step is to understand that the entrepreneur is not necessarily to set up his own practice or clinic, which the dentist must incorporate into his professional practice of realizing his chances of success is an entrepreneurial action.

Discussion

With the didactic purpose we separated the entrepreneurial profile into four faces: the business, the administrative, the saleswoman and the professional. However most dentists possess at least one characteristic of each face, some more developed others less developed. The purpose is precisely to have this knowledge and analysis so they can work and develop the skills that they lack.

The entrepreneurial face concerns leadership skills, motivation, creativity, competition analysis, results among others; By making an analogy with our body, it can be said that the business face corresponds to the head, the brain, it will define, analyze and validate what the next steps will be. In order for it to operate in a healthy way, it must receive stimuli in a variety of ways and areas of action. The dentist must seek to take courses, read, watch videos and interact with people from all these areas so that way he will develop creativity and vision to innovate and be always ahead in the business market.

The administrative face plays daily operation, where the organization, the financial and people management are fundamental. To better develop these skills a good emotional intelligence is mandatory, only this way you can extract the best from the people around you; Bringing the same line of analogy with the human body, the administrative face corresponds to the arms and legs, which are fundamentals to perform and test what the brain defines. For the proper development of this face, the dentist should seek technical courses, so this face create and manage processes allowing the business face to analyze the results.

The saleswoman face works in personnel and digital marketing, should have the ability to awaken desire in the client, be nice and know how to negotiate and make the sale possible. Without new treatments, there is no day-to-day operation, much less analysis of results, so in the analogy with the human body, we say that the selling side, the commercial side, is the heart, fundamental for the functioning of the organism, at the same time didn't works alone.

It is important to emphasize this point, because currently in social networks there is a lot of advertising about digital marketing, teaching how to attract more customers to your office or clinic, this point is important but it is not the main one, the development of the other faces is necessary for the dentist is able to train the receptionist to receive this client with quality, the oral health aide to prepare everything correctly, know how to negotiate, increase the value of their budgets and work a post-sale in a proper way so that it cannot only attract more clients to the clinic, but most of all loyalty these clients, attracting indication and repurchase.

On the professional side it needs to be dedicated, delivery results and always up to date. Whenever the talk was of entrepreneurship or the behavior of entrepreneurship, there is a premise that technically he is good and always look for the best in its area of operation. Analogy with the human body, this face corresponds to "nationality", which has been increasing the specificity of terms in each area, unlike the generalist dentist.

Conclusion

With these concepts in mind, it is difficult to believe that most universities are still only concerned with the formation of the professional face. For this reason the dentist needs to complement this training with parallel courses. Courses that foster entrepreneurial development and networking. The dentist who has this perception and seeks to improve or at least associate with partners who complement their skills will have guaranteed success!

Volume 18 Issue 4 April 2019

©All rights reserved by Cristina Rodriguez.