

Psychology and coaching in dentistry: Stress

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Abstract

Dentistry is a profession subject to many stressful factors. Ever since the economic recession, the stress factors have been growing. As such, it has subsequently become necessary for dentist practices to differentiate, improve the quality of care, apply sales techniques, and carry out marketing, publicity and management activities that were previously not necessary. Dentistry is a profession filled with relationships. In other words, it is made up of continuous interactions with people whether they be patients, colleagues, employees, bosses, suppliers, etc. Such a profession is beautiful and simultaneously exhausting if you lack social skills. Burnout is a result of the stress caused by relationships. We have the power to make one another happy, but we can also hurt each other a lot. If we truly want to enjoy working in dentistry, it is paramount that we have, among other resources, strong interpersonal relationship skills. Such skills can be taught by the field of psychology. As a dentist, you often have to be a teacher, economist, psychologist, marketer, leader, motivator, etc. In short, you are so much more than a dentist; more often than not you have to be business-minded as well. This is something which is not taught at university. We take care of teaching you the essential tools to manage the day-to-day tasks at your clinic, allowing you to reap the personal and financial benefits.

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Biography

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