



THE PROBE

22 December 2011 15:16:49

Total: [signup](#) | [login](#)
£0.00
 No. Items: **0**
 go to
DENTALREPUBLIC

[Home](#) | [News](#) | [Features](#) | [Blog](#) | [Brush Up](#) | [Vacancies](#) | [Contact](#)

[Return to previous page](#)

[Home](#) [Home](#) [Why should the profession stand proud?](#) [Why should the profession stand proud?](#)

Why should the profession stand proud?

Michael Sultan, clinical director of

proud...

I often hear nothing but doom and gloom from members of the dental fraternity. Many clinicians say they wish they had chosen to study a different subject or even regret their entire working life.

We all have bad days, but I really disagree. In my opinion, dentistry is a great profession and one that offers us many opportunities to make a real difference to people's lives.

Ultimately, this is a healing profession and this is especially true for endodontists.

Patients come to us for pain relief and by providing them with this, we are able to make positive changes to our patients' health and overall wellbeing. This is a true gift and there are very few jobs out there that give us that opportunity.

It isn't only the ability to transform my patients' lives that gives me a great sense of job satisfaction. It is also the chance I have to give my staff a career of which they can be proud. I deliberately employ dental nurses who see the job as a career. They are forced/coerced/nagged to attend professional courses, such as NVQs in customer service and management, as well as to attend social events aimed at referrers.

Anybody who wants to suck spit all day long is not really for us. The kind of staff who engage and interact with patients and referrers will not only serve as a great advert for your practice, but will also benefit from a more fulfilling career and life themselves.

The private spend has now overtaken that of the NHS. We are now presented with so many opportunities to do dentistry that looks beautiful and transforms lives. Rather than banging out amalgams one after the other and wondering what those five years at dental school were all about, now we can do dentistry we should be proud of.

One of the major gripes dentists have today is increased bureaucracy and the dreaded Care Quality Commission. Yes, this does pose a challenge, but many of us in the private sector who have managed to escape NHS governance for so long do need a firm kick into the 21st Century.

Are raising standards in cross-infection control really all that bad? Is ensuring that dental nurses have their rights and contracts upheld so terrible?

My advice to those clinicians who complain: Change. We have a real opportunity to raise standards in the practice and improve the lives of our staff and our patients. We are really very lucky.

Comment on this article

To post a comment, you will need to [login](#) or [signup](#).

Comments



DOWNLOAD
MEDIA PACK



[Find out more](#)



SUBSCRIBE TO
THE PROBE NEWS



[Find out more](#)

SUBSCRIBE TO
MAGAZINE



[Find out more](#)

Probe
CPD

Bloggers

[More](#)



[BDA](#)

British Dental
Association



[Barry Cookcroft](#)

Chief dental officer for
England



[General Dental
Council](#)

General Dental Council



[Tif Qureshi](#)

BACD President and
clinical director of
Straight Talk Seminars



[Michael Sultan](#)

Clinical director of
EndoCare

[Lester Ellman](#)

The Dentistry
Business

Simple cost
effective
chairside
occlusal
splint



Effective
treatment
for TMD,
bruxism,
chronic
headaches,
excess
dentition
wear...



[Click here for
more info](#)



Diary Dates



**[19th-20th January 2012.
Occlusion In Everyday Practice
and Hands-on Occlusion
Practical. throughout the UK](#)**

21 Jan 2012

**[24th March-1st December 2012.
ITOP 2012 Courses. throughout
the UK](#)**

02 Dec 2012

**[November 2011-May 2012.
Endodontics in practice](#)**

Sitemap

[Useful Links](#)

Channels

[Smile](#)
[The Probe](#)
[BDNJ](#)

Blogs

[BDA](#)
[Barry Cockerott](#)
[General Dental Council](#)
[TJ Qureshi](#)
[Michael Sultan](#)
[Lester Eilman](#)

© Dental Republic 2011

[Site by Intelligent Penguin](#)