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## How much is a good dentist really worth? - Dr Michael

Posted by [Erica Kilburn](#) on Tuesday, 21 January 2014 in [Product Updates](#)

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Dentistry has changed an awful lot in the last few years, and not least in the way we market our services t and many will also have social media pages where team members can interact with patients in ways like n repercussions in the way we market our practices, it has also had a number of important consequences as and the value the public place in the services we have to offer.

## Commoditisation culture

Anyone who is anyone these days will know that the internet is literally teeming with online retailers all the way down the price chain. The success of Amazon and the slow demise of the high street bookstore is but one example of how the internet has made it possible to get the cheapest products.

But it doesn't just stop with online stores. The internet is now *the* place to find the lowest prices for just about everything. On the internet now, and I am sure colleagues will be familiar with the advertising campaigns that have been

While of course there is nothing wrong with people trying to save money where they can, the problem arises when it comes to having on dentistry. Quite simply our profession, and the services that we offer are becoming commoditised and *quality* is being sacrificed.

## Finding the real value in dentistry

If any proof was needed of the 'commoditisation' of dentistry, I recently stumbled upon a newly launched website called CompareMySmile, exactly as its name suggests - it allows members of the public to compare price estimates for dental treatments. For example, type 'Veneers in London' and they will then receive a list of quotes from registered practices in the area.

To most dentists, the problems with CompareMySmile would seem clear. On one level, it pampers to the patient's desire for a root canal treatment for £X and you can do a root canal for £200 less, then clearly the patient will opt to have so if the product is identical then one is better value and the other a rip-off.

The worrying thing here is that many patients really do believe this to be the case. They don't appreciate the simple fact that not all dentists are the same, and not all dentists can provide the same standard of care.

As you would expect, CompareMySmile makes no attempt to dispel this myth. However it does go to great lengths to ensure the highest quality. On the 'Our Dentists' page it clearly states that all its members must meet 'strict criteria to join the CompareMySmile.com family'. These criteria require that dentists: 1) Are registered with the GDC, 2) Have completed at least 75 hours of verifiable CPD in the last 5 years. I think these strict criteria speak

## Still plenty of work to do

As a profession, clearly we still have an awful lot more work to do. While websites such as CompareMySmile.com in good terms, our efforts should be directed to showing patients what real value in dentistry is - that teeth are ju

Good dentistry is - and always will be - about forming strong professional relationships with our patients, wherever possible. We are, at our heart, a caring profession, and if we let price become the determining factor in w

For further information please call EndoCare on 01273 833333

Or visit [www.endocare.co.uk](http://www.endocare.co.uk)

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