

Healthy Smile

Healthy Life

DivineSmiles
we care



May-June 2016

On the chilly early morning of April 17th, the team at Divine Smiles set out to promote oral health to the community at the Nundah Village Market. Tents were set up, banners lifted and free sample bags including mouthwashes, toothpastes, toothbrushes and brochures were given out to people passing by. We made new friends and met old friends throughout the event. Everyone walked out smiling more than ever!

At Divine Smiles, we continue to provide leading dental care for you, your family and friends. Come on in!



Perception, Price and Reality:

The Window Shopping Phenomenon in Dentistry

By Dr. Yi Pu (Terry)



The 21st Century is possibly the most progressive time in human history. The continuous improvement and invention of technology has contributed enormously to the ever changing lifestyle and interaction of human life. As the world becomes digitised and virtualised, the ability to 'browse' or compare different products or services online and offline becomes a fundamental aspect in people's daily life. The ease to select various options for specific products or services with a simple 'click' or 'tap' has **overall spoilt** the human population.

Companies subsequently become more competitive by promoting the so called '**best deal**' to the general public and **constantly push out products cheaper in cost but somehow retain equal or better quality**. Consequently, the perception on the value of certain goods becomes rendered as people begin bargaining for both quality and quantity of specific products or services at a lower price. The

dental health field is currently suffering by such phenomenon.

The so called '**Window Shopping Phenomenon**' in health system refers to *a consumer orientated practice where the patient obtains different quotations for his/her required medical and dental treatment from various facilities to select from*. Such practice however does not consider the knowledge and practical skills of the health professional, nor does it consider the amount of time and effort required to operate a functional facility. Consequently, there is an increase in the number of patients travelling overseas to receive dental treatments (the so called '**affordable dental tourism**') but often return with **questionable or poor outcome**. The ultimate question we as oral health professionals thus ask ourselves: do patients really care about their own health? And should patients choose what they want based on financial factors or based on what is required to maintain optimal oral health?

With the mal-distribution of dental practitioners in Australia and dense concentration of dental practices in central and regional area, patients became overwhelmed by how to select which facility to go to. Similar to choosing which restaurant to dine in on Saturday nights, people now resorted to finding places with the best review and/or rating

through the internet community. Restaurants with five stars on Google, Facebook or Yelp etc. are somehow 'better' than those with four stars or lower. An anticipation and belief of delicious food are also created by an individual even before going to the restaurant.

In reality, health care should not be compared like cuisine as they are entirely different fundamentals in life. However, the window shopping phenomenon of dental treatments also appears to be driven by this **rating-dependent selection**. As a consequence, some unprofessional dental practices began **indirectly defaming** other practices in order to decrease their reputations. This is commonly done through creating fake profiles online to down rate other practices while up-rating

their own or writing false statements that do not represent that practice.

The interaction between dental practices and the general public is constantly changing as time moves on. As more people begin shopping for dental treatment based on the prices and not the complexity or nature of the treatment itself, more practices become competitive and starts giving out the 'best deal' for patients. Dental practitioners soon forget their primary role as health professionals and slowly transition into egocentric businessmen. **As cost and quality of treatment are directly proportional**, both the dental practitioners and the patients ultimately suffer from such relationship.

The danger of window shopping in dentistry should not be underestimated.

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Divine's Café Corner

Ochazuke (Japanese Tea Rice)

Ingredients (servings for 4)

Short grain rice – 2 cups
Salmon fillet (skin on) – 1
Dried Seaweed – 1 sheet
Dried skipjack tuna flakes – as desired
Eggs – 1 per person
Japanese Tsuyu Sauce – 100mL
Garlic – 3 cloves
Genmaicha Tea leaves– 50g



Method

1. Wash and cook rice.
2. Season salmon fillet with salt and pepper, and then pan-fry with garlic with skin flat on the pan first.
3. Remove the salmon fillet when cooked and “shred” with spoon.
4. In a tea pot, add in tsuyu sauce. Place genmaicha tea leafs in a filter and then add boiling water. Wait for 2 minutes.
5. Shred the dried seaweed sheet with hand into small pieces.
6. Cook egg in the form similar to egg Benedict.
7. Place cooked rice in bowl and place salmon, seaweed. Add the tea into the bowl just 2 cm below the top of the rice. Place egg and dried skipjack tuna flakes on top.
8. Serve.

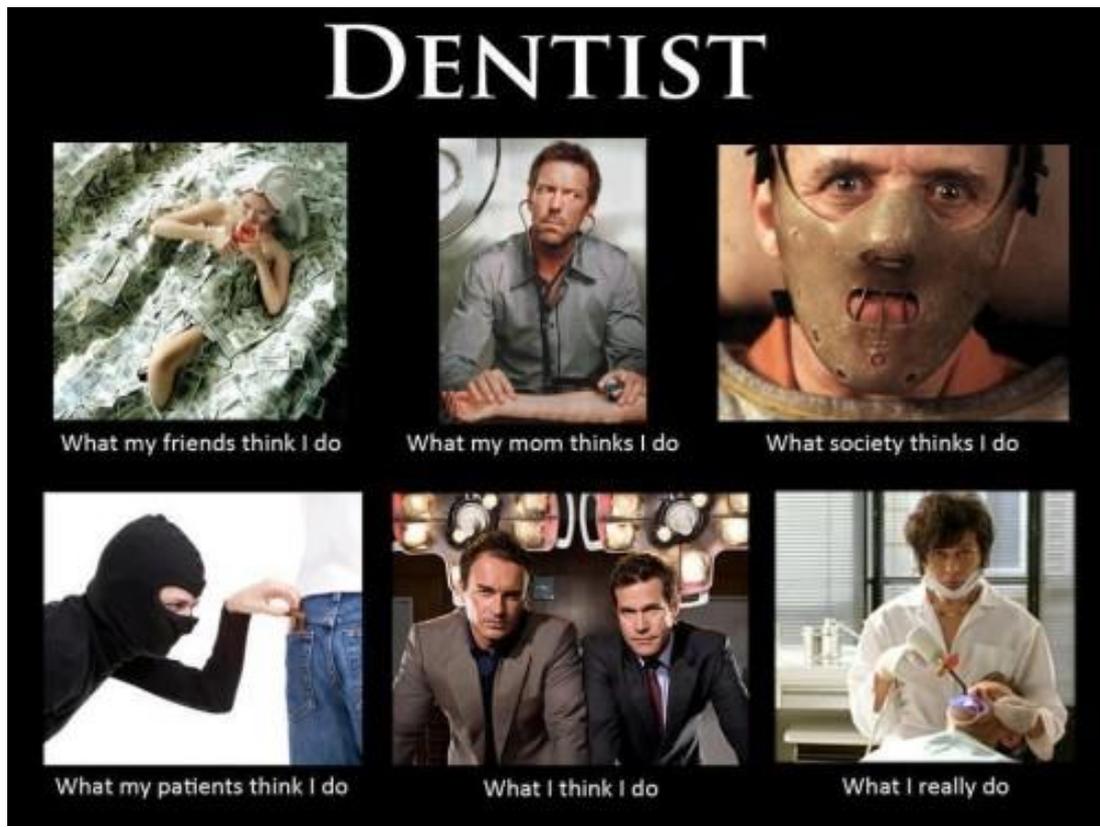
We Are Opening On Saturdays!!!

After careful consideration of people’s busy schedule during the weekdays, we have decided to open on Saturdays! **From 18th of June, Divine Smiles’ door will be opened from 9:00am to 2:00pm.**

Dr. Yi Pu (Terry) is looking forward to see you during the weekends for your general, cosmetic and emergency dental enquiries.



Perception vs Reality



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Opening Hours

Mon-Thursday: 08:00-18:00

Friday: 08:00 – 17:00

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Delicate Skills

Elegant Results