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Psychology and coaching in dentistry: Stress

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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.

My husband and I founded PSICODENT 25 years ago with the goal of helping dental professionals manage these potentially stressful factors. In short, we wanted to help dental professionals enjoy this beautiful and rewarding profession.

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.

My mission is to convince you of the importance of acquiring specific skills in so much that each and every dental professional can learn from psychological coaching, consulting, mentoring, courses and management in dentistry.

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.

My slogan idea: "Our goal is to help you thrive and enjoy being a dentist".

Biography

Helga is a Clinical Psychologist and Consultant in Dentistry Individual and corporate Dental Coaching certified by AECOP-EMCC-ISCP European Accreditation EuroPsy-EFPA Founder and Director of Psicodent. She is the Professor of the master's in management and Management of Dental Clinics and Member of the Expert Committee of the journal Dental Management Dental Practice.

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