



Scientific Report

The Role of Business Communication in the Dental Market

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Article History

Received: March 1, 2025

Revised: March 11, 2025

Accepted: March 17, 2025

Abstract

In order to gain a reputation for a medical center in dentistry, at the initial stage it is necessary to study the target audience, which is associated with familiarizing themselves with the conditions that ensure trust in their clinic. It is necessary to talk with patients on this topic during the initial consultation. It is the messages coming from the patients that should be reflected in the subsequent advertising campaign. Patients pay attention to: the degree of persuasiveness of doctors, effective communication tactics, the absence of aggressive persuasion, the flexibility of the character and behavior of medical personnel, and in general, the explanation of the entire business process.

Keywords: Treatment plan. Team interaction. Financial transparency. Process perspective. Organizational problem.

Main content

The clinic management should imagine itself in the place of a potential patient and name the criteria by which it would assess reliability, for example:

- Offering a reasonable fee and informing the rate in advance;
- Implementing positive discrimination for a certain segment [1];
- Taking into account insurance contributions;
- Differentiating pension contributions;
- The ratio between price and cost calculation;
- Offering additional treatments within a single treatment process.

Since patients are the source of information about the dental center and are able to recommend it to reference groups [2] (it is no longer necessary to spend additional costs on integrated marketing communications to attract them), it is important that both the doctor and the administrator carry out responsible marketing and receive information from patients about their satisfaction. A convincing presentation of a dental clinic means that the clinic should place substantiated facts on the website about the competence of doctors who should solve a specific problem. At the same time, preference

should be given to documentally confirmed true information about them from their practical biography, which goes along the line of rational thinking of patients, rather than praising doctors [3]. The website should reflect information about the interior of the dental center, about suppliers of medical technologies, and justification of price differences [4].

Research

The research clinics have decided to purchase the following technologies: 1. Using the Flexion Twin microscope, it is possible to detect microcracks and fractures in the tooth root that are not visible to the naked eye. 2. iTero Element 2 is a scanner designed to make the doctor's work faster, better and more efficient. It allows for the integration of modern digital technologies into workflows. 3. Amann Girrbach Artex is a particularly precise, flexible and clear system for simulating functional jaw movements. In the case of cosmetic medicine. The central benefit: maintaining beauty.

The following organizational problems should be considered when managing a dental clinic:

1. Shifting priorities from the Production sphere to the spheres of marketing, finance and management technologies. In order to avoid organizational risk, it is advisable to have an optimal ratio between potentially strong financial

management and adequate business processes.

2. The organization's top management continues to do absolutely everything, instead of focusing on solving strategic problems. As a result, neither strategic objectives nor current tasks are set properly. To change the psychological climate in the organization, personnel must see the strategic perspective, perceive the goals and significance of their activities.

3. If the formulation of the enterprise's mission and strategic goals is carried out in the form of a PR campaign, this leads to a discrepancy between the declared mission and strategic goals. As a result, personnel are disoriented. It is important that strategic goals should reflect reality and provide appropriate material and moral incentives, a sense of time and effort.

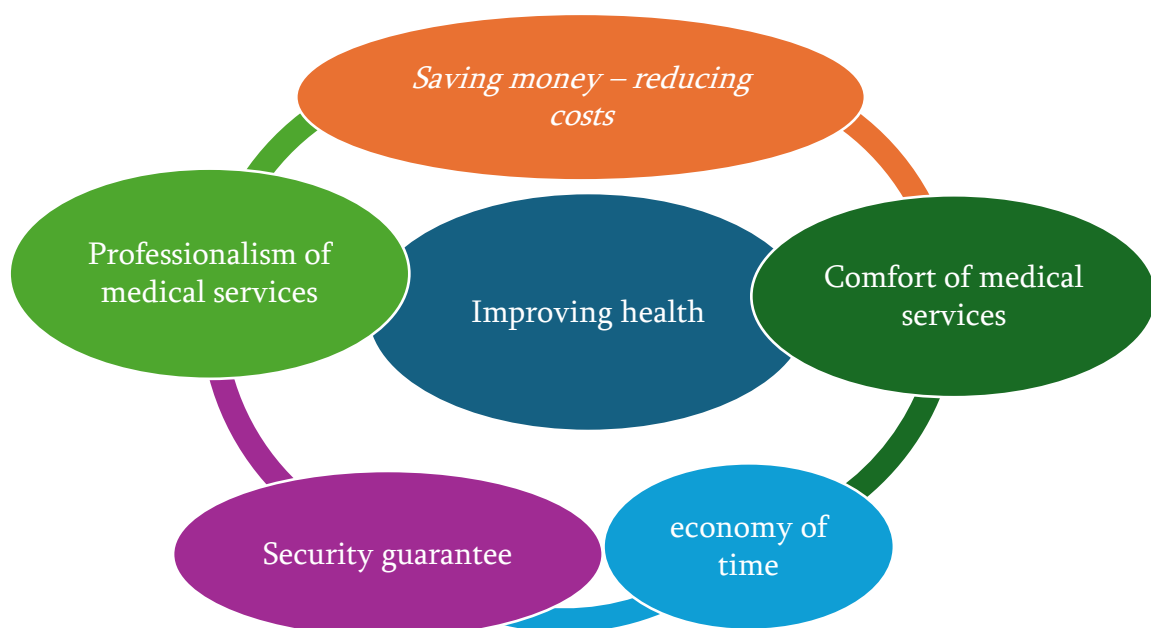
4. The organization's management does not have complete information about the real course of business processes. The solution is to implement the linear programming method in the management decision-making process.

5. Lack of proper analysis of all components of the internal and external environment: market conditions, the activities of business partners, their reliability, cash flow. Rational decision-making should be made in a clear situation. Table 1 provides indicators related to financial, consumer, business processes, and learning.

Table 1. What types of indicators are used in dental centers?

	<i>Task</i>	<i>Indicator</i>	<i>Intended purpose</i>	<i>Strategic initiative</i>
Financial perspective	Financial analytics	Profit rate	Profitability level of at least 25%	Optimal capital structure
Consumer perspective	Patient interest in quality service. Comparison report with benchmark center	Market share Patient satisfaction level	Satisfaction index = 75%	Market expansion. Service improvement
Internal business process perspective	Rationalization of treatment processes.	Exclusive access to safe medical technology	Development of production projects. Competitive advantage.	Improving market options
A perspective on learning and growth	Business environment improvement and effective communication consulting research.	Satisfaction of medical staff	Taking advantage of new opportunities. Maintaining a relationship.	Enhancing innovative potential

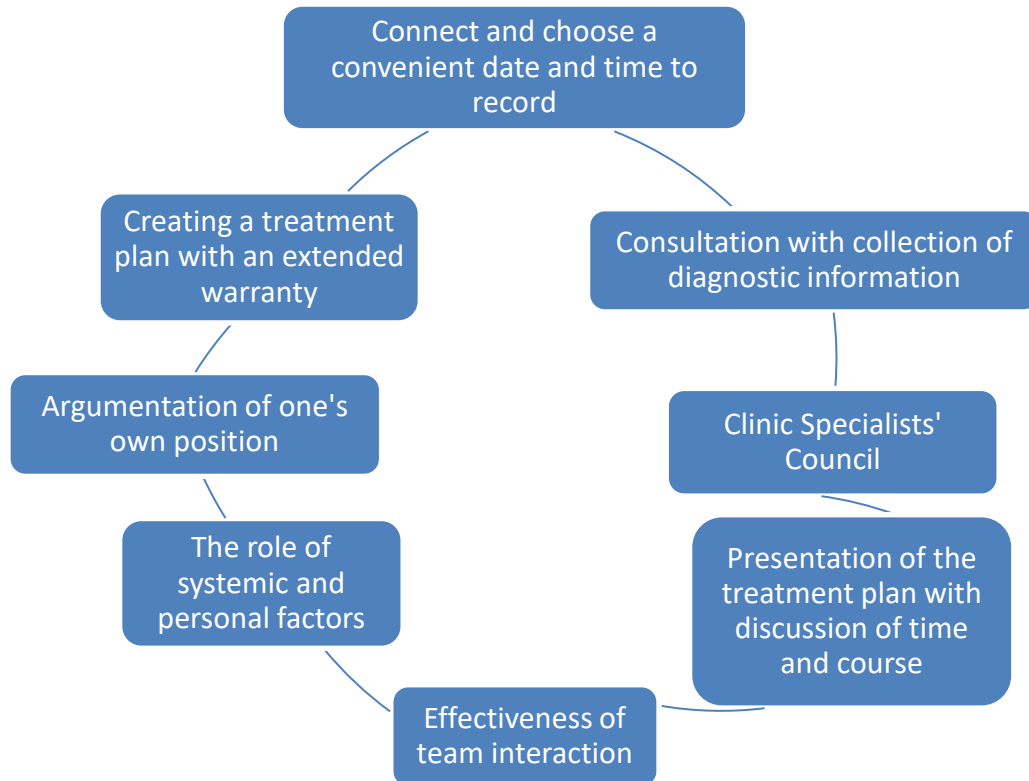
Scheme 1 illustrates the benefits of medicine in a social and economic context.

Scheme 1. Benefits of medicine.




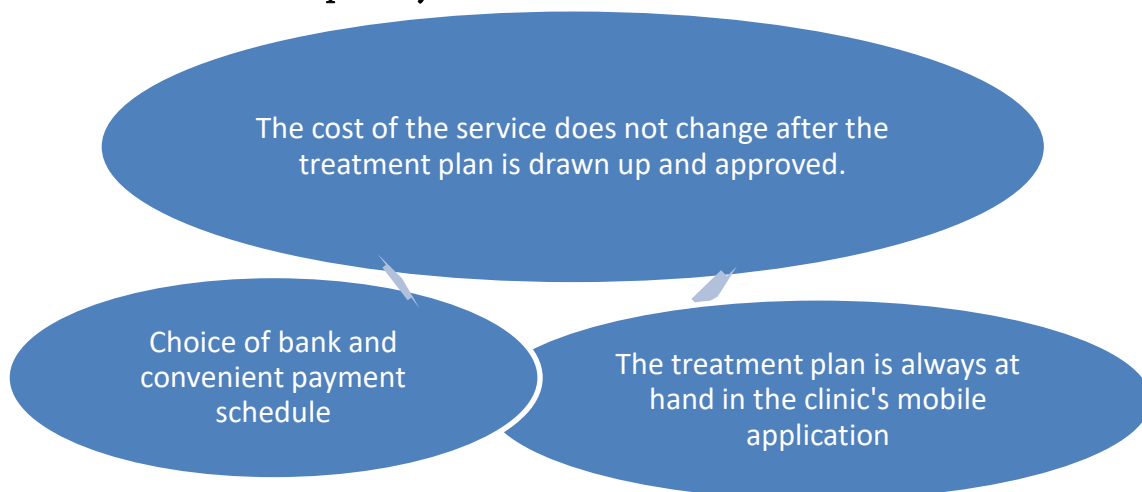
Scheme 2 is related to the role of effective communication in a group, in which horizontal cooperation is of fundamental importance.

➤ **Scheme 2. Program "Team and Effective Functional Communication":**



Scheme 3 indicates the priority of financial openness in a medical organization.

Scheme 3. Financial transparency.





Conclusion

There is a significant connection between increasing profits and ensuring business reputation. I believe that the increase in financial profitability in a dental center, as in a medical organization, is determined by the following factors: 1. Increasing working hours; 2. Increasing the number of primary patients; 3. Price changes; 4. Increasing the number of patients treated; 5. Offering expensive options for complex treatment.

Program "Leadership Position and Achievement of Important Goals": Determination of personal position and

degree of responsibility; Responsible attitude to managing emotions; Personal contribution to increasing the effectiveness of communication and improving interaction; Discussion and evaluation of alternative ways to achieve goals. Program "Teamwork: Successes and Victories": Group effects and barriers, their impact on the effectiveness of team interaction; Systemic and personal factors of teamwork problems; Algorithm for reporting news and discussing the contribution of team members; Methods for studying situations and identifying activities to achieve goals.

ბიზნეს კომუნიკაციის როლი სტომატოლოგიურ ბაზარზე

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აბსტრაქტი

სტომატოლოგიაში სამედიცინო ცენტრის რეპუტაციის მოპოვების მიზნით, საწყის ეტაპზე აუცილებელია მიზნობრივი აუდიტორიის შესწავლა, რაც უკავშირდება მათი კლინიკისადმი სანდოობის უზრუნველყოფი პირობების გაცნობას. აღნიშნულ თემატიკაზე პაციენტებთან საუბარი აუცილებელია პირველადი კონსულტაციის დროს. სწორედ პაციენტების მხრიდან წამოსული გზავნილები უნდა აისახოს შემდეგ სარეკლამო კამპანიაში. პაციენტები ყურადღებას აქცევენ: ექიმების დამაჯერებლობის ხარისხს, ეფექტური კომუნიკაციის ტაქტიკას, აგრესიული დარწმუნების არარსებობას, სამედიცინო პერსონალის ხასიათისა და ქცევის მოქნილობას, და ზოგადად, მთლიანი ბიზნეს-პროცესის განმარტებას.

საკვანძო სიტყვები: სამკურნალო გეგმა, გუნდური ურთიერთქმედება, ფინანსური გამჭვირვალობა, ბიზნეს-პროცესის პერსპექტივა, ორგანიზაციული პრობლემა.



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