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TAKING CHARGE

Dr. Joyce Bassett explains her unique
office and management style *P.16*

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September 2007 | www.dentaleconomics.com

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Oral Cancer Risk
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One of a kind

With a brand new practice in a booming suburb of Phoenix and a driving passion for perfection, Dr. Joyce Bassett is quickly making a name for herself.

Editor's Note: The following is an interview with Dr. Joyce Bassett, a dentist who just opened a new state-of-the-art practice in Scottsdale, Ariz.

DE: With the number of dentists in the Valley of the Sun, what makes you stand out?

Dr. Bassett: There are lots of good dentists here. I'm only one of this very elite group. I think it helps that I am a woman because I have a sense of style, art, esthetics, and a technical side that I include in my dentistry. Both men and women want to look good, and they like a woman's point of view. I live in a continuum of learning. I believe in the process of accreditation in the AACD, the Kois Center, and going to as many continuing education courses as possible. I use all of these



One of a kind

philosophies in my practice, making my training and expertise different. I feel like dentists have to be dedicated to education. You have to go to continuing education courses to learn, study the material, and not just go to a destination. Dentists should not think that they know everything and that there is nothing new to learn. We must have an open mind and learn constantly.

DE: In your opinion, what makes your office unique?

Dr. Bassett: It appeals to the senses of a professional person. When you walk in, you notice that we have paid particular attention to every detail. The office exudes an atmosphere of professionalism, style, and esthetics. The focus on detail is the key to success in my practice.

DE: Tell me about your consultation room. It is very unique. How has it impacted your practice?

Dr. Bassett: I have an electronically controlled smoked glass consultation room that gives the patient privacy in an ultramodern way. It's very high tech (going from clear glass to smoked glass at the touch of a button, see photos below) and differentiates the office. One-on-one interaction is al-



“Love of education is the most important thing you can do as a dentist. Pursue excellence in everything you do.” —

Dr. Joyce Bassett

ways best for the patient. When the smoked glass comes down and the door shuts, it ensures privacy and sends a message of the importance we place on confidentiality. The consultation in this setting is a unique, rewarding, and educational experience for the patient and me.

DE: What methods do you use to get your name “out there” and interest new patients?

Dr. Bassett: I'm starting my 25th year of practice, and I have always worked on consistent education in everything I do. I want to do everything in my practice to the best of my ability. The word of mouth referrals we get from patients who have experienced this passion and dedication is amazing. Patients know I care, and they believe that I am an expert and I have their best interest in mind. I do very little external marketing.

DE: Describe your office philosophy.

Dr. Bassett: My first class at the Kois Center, John shared a Francois Chateaubriand quote that reads, “The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he's always doing both.” That quote hangs in my office in a prominent place. After receiving this quote, I strive to attain this as my goal for my practice philosophy.

DE: Describe your management style and how your team plays into the success of the practice.

Dr. Bassett: I delegate responsibility to people who are capable, experienced, and trained, but these kinds of people are few and far between. I micromanage and consistently train. I'm very hyper and controlling and it takes a special person for me to trust. I want to clone myself in every department so I know things are done the right way, but this is not a realistic expectation. Those staff members who stay with me are focused, customer service-oriented, and complement me by being sweet, peaceful, and calm. I care about every detail, as do my staff members. It's about the journey for the patient, not just getting to the final result. I'm old school — I want everything done perfectly. The staff understands and supports me with no judgment.

One of a kind

DE: Talk about the construction of your office. Were there unexpected problems or did everything go according to plan?

Dr. Bassett: It was honestly stressful at the time, but I am very pleased with the results. I wanted to stick to my plan and get the office that I really wanted. I didn't want to cut corners. I'm not married and don't have any kids, so I have personal and financial resources to get exactly what I want. One of the best things about building my office was getting to sit around the table with 10 people who are the best in their field — lighting, furniture design, etc. — and working with them. To have their brains available to put my dream office together really helped me know that I have been blessed by God.

DE: Tell me about your office. How many square feet? How many operatories?

Dr. Bassett: My office has 10 operatories within 6,000 square feet. The owners of the property wouldn't sell me a smaller space and I wasn't allowed to break up the footage. The great thing about having that much space is that I'm able to teach courses in my practice. I host the esthetic

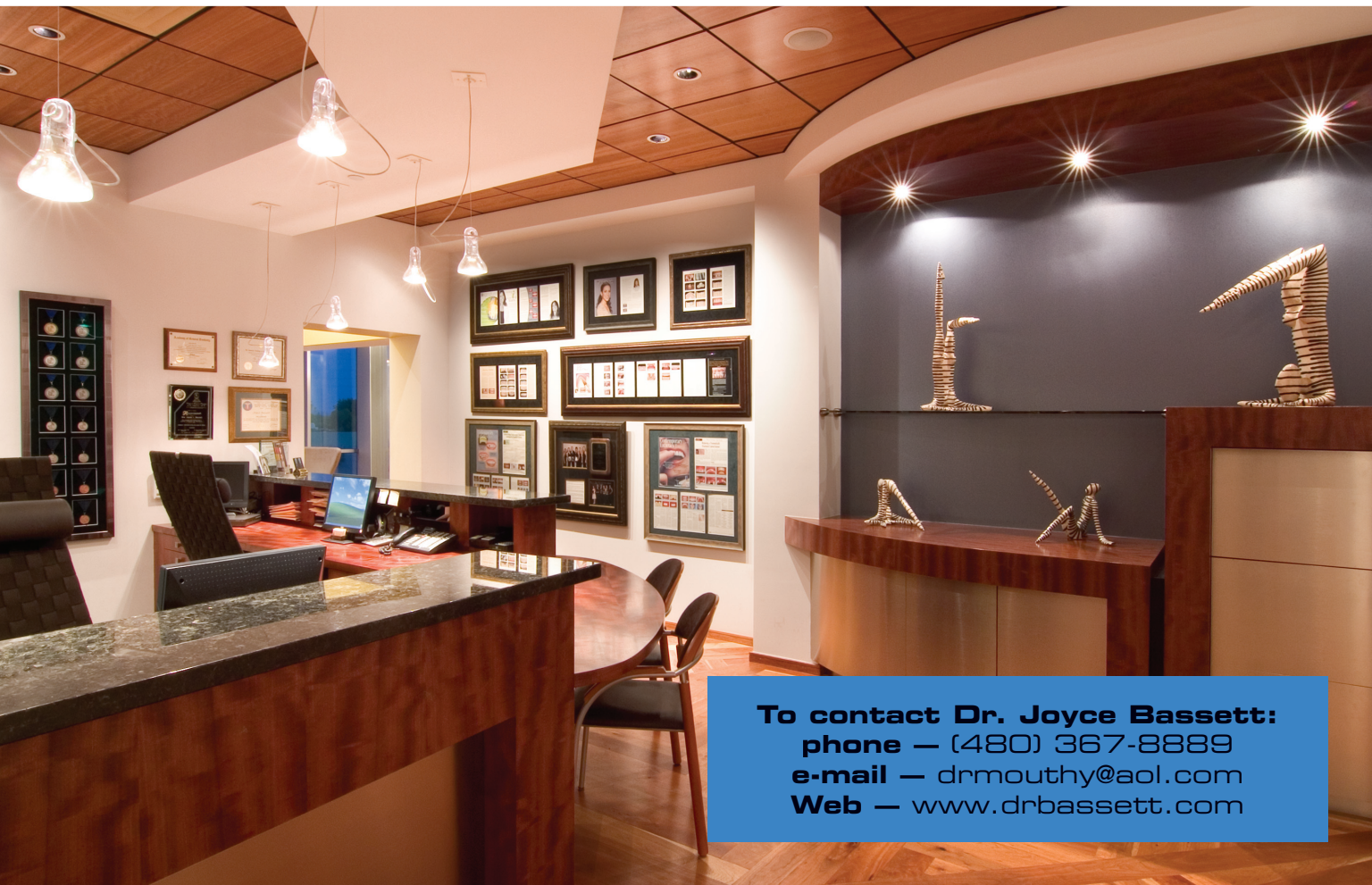
continuum for the Arizona Dental School's senior class. We perform cosmetic cases on homeless people. We designed the operatories so everything could be contained in one operatory and patients and staff would never have to leave during a procedure.

DE: What is the one thing you love most about dentistry?

Dr. Bassett: I get to take care of people. I get to change their perspective on life. I listen to what people want, and I balance their expectations with reality. When I'm in the office, I feel like I'm in control. I have a level of commitment to excellence, and I am passionate and focused. Dentistry gives me the chance to use those traits and to help people.

DE: What is the one piece of advice you would pass along to others reading this article?

Dr. Bassett: Have a passion for dentistry and ongoing learning. Love of education is the most important thing you can have as a dentist. Pursue excellence in everything you can do. You don't know it all, so learn all you can. Be involved in learning, and keep your mind open. **DE**



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