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## Buch-Information

**Autoren:** Primitivo Roig

**Titel:** Slow and Grow

#### **Kurztext:**

Today, there is much talk of being disruptive in life and business, of interrupting the status quo or of reinventing the rules. This two-volume book describes a different approach to dentistry by using the author's signature SLOW method to effectively GROW your practice and your enjoyment of the profession. The focus is on maintaining effective personal relationships in a world of marketing and digital communication, where it is often necessary to compete for the patient's attention. The book offers a vision of doing more with less, prioritizing quality, and enjoying the emotional bond with the patient as well as the dental team. It discusses methods to compete successfully in a global market and find greater fulfillment in dentistry and in general by optimizing personal human connections.

#### **Contents**

##### **Volume 1 - The Philosophy**

##### The Slow Movement: Applications in Dentistry

How It All Started

- Mass Economy
- The Harried Dentist
- The Cult of Calmness
- A Change of Focus in Education
- Practical Applications of the Slow Movement
- Slow Medicine
- Slow Dentistry

##### The Slow Approach

- A Revolution in Concept
- What, Why, How, and What For
- Focus on the Patient
- From Philosophy to Method
- Basic Principles
- Advantages for Professionals
- Advantages for Patients

##### The Importance of Balance

- More vs. Less
- Balanced Quality
- Fast vs. Slow
- Complete Dentistry
- Patient Profiles
- For the Responsible Use of Technology
- The Value of Prevention
- Natural Teeth vs. Implants
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##### Living and Practicing Slow

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##### **Volume 2 - The Method**

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- Demand Analysis

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- The Business Plan
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- Organizing the Schedule
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- The Value of Patient Retention
- From Satisfied to Retained
- Promoter, Referrer, Advocate
- The Recall System
- Keys for Retaining Patients

**Fachgebiet(e):** Fachübergreifend, Praxismanagement, Zahnheilkunde allgemein