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## Buch-Information

<b>Autoren:</b>	David Simons / Cath Potter / Graham Temple
<b>Titel:</b>	Hypnosis and Communication in Dental Practice
<b>Kurztext:</b>	

Despite significant progress in the field of pain management, many people today still avoid seeing a dentist because of fear and anxiety. This book presents a philosophy for reducing patients' anxiety and putting them at ease, beginning the moment they call for an appointment. Combining clinical hypnosis techniques with specialized communication strategies (both verbal and nonverbal), the authors guide the entire dental team in every facet of patient interaction. Through instructional scripts and case histories, they offer specific techniques for managing fear, anxiety, and pain; sedation; smoking cessation; and treatment of children, among other topics.

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#### Foreword

It's hard to escape the current debate about the emphasis of customer focus and care within the profession of dentistry. As dentists we exist for, and because of, our patients. We provide care for our patients who, if we get the product right, in turn reward us with loyalty and appreciation and the financial stability to continue to care.

Fundamental to our credibility as a profession which cares for its customers, and to overcoming barriers to that care, is the imperative for us and our dental teams to offer and provide an environment where anyone can happily, willingly and comfortably accept our advice and treatment and become a part of the community which looks after its oral health.

If we start, however, to look carefully at the needs of the population we find a huge cohort of people who don't access our services at all. There are a multitude of well documented reasons for that but many will certainly be anxious about attempting to start a relationship with a dentist, may be convinced that they are a "bad patient", may be scared that they just can't cope or may simply be frightened of the fear.

The attitude of the authors of this book is that most (if not all) can benefit from hypnosis provided that careful techniques and communication are used. Maybe by adding hypnosis and effective communication skills to our armoury of abilities we can begin to eliminate the compromises in care which are so often driven by the anxieties of our customers.

In this fascinating and encouraging book the authors have succeeded in practising what they preach. Whilst they invite you to build rapport and relationships with your patients in a way which is accessible, appropriate, ego strengthening and confidence building, they have written a book pitched perfectly at a level which is accessible, at a pace which is entirely appropriate and have developed a style which inspires confidence and an enthusiasm to use the skills you are learning.

When I was asked to write the foreword I was immediately reminded of my training in dental hypnosis many years ago with David Simons, which has so effectively coloured my own practice of dentistry, in the surgery and out, ever since. The skills I learned then constantly influence not only my communication with patients and colleagues but also interactions in every field of my work and for that I am deeply grateful. Whichever way you choose to use this book—perhaps as an introduction to your own first steps in hypnosis, as a revision tool, maybe as a means to understand the role of hypnosis in dentistry—you and your patients will certainly gain enormously from it.

*Susie Sanderson; Chair, BDA Executive Board*

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