

# POLICY

## APPEARANCE

Being part of the health service industry, it is important for dental practices to be aware of and sensitive to the public's perception and resulting assumptions that are developed by the physical impression we put forward.

The public are seeking to engage with their dental practice and form a trusting relationship. Indeed it is only when there is trust in us that patients are able to make the appropriate decisions for their oral health.

We recognise that we are telling our patients and the local community who we are through:

1. Our physical appearance
2. how we talk
3. What we say

## OUR PHYSICAL APPEARANCE

To encourage the public to see us as a group they can place their trust in, we are committed to always groom ourselves in a manner that evokes professionalism.

We are to be neat, clean & have a professional outward appearance in:

- Uniform
- Hair
- Hands & nails
- Footwear (all footwear is to be closed toe)
- Make-up (if you wear make-up)
- Personal & oral hygiene

We acknowledge that the members of the public we are attracting to the practice range in age from very young to the elderly. Because of this, and out of respect to the owners who spend a significant amount of time and funds in the promotion of the practice's image through advertising and branding, we will not show up to work with:

- strong, unnatural hair colour
- haircuts and styles that would be deemed dramatic and unprofessional for a health services setting
- Fingernails that are too long and too brightly coloured & decorated
- Make-up that would be deemed unprofessional for a health services setting
- Untidy or unclean uniform
- Dirty, scuffed footwear

# APPEARANCE POLICY CONT...

## HOW WE TALK

We always approach and speak to one another with respect and dignity.

Our tone is always encouraging, supportive and friendly.

We do not yell or holler for somebody.

We never have verbal arguments instead we discuss our different perspectives and opinions calmly, professionally and respectfully.

We always have in mind that the public and our particular patients are listening, so we speak with respect.

## WHAT WE SAY

We do not swear or use language that some people may find offensive.

We do not intimidate with our words.

We do not gossip or speak disrespectfully about those around us.

We always have in mind that the public and our particular patients are listening, so we choose what to say accordingly.

We do not talk on subjects such as partying on the weekends, arguments with friends/partners and any perceived negatively being felt within the workplace.

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Any disruptions that occur in the practice (such as running late, lack of a material or instrument that may be needed, being short staffed etc.) that need to be dealt with in front of patients are to be done so in a manner that evokes proficiency and competency.

