

EDITORIAL

The quality in dentistry

The topics I am going to deal with are not banal but they paint the future possible scenario of dentistry in Italy.

In our country we are facing a change in the dentistry market: there are more and more "low cost" firms or dentistry centers based on the franchising formula which promote health services at costs either very low or even free of charge.

Some months ago, they promoted many dentistry firms which were located abroad, which offered dental healthcare services at a very low cost giving place to the development of the notorious 'dental tourism': hundreds of Italian patients went abroad for an holiday, and for taking advantage of dental healthcare services. Today the same phenomenon is taking place in our country and I am wondering what we will have to do: should we align with the same competitors and then decrease both costs and rates, or should we focus on something different ?

The answer, according to my opinion, is to focus on quality. The competence and ability of the Italian dentists are acknowledged all over the world. In fact, when I am abroad to participate in International Congresses, I proudly see that our speakers are among the most appreciated ones for their speeches and presentations.

Therefore here it is the answer: we have to look for the quality always.

We have to admit that in the past maybe there were some excessively high professional rates, with a cost-benefit ratio negative for the patient, but today I can say that the situation has changed. The increase of the competitors lowered the costs of the dental healthcare services, and the foundation of a specialistic university graduate course improved the preparation of the dentistry class, determining a superior quality level of the healthcare services supplied.

Anyway the continuing research of the quality has a cost for any professional dentist: professional training courses, choice of the most reliable products, and the constant updating of the dental firms equipment.

Therefore the final comment is that *the quality has to have a cost*, and whereas the cost is too low the saving of money does reflect in the low quality of the services and products supplied, and then it is negative for the patients.

The proof of what I am saying is that I daily see, both in the hospital and in the private dental firms, the serious problems caused to the patients by bad dental healthcare services supplied abroad.

Therefore I recommend to my colleagues, above all to the young ones, to focus only on the quality since the rest is just linked to some 'not lasting fashion'.

Cordially

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