

# PAEDIATRIC CARE MADE PERFECT

Interview with Roksolana Mykhalus



London's Happy Kids Dental has fully integrated digital technology for the benefit of its young patients - both front of house and behind the scenes

**T**he nurturing of the healthy development of a child's oral condition lies at the heart of any forward-thinking paediatric dental practice.

However, it is in the youthful approach towards harnessing new innovations – and the warm welcoming of the digital age – that has enhanced this ethos for award-winning London practice, Happy Kids Dental.

Indeed, were it not for digital revolution, the two sites, one in Chelsea, the other in Marylebone, would have been left wanting, say its clinical directors, Roksolana Mykhalus, and her brother, Yevhen Hunyak.

As second-generation dentists, they saw a gap in the UK market and plugged it, with two beautifully designed clinics that are thoughtfully designed to meet the specific dental care needs of the capital's youngsters. And whilst some dentists may have faced difficulties incorporating the digital evolution into their day-to-day practice, it has been child's play from day one for the partnership, who launched both practices fully computerised.

Roksolana explains, 'We happily embraced digitalisation when launching our practices, I think that's the only way to go. There would be no way of running a dental business without being computerised, and that was how we developed both sites.'

## INTEGRATED TECHNOLOGY

Their appreciation for new technology is evident throughout their clinics. Both are a kids' technological playground of vibrant colours and cartoon imagery with computers, iPads, games consoles, interactive screens,



ceiling-mounted TVs and giant puzzles and games dotted throughout the practices.

It's a smart business concept. Not only does this technology distract its young patients from the essential core of the business, their clinical care; it also sends a positive message to the parents, that this is a team who understands the importance of a digital world.

Indeed, this is seen in the cutting-edge equipment inside the surgeries too, although, this is not immediately evident as you cross the threshold. Each surgery has its inner workings discreetly hidden within the cabinetry so as not to alarm its young guests – a thoughtful addition designed to make treatments as stress-free and minimally invasive as possible.

Look behind the shiny fascia, however,

and each surgery has the latest generation of dental technology, including handheld intraoral cameras, the lowest-radiation digital X-ray, the Wand, pain-free computerised anaesthesia, inhalation sedation and a hi-tech dental microscope.

Roksolana says, 'Everything in our practice is technologically advanced. Everything we do is computerised and, happily, our patients benefit as much as our clinicians.'

And, computerisation has a big influence behind-the-scenes, too, streamlining practice systems to free up clinical time so the team can focus on delivering paediatric dentistry to a burgeoning patient base.

## MANAGING EVOLUTION

IT support providers, Microminder, are responsible for taking care of the 'backroom'

computerisation. It's a nationwide company and the benefits have been manifold for dentists such as Roksolana. Not only does the company offer clients a rapid response and a comprehensive range of protective services, its team can also draw on the 30-plus years of experience managing the IT challenges of its other dental clients and have a complete understanding of the regulatory expectations that shape IT in dentistry today. In fact, the company has been proactive in managing the evolution within the profession, not just reacting to it.

For practices such as Happy Kids Dental, speed is key and Microminder promises to resolve 80-85% of issues remotely, logging in within five minutes of a call. Client satisfaction is monitored on a weekly basis and feedback is welcome. ▶



With the practice's IT taken care of, the service ticks all the boxes for Roksolana. She explains, 'Ironically, despite the fact that our practice is completely digitally switched on, no one in our practice is particularly computer savvy. We are very basic computer users, which means it is important for us to know that Microminder will skilfully address any issues.'

'It also means that we can focus on clinical care with the peace of mind that our IT offers strong support to the clinicians. There's reassurance in knowing patients' records

## Happy Kids DENTAL

are saved directly, for example. We can write treatment plans accurately and any member of the team can go back to see what has been written. Also, the IT system protects clinicians from a dentolegal perspective, as the software saves notes, with no chance of anyone making alterations.'

Trust between practice and IT support is paramount. Roksolana says, 'Microminder was recommended to us and we have been happy with their service. They are knowledgeable and, in the year and a half since we launched our first practice, they have also been quick to respond when necessary. We have one agent who takes care of everything. And, because Microminder focuses on dentistry, the team knows what we need and will implement it straight away.'

### DIGITAL BENEFITS

Digital technology has transformed the world we live in, changing social interactions and altering the landscape of thousands of industries, such as dentistry. The computerisation of the dental practice plays a key role in the efficient delivery of care

and continues to provide opportunity and business benefits.

The digital revolution often comes in for heavy criticism for its influence on the younger generation, but a computerised world can also benefit today's children.

In the case of Happy Kids Dental, this digital age not only entertains and educates its young patients pre treatment, there is also investment in the tools and equipment and IT systems that support their oral health journey.

With digital dentistry still in its infancy, it is perhaps rather fitting that it is a paediatric dental team that has embraced this new age in its diagnosis, recording, communicating and treatment of their young patients. ●

### MICROMINDER

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