

INTRODUCTION TO THIS ISSUE

Preface

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Modern orthodontists have to face a double challenge: not only must they practice their profession in accordance with the most up-to-date scientific concepts and data bases in order to provide their patients with superb treatment but they must also deal with the legal and administrative obligations of directing a business enterprise, primarily managing the human and material resources of their offices.

They must wear two hats, neither of which can ever be removed.

- The first is that of practicing orthodontists who are also permanent students, enrolled in continuously renewed courses of continuing education that keep them abreast of the latest developments, which include self-ligating brackets, mini-screw temporary anchorage, lingual orthodontics, and orthopedic and surgical treatment, all of which have revolutionary implications for practice.

- The second is that of Chief Executive Officers who must deal every day with the environmental, social, administrative, fiscal, and regulatory constraints of running a business.



Because the second category is becoming an increasingly crucial component of our daily professional lives the Association of the Revue d'Orthopédie Dento-Faciale has decided to devote this issue of the journal to our professional environment.

We have determined to examine the conduct of our practices from every aspect:

- the architectural conception of the structures in which we work,
- our legal and administrative obligations,
- the different modes of practice,
- the management of personnel,
- an analysis of our resistance to change and a review of the way projects can be conducted,
- the doctor/patient relationship.

In a large enterprise, permanent specially trained teams deal with the key elements of the undertaking. In our offices, which are more limited in scope, a single person, the practitioner/CEO, administers the whole range of professional activity, setting up all the organizational systems. These are

designed to protect the practitioners' tranquility so that they can treat patients in a quiet, serene, and positive atmosphere that nourishes therapeutic excellence. In this setting, patients are happy when they arrive for their office visits knowing that they will receive treatment in a well organized and well structured office where doctors and staff work in an aura of good humor as they delight in delivering first class care.

This is the environment of our dreams. We are sure that a careful inspection of this special issue will help our readers make these dreams become a reality.

We hope you all like it and benefit greatly from reading it.