

BrightSmile Family Dental knowledge base

1. Clinic Overview

- **Full name**: BrightSmile Family Dental
- **Tagline/Slogan**: "Brightening smiles, one patient at a time"
- **Location**: 1 Harbour Crescent, #05-12 Bayfront Medical Centre, Singapore 098765 (fictitious – adapt as needed)
- **Type**: General family dental practice (accepts patients of all ages: children, teens, adults, seniors)
- **Philosophy**: Preventive-focused, gentle, patient-centered care in a relaxed, modern environment. We emphasize education, comfort, and long-term oral health.
- **Team size**: 2 general dentists, 1 hygienist (expanding to 2), 1 dental assistant, 1 office manager, 1 receptionist (front desk)
- **Lead dentist**: Dr. Elena Lin, DDS (15+ years experience, special interest in cosmetic and pediatric care)
- **Associate dentist**: Dr. Raj Patel, DMD (focus on restorative and implant cases)

2. Operating Hours & Scheduling Basics

- **Regular hours**:
 - Monday–Thursday: 8:00 AM – 6:00 PM
 - Friday: 8:00 AM – 3:00 PM
 - Saturday: 9:00 AM – 2:00 PM (one Saturday per month – mainly hygiene/recalls)
- **Lunch closure**: 1:00 PM – 2:00 PM (Mon–Thu)

Appointment types & typical lengths:

- New patient exam + cleaning + X-rays: 45-60 min
- Recall (check-up + cleaning): 30-40 min
- Simple filling / restoration: 30–45 min
- Scaling & polishing (routine cleaning): 20–45 minutes
- Emergency / toothache: same-day when possible (10–30 min exam + treatment)

- Crown prep or root canal: 60–120 min
- Whitening consult / impressions: 30 min

Booking rules:

- New patients always get the comprehensive exam first (cannot book treatment without it unless true emergency).
- Hygiene (cleaning) can be booked with doctor exam or separately.
- Aim for 10–15 min buffer between patients.
- Double-book hygiene if doctor is doing procedures.

3. Getting There

- Bus: 10, 30, 97, 131, 143, 145, 166
- MRT: NORTH EAST LINE, CIRCLE LINE. HARBOURFRONT STATION.
- Parking Facilities: Seah Imm carpark (charges applies)

4. Core Services Offered

We provide general/family dentistry (no in-house orthodontics, complex oral surgery beyond simple extractions, or IV sedation – refer out when needed, e.g., to specialists or public institutions like National Dental Centre Singapore).

- **Preventive** Exams/consultations, cleanings (scaling & polishing), fluoride treatment, sealants, oral cancer screening, digital X-rays (periapical/bitewing), custom night guards/sports guards. Typical pricing:
 - Consultation/exam: \$40–\$100 (often \$50–\$80 in private clinics)
 - Scaling & polishing (routine): \$80–\$180 (MOH benchmark \$35–\$60 scaling + \$26–\$38 polishing; many private clinics \$100–\$150)
 - Topical fluoride: \$30–\$65
 - Digital X-rays (per view): \$20–\$50
 - Custom night/sports guard: \$300–\$600 (Preventive services often subsidized under CHAS for eligible patients, e.g., scaling ~\$20–\$40 out-of-pocket after subsidy.)

Restorative Fillings (tooth-colored composite), crowns, bridges, inlays/onlays. Typical pricing:

- Composite filling (tooth-colored, per tooth): \$100–\$300 (simple \$65–\$160 benchmark; complex \$80–\$180)

- Crown (per tooth, e.g., porcelain/zirconia): \$800–\$2,000 (MOH benchmark \$750–\$1,400)
- Bridge (per unit): \$800–\$2,000+
- Inlay/onlay: \$500–\$1,200 (Some Medisave claimable; CHAS subsidies apply.)

Endodontics Root canal therapy. Typical pricing:

- Anterior/premolar: \$500–\$1,000 (MOH benchmark anterior \$400–\$775, premolar \$500–\$900)
- Molar: \$800–\$1,500 (MOH benchmark \$872–\$1,400) (Often MediSave claimable for certain cases; higher in complex cases.)

Periodontal Scaling & root planing (deep cleaning), periodontal maintenance. Typical pricing:

- Scaling & root planing (deep cleaning, per quadrant): \$200–\$600 (full mouth \$500–\$1,500+)
- Periodontal maintenance (follow-up): \$100–\$250 per visit (MediSave claimable in many cases.)

Prosthodontics Dentures, partials, implant restorations (implants placed by referral or specialist partner). Typical pricing:

- Full denture (per arch): \$800–\$2,000 (MOH benchmark \$500–\$818)
- Partial denture: \$500–\$1,500 (simple \$320–\$603 benchmark)
- Implant crown/restoration (crown only; implant surgery referred): \$1,000–\$2,500+ (MediSave claimable for some denture/implant-related costs.)

Cosmetic Teeth whitening (in-office & take-home), bonding, veneers. Typical pricing:

- In-office whitening: \$500–\$1,300
- Take-home kit: \$300–\$800
- Composite bonding (per tooth): \$200–\$600
- Porcelain veneers (per tooth): \$800–\$2,500 (Not MediSave claimable; purely private/cosmetic.)

Extractions Simple extractions, surgical referrals for impacted wisdom teeth. Typical pricing:

- Simple extraction: \$100–\$300 (anterior \$70–\$120 benchmark, posterior \$93–\$164)

- Wisdom tooth (non-surgical upper): \$200–\$500
- Complex/surgical wisdom tooth: Referred out (\$600–\$2,000+ at specialists) (MediSave claimable for extractions.)

Pediatric Kid-friendly exams, cleanings, pulpotomies, space maintainers. Typical pricing:

- Child exam + cleaning: \$80–\$200
- Pulpotomy (baby tooth root treatment): \$150–\$400
- Space maintainer: \$300–\$600 (Fluoride/sealants often subsidized under CHAS for children.)

Other Emergency care, TMJ evaluation (basic), sleep apnea screening (referral). Typical pricing:

- Emergency visit (e.g., pain relief, temporary filling): \$100–\$300+ (on top of treatment)
- Basic TMJ evaluation: \$50–\$150 (often part of consultation)
- Sleep apnea screening/referral: \$50–\$200 (referral to ENT/specialist for full assessment/appliance)

5. Estimated Service Time

Preventive Exams/consultations, cleanings (scaling & polishing), fluoride treatment, sealants, oral cancer screening, digital X-rays, custom night guards/sports guards.

Typical service times:

- Routine exam/consultation (with oral cancer screening): 20–45 minutes
- Scaling & polishing (routine cleaning): 20–30 minutes (often ~30 minutes for standard cases)
- Full set of digital X-rays (as needed): 10–15 minutes
- Custom night guard/sports guard (impressions + fitting): 30–60 minutes (may require 2 short visits) (A combined check-up + scaling appointment usually totals 45–90 minutes.)

Restorative Fillings (tooth-colored composite), crowns, bridges, inlays/onlays. Typical service times:

- Composite filling (per tooth): 20–60 minutes (simple/small ~20–30 min; larger/more complex ~45–60 min)
- Crown preparation (first visit, shaping + temporary): 60–120 minutes

- Crown fitting/cementation (second visit): 30–60 minutes
- Bridge (per unit, similar to crown): 60–120 minutes per visit (multi-visit process)
- Inlay/onlay: 45–90 minutes (prep visit) + 30–60 minutes (fitting) (Some clinics offer same-day crowns, reducing to ~90–150 minutes total in one visit.)

Endodontics Root canal therapy. Typical service times:

- Root canal (per tooth): 60–180 minutes per session (anterior/premolar often 60–90 min; molar 90–150+ min) (Often 1–2 visits; complex cases may take longer or multiple sessions totaling 2–4 hours overall.)

Periodontal Scaling & root planing (deep cleaning), periodontal maintenance. Typical service times:

- Scaling & root planing (deep cleaning, per quadrant): 45–90 minutes (full mouth often split over 2–4 visits, 60–120 min per session)
- Periodontal maintenance/follow-up cleaning: 30–60 minutes (Deeper cases require more time due to thoroughness below the gumline.)

Prosthodontics Dentures, partials, implant restorations (implants placed by referral). Typical service times:

- Full/partial denture impressions + try-in + fitting: 30–60 minutes per visit (multiple visits over weeks, total process 3–6 visits)
- Implant crown/restoration (after implant placement by specialist): 45–90 minutes for final fitting (Impressions and adjustments take shorter individual appointments but span time.)

Cosmetic Teeth whitening (in-office & take-home), bonding, veneers. Typical service times:

- In-office whitening: 60–90 minutes (full session)
- Take-home kit (impressions + instructions): 20–40 minutes
- Composite bonding (per tooth): 30–60 minutes
- Veneers (prep + temporary, per tooth/arch): 60–120 minutes per visit (usually 2 visits)

Extractions Simple extractions, surgical referrals for impacted wisdom teeth. Typical service times:

- Simple extraction (per tooth): 20–45 minutes

- Non-surgical wisdom tooth: 30–60 minutes (Complex/impacted cases referred out; may take 60+ minutes if done in-clinic.)

Pediatric Kid-friendly exams, cleanings, pulpotomies, space maintainers. Typical service times:

- Child exam + cleaning: 30–60 minutes
- Pulpotomy (baby tooth): 30–60 minutes
- Space maintainer placement: 20–45 minutes (Shorter for cooperative kids; may include play/explanation time.)

Other Emergency care, TMJ evaluation (basic), sleep apnea screening (referral). Typical service times:

- Emergency visit (e.g., pain management, temporary treatment): 30–90 minutes (depends on urgency/issue)
- Basic TMJ evaluation (part of consult): 15–30 minutes
- Sleep apnea screening (basic oral exam + referral): 20–40 minutes

6. Insurance & Payment Information (Singapore context - Key Phrases to Use)

-We are on the panel / able to e-file with:

- AIA, Great Eastern, Prudential, NTUC Income, AXA (now HSBC Life), Singlife, Manulife
- Corporate plans such as MHC, Fullerton Health, Alliance Healthcare, IHP, Raffles Medical, Adept Health
(always verify patient eligibility and plan limits)

We are not able to bill directly for:

- Most CHAS/Merdeka/Pioneer Generation subsidies (refer to participating CHAS clinics)
- Certain employer flexi-benefit portals or overseas insurance plans
- Medisave claims for non-approved procedures

Standard responses to patients:

- “*We can help submit your insurance e-claim as a service. After we check your benefits, we'll provide an estimate of any co-payment before treatment.*”

- “We accept most major corporate and personal insurance plans. May I have your NRIC and e-card so we can verify your coverage?”
- “For patients without insurance, we offer transparent private rates and package pricing. Please check with our clinic manager for current promotions or instalment options.”
- “CHAS subsidies apply only at CHAS-accredited clinics. If you’d like, we can refer you to a participating

Accepted payment modes:

- NETS, PayNow, cash
- Visa / MasterCard / AMEX
- Instalment partners (e.g., Atome / Pace / GrabPayLater – if applicable)

7. Common Inbound Call Types & Sample Scripts / Responses

Use a warm, clear, friendly tone. Always smile while speaking.

****Greeting (every call)****

"Thank you for calling BrightSmile Family Dental, this is [Your Name]. How may I brighten your day?"

****New patient enquiry****

Caller: "I'd like to become a patient / How much for a cleaning?"

You: "We're delighted you're considering us! For new patients we offer a comprehensive exam, digital X-rays, and professional cleaning – our new patient special is currently \$[amount] (or normal fee \$[amount]). Would you like to schedule that, or do you have any specific concerns today?"

****Appointment booking****

"Perfect, I have openings on [day/date] at [time] with Dr. Martinez / our hygienist. Does that work, or would you prefer morning/afternoon?"

****Emergency calls****

Caller: "My tooth hurts / I lost a filling"

You: "I'm so sorry you're in pain. Can you tell me briefly when it started and how severe it is (1-10)? We always try to see emergency patients the same day or first thing tomorrow. Let me check the schedule right now..."

Cancellation / No-show policy reminder

"We do require 24 hours notice for cancellations. Unfortunately we do charge a \$75 missed appointment fee if less notice is given – would you like to reschedule now?"

Insurance / Cost questions

"We'll be happy to verify your benefits at no charge. May I have your date of birth and insurance ID to check coverage for today's visit?"

Walk-in policy

"We welcome walk-ins for emergencies and consultations, but please understand there may be a short wait depending on the doctor's schedule. You're welcome to come right in, or I can reserve a spot for you."

8. Walk-In Patient Protocol

1. Greet warmly within 5 seconds: "Hello! Welcome to BrightSmile Family Dental. Do you have an appointment today?"

2. If no appointment:

- Ask reason (pain? broken tooth? new patient?)
- Check schedule for same-day openings or wait time
- If emergency → prioritize
- If non-urgent → offer to book future slot or add to short-notice list

3. Collect basic info: Name, DOB, phone, chief complaint

4. Have them fill out new patient forms (digital tablet preferred) or update if existing

5. Inform estimated wait: "Dr. Patel should be with you in about 15–25 minutes."

6. Offer water/coffee, Wi-Fi password, children's area if kids present

9. Key Phone Etiquette & Red Flags

- Never say: "We don't accept that insurance" → say "We are out-of-network but can provide a superbill for you to submit."
- Never give exact prices over phone without exam (except specials/new patient offers).
- Always ask open questions: "What brings you in today?" instead of yes/no.
- Document every call in the notes: reason, patient response, appointment set or not.
- Transfer emergencies to dentist or on-call if after hours.
- End calls positively: "Thank you for choosing BrightSmile Family Dental. We look forward to seeing you!"