

## 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!"