

Internal Analysis for Kiwani Dental Clinic

1 About the clinic

 What is the clinic's exact address?

- 25 Al-Hindawi Street, branching off from Gehan, in front of the Olympic Village gate - University District - Mansoura. Street corner Abu Adel Sweets

 Is the clinic owned or rented? If rented, does the cost affect service pricing?

- The clinic is rented, and the cost does not affect service pricing.

 What is the clinic's size (in square meters)?

- Approximately 60–70 square meters.

 How many rooms are in the clinic, and what are their uses?

- Two rooms and a hallway: one for examinations, and the rest for patient waiting.

2 Services Offered

What are the primary services provided by the clinic?

- Oral and dental surgery, cosmetic dentistry.

What are the prices for each service?

- Basic filling: 1,000 EGP
- Cosmetic filling: 1,200 EGP
- Root canal treatment: 1,700 EGP
- Crowns: 1,800–5,500 EGP (depending on the type)
- Partial dentures: 5,000–8,000 EGP
- (**Note:** Some services, especially surgeries, vary based on the case and material cost fluctuations.)

Are there services the clinic does not currently offer but plans to add?

- Orthodontics

Are external specialists used for certain services?

- Yes, a maxillofacial surgeon for all surgeries.

How often does the clinic collaborate with external specialists?

- Collaboration occurs as needed with the surgeon.

3 Staff and Operations

 How many staff members work in the clinic, and what are their roles?

- One dental assistant.

 Is there a need for additional staff?

- Not at the moment.

 Are there services the clinic does not currently offer but plans to add?

- Orthodontics

 How are patient records maintained?

- Records are kept both manually and digitally on a computer.

 How are appointments scheduled?

- Via phone or in person, with specific time slots allocated for each patient.

4 Dentist's Qualifications

What are the dentist's qualifications?

- Bachelor's degree in Oral and Dental Surgery, with honors.

Has the dentist obtained advanced degrees (e.g., master's, Ph.D.)?

- No advanced degrees.

What is the dentist's current job title?

- Dentist.

5 Equipment and Tools

What are the key devices and tools in the clinic?

- Digital X-ray machine
- Root canal filling devices (one session)
- Tools for cosmetic fillings

Are there plans to purchase new equipment?

- Possible, but not currently confirmed.

6 Patient Experience

How many patients visit the clinic weekly or monthly?

- Patient numbers vary by season, with higher traffic in summer compared to winter and school terms.

What is the typical patient demographic?

- No formal statistics, but most patients are adults, ranging from professionals like doctors and university faculty to general residents.

What feedback do patients give about the clinic's services?

- Patients often return for further treatments. Follow-ups are conducted via phone, especially for complex cases.

7 Additional Information

Marketing Efforts:

- No marketing has been done for the clinic.

Emergency Services:

- The clinic rarely encounters emergencies, with the exception of cases like severe toothaches or abscesses, typically from nearby residents.