

## **Three determinants of success**

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reviewer

**Central dental clinic of the Ministry of Defense of Ukraine located in Pechersk district of Kiev daily serves not only shoulder-strap people, but also well-known businessmen, politicians, as well as celebrities of sports and music. What draws wealthy people to the dental clinic? This question started our conversation with Rafik KAMALOV, head of the clinic and chief dentist of Military Forces of Ukraine.**

We have been working on paid services market for more than ten years by now. Over these years, we have crucially changed activities of the clinic through introduction of the latest dentistry technologies. We started from re-training of personnel, purchase of diagnostic and medical equipment, service materials, and European-style repair of facilities.

Modern dentistry is based on three cornerstones: first class service, high quality instruments and service materials, as well as professional personnel. We have all these three components, and this is why there are plenty of people willing to get our medical services. Please note, we used to have only 50 specialists earlier, but now more than 200 work at the dental clinic. And if we earned only UAH 40 ths. in 1996 since we started offering paid services to population, the figure in last year outran UAH 2 mn. With these funds we improve the material base, train personnel for new technologies, purchase the latest instruments, and provide free services to veterans.

Needless to say, dentistry is an expensive pleasure. For example, complete equipping of the dentist office costs no less than USD 10 ths. A training day at some prestigious seminar makes USD 50-200 per specialist, and there are no less than 10 seminars or classes alike each year. Yet, we take the costs as we understand that only through application of the latest dental achievements we can remain on the market of paid services. Quality of performance is the key indicator of our institution's activity. We provide guarantee for all types of services.

We step a bit ahead of our main competitors in application of the newest technologies and personnel training. Thus, we were among the first in the capital city to introduce digital computer X-ray photography made by Finns. We were the pioneers in development of Ukrainian implantology.

Specialists of the clinic – Vadim Gonchar, Yuriy Tsilenko, Lyudmila Boyko, and Stepan Smetanyak – won prestigious international contests for aesthetic restoration of teeth.

Close connections with leading dentists of the world help keeps us in good shape. We do it not only via Internet, where we have our web-site, but also in individual talks. We try not to miss a single world symposium or congress of dentists.

Another our competitive advantage is moderate pricing and acceptance of any payment – either bank transfer or cash. We also provide notable discounts to some categories of citizens.

The clinic schedule is also very suitable: seven days a week – from 8 a.m. till 8 p.m., which helps rational use of equipment. This is how we serve up to 300 clients each day.

And to conclude, I would like to mention one more crucial aspect: in my opinion, specialists of the clinic are better prepared than their colleagues in professional and psychological ways for that burst of dental technologies, which started in 1990s. Their transition to contemporary work environment and new requirements was not a big obstacle in serving the clients. It proves considerable professional potential of the most clinic specialists, such as merited doctor of Ukraine, PhD in medical sciences Alexander Donchenko, merited worker of health care dental technician Anatoliy Maslakov, merited doctor of Ukraine Ivan Sukhan, dentists Oleg Bizhan, Bogdan Dyba, and many others.

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