

EDITORIAL

Clarity at Christmas

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In an age of rushed communications and the potential resultant concomitant confusions, misapprehensions or worse, errors, I thought it helpful at this festive time to try and bring some clarity to the use of language in making complicated matters more simply understood with the aid of some modern management insights.

In terms of outcome the overriding perceived necessity must surely be a respondent-facilitated ongoing and entirely self-funding nomenclature-invested conclusion. This, together with a phased implementation on the basis of a refined set of determinants according to the guidelines first described by Norman, will ensure a satisfactory ongoing and silo-free direction of purpose.¹

Of course within any system the ability to extricate oneself from possible negative derivations apparent in the origins of the initiating circumstances must necessarily be a function of that same ability to define its strengths. Within those strengths, once investigated, tested and acknowledged must also come a sense of wellbeing central to the individual, the existential reality and indeed the system which first spawned it. Conversely, the weaknesses which may also be exposed should be subject to the full scrutiny of an overarching hierarchy based on current, contemporaneous and accepted evidence. I appreciate that at first reading this may seem like a tall order. However, the pressure on us all to comply with situations which test our critical vulnerabilities mean that now more than ever we should be prepared to question the system architecture in order to secure our seat at the table while maintaining our right so not to do if we deem it counter intuitive.

But if all of this begs the question; what is the question? then perhaps we need to look again at the underlying communication brief that first caused us to call these thoughts into doubt. Where, for example, in the totality of

this is the role of regulation? Fundamental to the purpose that it serves is the underpinning of the connectivity at the heart of its centrality. Not, I suggest, a statement on which many, or indeed any of us would fail to agree in a consensus-mediated interfacing dialogue.

Turning to process, and specifically to that as it relates to the world of dentistry, it is perhaps surprising that the flavours of workflow mitigate very much against the earlier awareness that we all have of the integration of isolation inherent in our daily lives. Contextualisation is paramount here in the consideration of self in relation to duty, duty in contra-distinction to enablement and, as a logical extension, enablement as a looped imperative of self. Seen in this perspective it becomes an unequivocally clear exposition



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of how we all see ourselves and, critically the way others see us in the traditional caring role. I wonder then if I might take the liberty of extending this line of thought one step further by posing the potential dilemma of how this transactional approach applies to the brave new world of digital integration?²

There is no doubt that handshaking of digital asset management objectives furthers the approach engendered by the competitive landscape that is at the motherboard of all electronic interfaces. That this can take place in a platform agnostic arena is testament to the efforts of so many people earnestly involved in the improvement of patient care. Whether there is the possibility of recourse to the standardisation of entropy under these parameters remains

to be seen but for us at the sharp end of clinical practice this is surely a priority.

It may seem perverse at this time of year when our thoughts are on festive relaxation and convivial celebration to plunge so fully into the whys and wherefores of inter-pragmatic entrepreneurialism but I think it behoves us all to set aside our personal preferences in pursuit of the greater good. As caring professionals we should be proud of our contributions to this evolving debate and take gentle but genuine satisfaction in the assured knowledge that our teams as well as our patients will reap benefit directly from our efforts. I am sure that many of you reading this will be amazed at the complex simplicity of this approach compared to the simply complex nature of the envelope in which the

scenario has been fostered. Or, in other words, how little is wrapped up in so much while simultaneously so much seems to convey so little. In essence an enigmatic conundrum, in totality a morsel, in summary a feast.

Finally, it goes without saying that I would like to take this opportunity to wish you all the compliments of the season and hope that this editorial has helped to clarify so much that we find puzzling, frustrating and annoying in the modern world. If I have managed to lift the veil on just a few of life's mysteries then I consider all this to have been worthwhile. ■

1. Norman M. The clarity of the unclear; brevity uncovered. *J Management Speak* 1983; **243**: 9-75.
2. Ram CPU. Terabites in occlusion. *Digital Office* 2017; e17 2QA.

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