

Presidential Message

A definition of the "Common Good" may be stated thus:

"The Common Good is best served when the maximum number of individuals in a society, in serving their own ends, also serve the Common Good".

The fact that many professions in this country and elsewhere have found it necessary to institute public relations programmes suggests that it is not always apparent to the community at large that a profession in serving its own ends, does serve the Common Good.

In our own case good relationships with the rest of the dental profession and the public would seem to depend on the following:—

- 1. An awareness on our part that in the relatively sophisticated dental service that exists in Australia for those who choose to use it, we occupy a rather privileged position. Our patients are representative of the more dentally conscious and thus appreciative, group in each general dental practice and we treat them through their most interesting developmental years.*
- 2. The quality of our end results. The standard of treatment aimed at and achieved decides whether orthodontics is simply a cosmetic service only or whether it is a fundamental part of a dental health service.*
- 3. Adequate communication with dentist and patient regarding details of treatment proposed and prognosis. Most problems in orthodontic practice and most public disenchantment result from omissions in this department.*
- 4. Efficiency in practice, which is related to treatment planning, technical method, practice organization and use of auxiliary personnel. Efficiency has a direct bearing on the standard of service given and the fees charged.*
- 5. The existence, within the orthodontic group of a co-operative, rather than a competitive spirit, resulting in a general desire to see that the total service we give is the best we are able to do in relation to community needs.*

Bearing in mind the fact that most orthodontic practices already operate under great pressure, and that a rapid increase in orthodontic demand is inevitable, young graduates should be encouraged to join our specialty.—L.M.S.