

Short Bio

Dr. Beril Karagenç graduated from Hüseyin Avni Sözen Anatolian High School in 1993 and received her DDS degree from Marmara University Faculty of Dentistry in 1998. In 2005, she completed her specialization training in the Department of Endodontics at the same university. She also earned a Hospital Management Certificate from Marmara University, adding to her professional qualifications.

Between 2004 and 2020, she served as a clinical director and specialist at Aydınlar Dental. She was the founding chief of the Oral and Dental Health Center at Acıbadem Altunizade Hospital and worked there as an Endodontist between 2017 and 2020. She also taught as a lecturer at Acıbadem University.

Currently, she continues her professional practice as a specialist dentist at Altunizade Dental Clinic, which she founded and manages.

In addition to her clinical work, Dr. Karagenç delivers trainings under the theme *“Creating an Excellent Patient Experience”* focusing on patient communication, persuasion, and experience management. She provides consultancy for healthcare institutions, gives talks for companies, and shares her professional insights through her podcast channel *“Klinik Haller”*.

Understanding and Communicating with Different Patient Profiles

Each individual has unique values, ways of relating, and decision-making processes. This diversity is directly reflected in the patients we encounter in clinical practice. Therefore, communication with each patient must be shaped around their personal priorities, way of understanding, and worldview.

Throughout history, from Ancient Greek philosophers to modern psychiatric researchers, many thinkers have tried to understand, categorize, and define human behavior through specific profiles. These approaches reveal that physicians today need to be equipped not only with clinical knowledge but also with individualized communication strategies.

Each patient profile differs in the attitude they expect from their physician, how they interpret information, and how they approach treatment. Assuming that a single communication style will be effective for all patients can be a major barrier to building a successful clinical relationship.

As clinicians, we may sometimes face situations such as:

- Patients not fully embracing our evaluations or treatment suggestions,
- Feeling misunderstood or unable to express ourselves clearly,
- Difficulty establishing mutual trust during communication.

If such challenges occur frequently, it may indicate that it's not only patient-related factors at play, but also a need to reevaluate our communication methods.

The core approach to effective communication is:

To accurately analyze the patient's individual priorities, decision-making style, and way of relating—and to adapt our communication strategy flexibly based on this analysis.

This perspective requires physicians to adopt a multidimensional approach that includes not only medical information sharing but also empathy, understanding, and communication skills.

It should not be forgotten that a physician who understands the patient, speaks their language, and accurately analyzes their needs can deepen not only the treatment process but also the trust-based relationship. This contributes to both professional satisfaction and improved patient outcomes.

Understanding and Managing Patient Preferences in Orthodontics: Which Doctor, Which Treatment?

Today, orthodontic treatment is shaped not only by scientific facts but also by patient perceptions, expectations, and preference behaviors. Increasing patient awareness, changing communication dynamics influenced by digitalization, and modern lifestyles prioritizing aesthetics have redefined both the role of the orthodontist and the treatment planning process.

In this session, titled *“Understanding and Managing Patient Preferences in Orthodontics: Which Doctor, Which Treatment?”*, the key factors influencing patients' choices of doctors and treatments will be discussed in the light of scientific data, clinical observations, and patient experiences.

Topics such as the patient's perception of the physician, and how elements like aesthetics, comfort, duration, and technology influence decision-making in treatment will be explored in depth.

Additionally, effective communication strategies aimed at increasing patient acceptance of clinical recommendations will be addressed. Ensuring the right treatment is accepted at the right time and internalized by the patient requires not only clinical competence but also empathy and trust-based communication.

Participants will gain a new perspective on how to build stronger bridges of trust—not only through technical expertise, but also through effective communication, understanding patient psychology, and offering personalized treatment.

Correctly interpreting the modern patient profile, developing approaches aligned with contemporary expectations, and viewing treatment not just as a mechanical process but as a human interaction are among the central themes of this presentation.

