

## Letter to the Editor

**Has Covid-19 Exposed our Business Sense/Financial Planning/Understanding of Economics?****Dr. Mohit Seth**

With the COVID-19 pandemic affecting one and all in any business it is absolutely clear that most of our visions and business plans have proved to be unsustainable. Have we wondered why we started struggling with our finances the very next month i.e. the second month of “lockdown?”

It has various reasons, most of us are in a rat race, without thinking of the broader economic picture. We are investing in technologies, interiors, marketing etc. This drains most of our finances and what we are left with is meagre savings which are hardly enough to invest in a structured manner. Either we are overcharging or undercharging to survive or to maintain our status.

The term ‘USEFUL TECHNOLOGY’ means we buy only that technology which provides good results in terms of work quality and early economic breakeven without putting much pressure on ourselves and our patients.

We need not buy machines which are so called next generation without much returns in our dental practices. As the best in economics say, *“you invest in something irrelevant today and you do not have money for necessities tomorrow.”*

Finally we have to realise that smiling everyday is good for our physical quotient and good financial planning is a must for a pleasing smile.

-Jai Hind