



THE INTERVIEW

MEET THE DEDICATED DENTIST, DR RAYMOND LIM

If you have visited the local B9 dental centres, you would have seen their state-of-the-art facilities and know how attentive and patient the founder, Dr Raymond Lim is. However, it is not known to many how far Dr Lim goes to ensure that his patients get the utmost care, such as working till wee hours (1-2 a.m.) and forgoing business opportunities just to ensure that quality is not compromised. Read on to learn more!

Q: Hi Dr Raymond Lim, may we know why you named your dental centre “B9”? Any special reasons or stories behind it?

A: Well, it is pretty simple. We wanted a name which corresponds to our vision - “Your well-being is our mission.” and we found that “B9” rhymes with “be nice” and that was how the name came about.

Q: Can you tell us how you managed to serve 8,000 new patients in a short span of 2 years with only two dental chairs in the clinic? This is something that not all can achieve even in 5 years.

A: This was something that we had not anticipated in the beginning. But I believe this was made possible by what B9 always believed in - placing the interests of our patients as the top priority of our list, regardless of their social or financial status. Everyone deserves to be treated equally.

Q: How are your dental centres different from the others?

A: That would be our approach towards the patients. We are very thankful to our patients for placing their trust in us, and that they’re willing to leave their oral health in our hands. This provides us with motivation to stay committed to giving our best to everyone.

We also do our best to ensure that the visit is a pleasant one, especially for those who dislike dental visits. For instance, the interior of our clinic is specially designed with the patients in mind. Subtle lights and relaxing music help

to soothe and calm the patients; travel channels suitable for all ages to help kill time while waiting. We want our patients to be at ease and relaxed, not pressurized - assuring them that they’re in good hands.

We also have stringent measures put in practice for infection control, which are on par with those of hospitals. For instance, we have an automated hands-free drawer system designed to prevent spread of bacteria or viruses which allows patients to focus on their treatments without any worries.

Most importantly, everything is transparent - patients are well-informed of all the details, from consultation right down to surgeries, before any action is taken. When patients know what to expect next, it reduces the levels of anxiety or fear. To us, the psychological state of the patient holds the same weight as their physiological state.

Q: Is it true that we can enjoy a movie while receiving dental treatment?

A: Yes! We managed to install a screen on the ceiling after several tries. This feature helps to distract the attention of children who have a phobia for dental visits. Adults can also choose from movies titles available during their dental treatments.

Another monitor is also installed on the dental chair where patients can catch the “live-action” going on in their mouth. The multi-coloured lights installed on the dental chair ensures that the dentist gets an unobstructed view of the patient at all angles.

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Q: Can we receive dental treatment on-the-spot without any prior appointments if we are in critical conditions?

A: Yes, we welcome all walk-in emergency cases. We understand that it is hard to seek dental treatment without any appointment in Singapore due to the long waiting list, which ranges from a few weeks or months just for a visit. Appointments are usually fully scheduled for at least 1-2 months. Our clinic has more flexibility - you will be prioritised if you're deemed an emergency case by the dentists.

Q: Are all the doctors in your clinics as patient and attentive as you are?

A: Of course! All the doctors in our 3 clinics are personally handpicked by myself, and all of them are exemplary. I would also audit and guide them on a regular basis to ensure that all our patients get only the best.

Q: You have expanded to 3 clinics in a short span of one year. Do you have any upcoming plans for more clinics?

A: While it is true that we have many investors and malls courting us for collaborations to extend our service to more people, it is my principle that we maintain our service quality, ensuring that each of our patient's problems are resolved and not compromised because of other issues. As much as we would like to help more people, it is also our duty to ensure all our patients return home with a peace of mind.

Expansion requires extensive planning to keep a balance between all these issues, so we only have plans to add in one more room to the existing four in our Clementi clinic as for now, and hope that we can shorten queues and waiting time with the additional room.



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Q: We know that you have a column in both 'PRIME' and 'Gao Feng' magazines, 3 clinics to oversee and 5 children at home! How do you manage your time and keep a balance between all of these?

A: Even though the clinic hours is from 9 a.m. to 9 p.m., we often have to extend our working hours into early mornings due to walk-in emergency cases. By the time I reach home, all my children are fast asleep, which is why time spent with my children in the mornings are especially precious to me. After breakfast, I would send all of them to school where I would ask them if they are coping well in school. The whole family would also go to church on Sundays.

01. A studio photo of Dr Lim and his family

02. The "Special Achievement in Dental Care Award" awarded to Dr Lim in 2014

03. Dr Lim with his 4 daughters

04. The latest technology from Germany for 3D X-ray scans



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Q: Did any patients leave a deep impression? What happened?

A: The one that left me deeply impressed was a Bangladesh worker, who also happened to be my first patient. By the time he came to consult me, he was already close to tears due to a toothache caused by a severe case of chipped teeth, which had to be removed immediately. While discussing about the treatments, he told me embarrassedly that he only had \$80 with him and was unable to pay for the session. I then told him to go ahead with treatment first, and realised that he dared not place his feet on the leg rest for fear of dirtying it. Whenever I recall that heart-wrenching scene, tears would well up in my eyes. Not long after, he came back and had a long wait of 3 hours due to an emergency patient, only to complete the payment for the previous treatment. He stuffed the hundred bucks in my hands and told me that he would come back again next week, when he could pay for the next treatment in full.

It was a defining moment for me, where I made a resolution that I would contribute for as long as I am able to do so - I am already 37, time is tight. Our eyes and hands deteriorate as we age, and I don't know how long I can continue in this profession to contribute to the society. God has gifted me with this ability to help others - as long as it is within my means, I will continue to reach out to more people.

Q: What are some other problems besides tooth decay and gum diseases that we should note?

A: I think the lack of awareness in the general public is a more worrying issue instead. Many are often not conscious of the state of their oral health until they get an examination done by a dentist. By then, their conditions would have gotten worse and more complicated. This scenario could be improved by having regular dental check-ups, and I believe that everyone's oral health will be improved drastically over time.

Q: What are your prospects for the future?

A: Personally, I hope that the dentistry field can be better-equipped and facilitated as a whole in Singapore. It would be best if doctors who are able to afford better equipment can bring them into Singapore, where the public can benefit from these as it would help in the efficiency and effectiveness of treatments, cutting back on the long queues. In addition, doctors should let in more information to the patients to let them know more about their conditions and treatments available to put them at ease.

While medical skills are important to a doctor, so are ethics and a compassionate heart. After all, it is the duty and responsibility of doctors in ensuring the overall well-being of the people, be they rich or poor - all should be treated equally, and all for the best of their health. **PRIME**



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