The new W&H image campaign: ‘From a patient to a fan’

By W&H

With its new image campaign ‘From a patient to a fan’, W&H is placing dentists and dental professionals centre stage. W&H supports the practice team with its daily tasks and, thanks to its innovative product portfolio, is a cornerstone of its success.

As mentioned in the introduction, W&H’s new image campaign ‘From a patient to a fan’ will not only focus on the company itself, but on dentists and their teams. Why did you opt for this approach in your campaign?

Anita Thallinger: One of our objectives was of course to draw the attention of the world of dentistry to W&H, and to make ourselves stand out from the competition in the long term by way of the new image campaign. But we also want to show dentists and their practice teams that W&H is there for them as a solutions provider and does its utmost to support them in overcoming their day-to-day challenges.

This campaign features smiling dentists and patients, happy faces. What makes your current campaign different from that of your competitors?

Anita Thallinger: It’s true, compared to the previous campaign, the new image campaign means at first glance to be going down a very traditional route. However, W&H is known for its slightly tongue-in-cheek advertisements. You’ll notice this in the current campaign if you take a closer look at the name tags of the dentists portrayed.

If someone is exceptionally good at something, they become famous with something, they become fans. W&H is using this approach to set itself for the new market. What objectives did you set yourself for the new campaign?

Anita Thallinger: One of our objectives was to draw the attention of the world of dentistry to W&H, and to make ourselves stand out from the competition in the long term by way of the new image campaign. But we also want to show dentists and their practice teams that W&H is there for them as a solutions provider and does its utmost to support them in overcoming their day-to-day challenges.

The new W&H image campaign will shine a spotlight not on the company itself, but on dentists and their practice teams. Why did you set yourself for the new image campaign?

Anita Thallinger: It’s true, compared to the previous campaign, the new image campaign means at first glance to be going down a very traditional route. However, W&H is known for its slightly tongue-in-cheek advertisements. You’ll notice this in the current campaign if you take a closer look at the name tags of the dentists portrayed.

If someone is exceptionally good at something, they become famous with something, they become fans. W&H is using this approach to set itself for the new market. What objectives did you set yourself for the new campaign?

Anita Thallinger: One of our objectives was to draw the attention of the world of dentistry to W&H, and to make ourselves stand out from the competition in the long term by way of the new image campaign. But we also want to show dentists and their practice teams that W&H is there for them as a solutions provider and does its utmost to support them in overcoming their day-to-day challenges.

With its new image campaign ‘From a patient to a fan’, W&H is placing dentists and dental professionals centre stage. W&H supports the practice team with its daily tasks and, thanks to its innovative product portfolio, is a cornerstone of its success.

The new W&H image campaign: ‘From a patient to a fan’ W&H’s placing dentists and dental professionals centre stage. W&H supports the practice team with its daily tasks and, thanks to its innovative product portfolio, is a cornerstone of its success.

Children with tooth ache see pharmacist or emergency doctor rather than dentist

By DTI

LONDON, UK: In England, dentists are often not the first person to see a child suffering from oral pain, a survey published in The BMJ has confirmed. Instead, the majority of parents had requested pain medications for their children owing to dental problems. Of those, only every third child with oral pain had seen a dentist before visiting the pharmacy, while almost every third had presented to a non-dental health professional, such as a general medical practitioner.

Although many parents had sought help during weekends, when dental health services were not available, the figures show a clear underuse of dental services in the country. The researchers explained that they said that the annual costs for the use of non-dental services, amounting to £157,588, which translates to £2.53 million of preventable costs for the NHS when replicated to all pharmacies in England.

“Children with oral pain need to see a dentist for a definitive diagnosis and to treat any tooth decay,” said lead researcher Dr Vanessa Muirhead, clinical senior lecturer at the Institute of Dentistry. “Not treating a decayed tooth can result in more pain, abscesses and possible damage to children’s permanent teeth.”

“Children with emergency dental problems should be referred to their dentist or the dental emergency service,” Muirhead advised. “These children had not only failed to see a dentist before their pharmacy visit, they had seen GPs and a range of other health professionals outside dentistry. This inappropriate and overuse of multiple health services including A&E is costing the NHS a substantial amount of money at a time when reducing waste is a government priority,” she added.

According to 2016 statistics, only 38 per cent of children in England and 49 per cent of children in London had visited a dentist that year, even though dental care is free for under-16s and national guidelines recommend dental visits at least every year for children.

The study, titled “Children’s toothache is becoming more of a business: Where do parents go when their children have oral pain in London, England? A cross-sectional analysis”, was published in BMJ Open on 28 February 2018.