A vital resource

The best way to reach out to your patients is with a new website, says Amy Rose, who shows just it's benefited one of her clients who treats dental phobics

Everyone understands the unique benefits of using the internet to research topics from the history of Rock 'n Roll to the finer points of Chaos Theory, and purchase products as diverse as DVDs, antique clocks and sports cars. As an information resource it is unparalleled, with new data being added all the time, and sites such as Wikipedia go through constant revision.

Most UK dentists have a website, and enjoy the competitive edge this gives them. A website is the most cost-effective marketing tool you can employ, enabling you to educate and inform your patients with detailed treatment lists and post-treatment advice. With regular updates, you can keep the site content fresh and your patients up to speed with any changes to the practice, including staff changes and any completed training courses.

Beating phobia

Dr Jenny Pinder has benefited greatly from a professionally designed website. ‘I specialise in treating dental phobics,’ she says, ‘a very specific market.’ Dental phobia affects a high percentage of those people who do not regularly visit the dentist, and can lead to chronic cases of periodontal disease and other painful, sometimes irreversible, oral health issues.

Sometimes the phobia results from a traumatic childhood visit to a dentist, or a general fear of clinical environments. Often it is a combination of more localised fears, including a fear of syringes and of having objects inserted into the mouth. ‘A very specialised management of the patients is needed,’ states Dr Pinder. Often, dentists will not be able to treat dental phobics, who need a sympathetic ear, patience, different communication and treatment techniques – in fact, a whole new brand of expertise.

With such a large number of dental phobics in the UK, it was important for Dr Pinder to have an effective method of advertising her particular service. She met Nigel from Dental Design, a website design agency working predominantly for the dental industry, and agreed to implement a new site.

Standing out

First of all, Dr Pinder had to outline the aims of the site. ‘I gave them some pointers as to what I wanted, and we did a couple of trials,’ she says. ‘We gradually got to the best result. They got the flavour of what I wanted to get across.’ By working closely with Dr Pinder, the website design team reached a solution that met all of the client’s needs. The site helps them find the practice, and make appointments over the Internet. Not only is this latter feature much more convenient, it is also a more comfortable way for dental phobics to arrange a visit.

Extra features

The site was also designed with ‘links’ page, especially important considering the aim of the site. Now, Dr Pinder can give patients fast access to informative sites to help them come to terms with their fears. There is also a testimonials page so that prospective patients can read about the practice’s success stories. Since the comments are by other dental phobic patients, when they arrive in person for their first appointment.

One excellent benefit of working with Dental Design is the exclusive use of HD (high definition) animations accompanied by professionally written treatment text. Dr Pinder’s site has a section dedicated to ‘treatments’, allowing visitors to read extensive Q&A entries about topics including ‘crowns’ and ‘flossing’, with sharp images and smooth animations. With this unique combination of still and moving images, and straightforward text, dental phobic visitors can get a great idea of what is involved in each step of a procedure, and their fears will be assuaged.

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Dental Design created a site that was easy to navigate, with a concise layout. At www.dentist-for-phobics.co.uk, visitors are able to learn more about Dr Pinder herself, can view a map to Dental Design's services, please call 01202 677277 or email contact@dental-design.co.uk. To see examples of websites designed by the team, or to view HD treatment animations, visit www.dental-design.co.uk.

A boost to business

So how has the site helped Dr Pinder provide for dental phobics? ‘The site has taken off in a very big way,’ she says, happily. ‘It has directed a lot of new patients to me, a substantial amount of dental phobics.’ Dr Pinder stresses that this is an ongoing boost to her patient base.

For more information on Dental Design’s services, please call 01202 677277 or email contact@dental-design.co.uk.