The 10th Dimension... the power of 10

Ed Bonner and Adrienne Morris look at how best to reach your target market

In the early nineties, I opened a new practice. I placed an advertorial in a local freebie magazine telling readers what my practice was about. It cost me £1,000 but it brought me more than 100 new patients, so as a marketing tool it was nothing short of amazing.

When I started my next practice, I found advertorials a little less successful, because by then every dentist and his dog was doing the same thing and the idea had run its course. Truth is, if you can see the bandwagon, no point in trying to get on – you’ve missed it!

What to do? The Internet, of course! So, I built the new practice with a more innovative and attractive website, and that did very nicely for me.

But it’s nearly 10 years later, I’ve sold the practice and begun expanding my already burgeoning dental practice, health care consultancy as well as my alternate profession as an expert witness in prosthodontics. My main marketing tool is now the Internet, but the other guys are doing the same thing. I look around and come to the conclusion that I need a new, higher-tech more adaptable website.

Then he gives me a choice of design; complex, bright/dark, modern/classic. I make my selection and a font like. I select background pictures, which he allows me to test first before purchasing my choice whole sale. He copies and pastes the text which I have sent him by email, and by 5pm I have a brilliant, functioning website. There is still time for Tony to attend to the other requirement I have, for my dento-legaexpert witness activities. We have already discussed issues of style, so by 5.30pm I have not one, but two functional websites! (www.bonnerdentalexpertwitness.com).

I am delighted to inform you that Tony has extended the special offer to readers of Dental Tribune UK, so if you want to reach him directly, email him on tony@hypelondon.co.uk and see his site – www.hypelondon.co.uk – you won’t be disappointed.

NEW EVIDENCE FOR THE BENEFITS OF INCREASING BRUSHING TIME

To motivate behavioural change, it helps if patients understand the benefits of brushing for at least 2 minutes twice a day with fluoride toothpaste, compared to an average brushing time of around 46 seconds.

New research results from Aquafresh show that increasing brushing time:

- Significantly increases plaque removal
- Significantly increases fluoride uptake and enamel strengthening

**References**

AQUAFRESH is a registered trade mark of the GlaxoSmithKline group of companies.