edbonner@alplifecoach.com

The 10th Dimension… the power of 10

Ed Bonner and Adrianne 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 to be 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 an innovative and beautiful 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/healthcare consultancy as well as my alternative profession as an expert witness in prosthodontics. My main marketing tool? Still the internet, but the other guys are doing the same thing. So I look around and come to the conclusion that I need a new, higher-tech more adaptable website.

Other guys are doing the same thing and the idea had run its course. 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.1

New research results from Aquafresh show that increasing brushing time:

**Significantly increases plaque removal**

26% more plaque removal was observed with brushing for 120 seconds compared with 45 seconds. **

**Significantly increases fluoride uptake and enamel strengthening**

Surface microhardness (SMH) increased in a linear fashion over the period 30-180 seconds. **

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**References**

3. Zera DT, Goodby et al. The effect of brushing time and dentifrice on fluoride delivery in vivo and enamel surface microhardness in vitro. (manuscript submitted)

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