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 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 alternate 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. Plenty people out there willing to do it for me, but they all tell me it’s messy, time-consuming (at least three weeks) and costly (at least £3,000), and these days I count my money carefully.

And then, my life/success coach and business associate Adrianne Morris sends me an email from someone she met at a network meeting. Tony Sephton of Hype London will do exactly what I want and will do it in my presence so I can see how he does it and learn to do it all myself. He will take only one day over it, and at the end of the day, I will have a perfectly-formed website from which I can blog, YouTube, Twitter and what-all. 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-legal expert witness activities. We have already discussed issues of style, so by 5.30pm I have not one, but two functional websites. (www.bonnerdentalexpertwitness.com).

Offer for DTUK readers

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.1

New research results from Aquafresh show that increasing brushing time:

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

Recommend a great tasting fluoride dentifrice to encourage your patients to brush for longer, for increased fluoride protection and plaque removal

Significantly increases plaque removal

![Graph showing plaque removal](image)

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

Significantly increases fluoride uptake and enamel strengthening

![Graph showing enamel thickness](image)

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

References


About the authors

Adrienne Morris

is a highly-trained success coach whose aim is to get people from where they are now to where they want to be, in clear measured steps.

Ed Bonner

has owned many practices, and now consults with and coaches dentists and their staff to achieve their potential. Contact Ed at bonner.edwin@gmail.com, call 07776 660 1338 or email Adrienne at alplifecoach@yahoo.com.

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