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 advert 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 advertising was 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.

Plenty people will be willing to do it all for me. He will only stop when I am happy, he assures me he can deliver, and that is what he wants to do. I can even choose the design; minimal/detailed, simple komplex, bright/dark, modern/classic. I make my selection and a font for it all. 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 requirements I have, for my denio-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 less than 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:

1. Significantly increases plaque removal
   - 26% more plaque removal was observed with brushing for 120 seconds compared with 45 seconds²

2. Significantly increases fluoride uptake and enamel strengthening
   - Surface microhardness (SMH) increased in a linear fashion over the period 30–180 seconds³

References


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

About the authors

Adrienne Morris is a highly trained success coach whose aim is to get people from where they now are, 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.

Dental Tribune United Kingdom Edition · October 5–11, 2009