Dentists given new route into business

A new dental group has been launched which aims to help more than 100 dentists set up their own practice using a unique Joint Venture Model that allows Dentists to operate from a brand new practice for a minimum cash investment.

Dentist Direct offer dentists a route to running their own business, opening practices throughout the UK on prime arterial road locations with high visibility signage and car parking.

The company, spearheaded by award-winning dentist Dr Ken Harris, provides practitioners with the support of commercial experts to look after all non-clinical back office functions.

Dentist Direct has secured significant bank funding from Natwest to support the opening of 100 practices within the next five years. The finance is effectively pre-agreed for any qualifying dentist making the whole process as straightforward as possible. In addition, Dentist Direct have negotiated market leading prices on all equipment making the decision to come on board as a partner even easier.

The good news for dentists is that it's their own practice. If they decide to sell the practice at any point in the future, all proceeds are theirs.

CEO Paul Moore said: “We were inspired to set up Dentist Direct to provide outstanding service and value to the public utilising the latest dental techniques and technologies, we aim to make Dentist Direct the brand of choice for all patients.

“Dr Harris’ professionalism and award-winning dentistry and the way he cares about changing the lives of his patients inspired the team to give the public a higher level of dentistry at a price they can afford.”

Dr Harris added: “We understand that business requirements can create stress and take dentists away from their personal responsibilities. We want to support them with our unique opportunity for them to become their own boss while maintaining a healthy work-life balance.

“Within three months, together with support from Dentist Direct, practitioners could own a new practice fitted with high quality equipment, with the freedom to utilise their time how they want to, it’s a no brainer!”

As well as the support of highly specialised experts, each practice opened under the Dentist Direct banner will have access to revolutionary dental technology known as Waterlase.

The hard tissue laser technology allows dentists to perform many traditional dental procedures with less anaesthesia, while reducing patient anxiety, minimising pain and trauma and creating a more comfortable experience for patients.

Dentist Direct’s practices are run as a joint venture partnership, with individual practitioners making a small capital investment in return for their own fully fitted out facility, access to ongoing training and development and all the back office support they need on a daily basis.

Each of the partners will also have access to a state of the art dental academy, which is headed up by Dr Harris – winner of an impressive six awards at the 2011 Smile Awards including Best Conservative Ceramic Smile and Generosity of a Smile.

For more information, please see our insert within the magazine, or visit us online at: http://partners.dentist-direct.co.uk.
Despite advances in mobile usage and technology, the number of businesses investing in mobile websites is staggeringly low – dental practices, lower still. What kind of mobile experience are you offering your patients?

Thanks to the increasing complexity of smartphones, mobile websites are the best way to reach an increasingly tech-savvy audience. Available to us on the move, 24/7, our phones – usually glued to us – are the perfect device for getting the information we want, fast.

In any case, when I use my mobile phone I want to be directed to a mobile website – one that I can navigate and the draw the information I need from, with ease. Your patients will want the same.

Is your website mobile friendly?

Have you ever taken a minute to see how your website looks on your phone? Don’t make the mistake in presuming that if it looks good on a desktop, it looks good on a mobile, it’s very rarely the case. Take Apple’s inability to display Flash on any of its products – this will leave iPhone/iPad users with a blank white space in any place that Flash has been used.

Key in your address on your mobile, it’s the only fool-proof way to replicate what your patients are seeing when they view your site.

Get more from mobile

We need to stop sending desktop websites to mobile devices; designing for mobile is an opportunity to provide a vastly improved service for your patients:

1. Next level technology

Mobile phones boast inbuilt functionality that will make it easier for users to perform certain tasks – removing the need for manual steps:

   • Make calls: Smartphones allow users to automatically call a number when ‘tapped’ or ‘clicked’
   • See an address on the map: Users can find a location and automatically open the phone’s map application by simply clicking on an address
   • Find the nearest...: With built in GPS, users can easily identify their current location and seek out the nearest supermarket, cash machine or dentist!
   • QR codes (Quick Response codes): These unique matrix bar-codes readable by Smartphones are an excellent strategy for driving people to specific pages within your website

2. Quicker, easier info

Up to 80 per cent of the content available on your desktop website will need to go – serve your patients the information they need, in simplified format. They will predominantly be looking for any (or all) of the following four things:

   • Treatments available
   • Location
   • Contact details
   • Opening hours

The best thing about mobile? It’s superb value for money. For a one off cost of £750 + VAT, Dental Design can put you on the mobile map – and one call is all it takes. Speak to one of our team now on 01202 238 467 or visit www.dental-design.co.uk/mobile

The time for mobile is now

Amy Rose-Jones

Amy Rose-Jones is the Marketing Manager at Dental Design Ltd, the leading website design and marketing agency for the dental profession. With more than 10 years experience in a marketing capacity, Amy has helped hundreds of practices throughout the UK to build and develop a lasting web presence through a blend of creative and marketing skills.

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