Scanning the Spectrum

The A-Dec dealer sales meeting was the perfect occasion to launch a series of new products and brand positioning to the UK market. *Dental Tribune* was there.

So, what do you call a group of dental dealers? This was the question that occupied me as I made my way to a hotel in Hinckley, just a few miles from the Nuneaton HQ of our hosts for the next two days, dental equipment manufacturer A-dec.

General Manager Karl O’Higgins and his team were on hand to welcome a full house of attendees to the A-dec Dealer Sales Meeting. This was an intense event, ranging from presentations aimed at informing the dealer network about A-dec’s current position and future plans, to guest speaker Chris Barrow who gave his thoughts on the ‘state of the nation’ for the dental industry.

Product launch

You may be surprised at the thought of a gaggle (yes, that is my collective term) of dental press people at a dealer meeting, but invited we were and we were able to see the launch of two new product offerings as well as see more about the A-dec Spectrum of dental chair solutions.

First to be unveiled was the A-dec 200, a complete system packed with features for added accessibility and comfort - all at great value and within a neat compact package. Developed in conjunction with dental professionals around the world to offer a solution for the wide range of practice styles found in global markets. General Manager for A-dec UK, Karl O’ Higgins said: “As the new point-of-entry to the A-dec family of dental chairs and delivery systems, we knew that A-dec 200 would have big shoes to fill. Our systems have always been known for reliability. Even our entry-level systems have the reputation for durable performance with minimal down-time.”

‘Designed for success’

Fitting into the A-dec range of systems between Performer and A-dec 500, the A-dec 200 was launched with the tagline ‘Designed for Success’. Features include: four preset positions; double-articulating headrest; seamless upholstery; telescopic assistant’s arm and oversized tray; multi-axis light.

Karl added: “A-dec manages the full manufacturing process to provide dentists with the most reliable equipment possible. Just like our A-dec 500® and A-dec 500® systems, A-dec 200 allows every practice to enjoy the same quality and performance that dentists, dental schools, and healthcare institutions in more than 75 countries rely on day-after-day and year-after-year. It really is the right product at the right time and at the right price.”

Cabinetry

Another offering to be unveiled was a new range of cabinetry solutions. A-dec teamed up with cabinet manufacturers DentalStyle to create a range of ergonomic and versatile cabinetry designed to be used with the Zirc colour coded trays (see below). Ciaran Hynes, A-dec’s Operations Manager, discussed the company’s thought process behind the new range and
the attendees were separated into
groups to attend each session.

Three bagger
First up was Chris Barrow who dis-
cussed the importance of customer
service. Quoting the famous ‘three
bagger’ concept from Walmart
founder Sam Walton, Chris looked
at his nine ‘cardinal rules’ for de-
livering exceptional customer
service:
• Don’t ‘pass the buck’
• Develop a customer charter, and
broadcast it
• Don’t try to hide mistakes
• Be very clear when communicat-
ing with clients/patients and fol-
low it up in writing
• Don’t assume that clients/pa-
tients know as much as you do
even when they say they do!
• Ask yourself if you’re delighted
with your work. If you are not de-
lighted, how can you expect pa-
tients to be?
• ‘Walk the floor’ – be visible to
your team and patients
• Surprise people with follow up

calls
• Ask for word-of-mouth refer-
rals, these are the most cost ef-
fective way to grow your business

Next to present was Nicolle
Solveen, Vice-President for Sales
& Marketing at Zirc, a US-based
company specialising in the or-
ganisation and sterilisation of den-
tal instruments. The company’s
colour-coded system for the differ-
ent procedures in surgery is a con-
cept being embraced by A-dec and
was one of the concepts behind the
new cabinetry range.

Anti-Microbial
Nicolle discussed in more detail
why using colour-coded tubs and
trays could help reduce stress and
improve infection control mea-
ures within a dental practice. She
then walked through some of the
products, emphasising the use of
the anti-microbial agent Micro-
ban® in the manufacture of their
tubs and trays.

The third session was an over-
view of the A-dec spectrum, by
Eugene O’Malley and Mark Har-
ris (Territory Managers). This was
a chance for the attendee to ask
questions about each of the chair
solutions and get a feel for the dif-
ferences between each one.

The final session was split to
give further insights into surgery
design. Discussions centered on
best practice for infection control
and decontamination in practice,
a closer look at the new cabinetry
range and Karl O’Higgins giving a
practical look at ergonomics in a
dental surgery and how this can
improve working conditions for
the dental team and the experi-
ce of the patient.

Healthy competition
The day was then topped off by
a fantastic meal and a chance to
indulge in some healthy compe-
tition as a huge Scalextric track,

This event was a very intense
and worthwhile day, and a big
congratulations should go to the
whole A-dec team for organising
such a great event. Oh, and in case
you were wondering, my collective
term for a group of dental dealers
is a busyness!