

Practice essentials

Private Dentistry presents useful courses, and practice and management services for the practice

7CONNECTIONS

Lifecycle marketing is an effective concept when it comes to establishing and strengthening relationships with potential and existing patients.

The business experts at 7connections are delighted to be working with software giant Infusionsoft to help dentists establish and implement effective lifecycle marketing strategies of their own. Together they will help dentists:

- Attract new patients
- Capture leads
- Nurture prospects
- Convert sales
- Deliver and satisfy patients
- Upsell
- Increase referrals.

Infusionsoft has already shown the benefits of effective lifecycle marketing, with some businesses having experienced a 400% increase in revenue. Marketing support from 7connections and Infusionsoft will help dentists see the results they want with minimum time and hassle.

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- www.7connections.com



DENTSPLY IMPLANTS

More general dental practitioners (GDPs) are discovering that restoring implant cases can be good for their patients, practice and their career. For the most common implant treatments, the restorative phase can be completed by the patient's own dentist.

Training, support and a mini prosthetics kit are provided free through the Dentsply Implants 'RElax' programme.

Any GDP can now share in this growing multi-million pound business, without having to invest a great deal of time and money in learning how to place implants. Restoring their own implant cases can improve dentists' reputations and expand their income options, while maintaining and strengthening long-term patient relationships.

Dental implants can help patients eat, talk, laugh and smile with as much confidence as having their natural teeth. As stated on a British Dental Health Foundation patient information leaflet: 'Over the longer term, implants are usually a more cost-effective and satisfactory option.'

- 0113 834 3705
- implants.uk@dentsply.com
- www.dentists4implants.com



DPAS

When it comes to delivering practice-branded dental plans, not all companies are the same. DPAS offers flexible, comprehensive and effective dental plan support with no hidden charges, tailored to meet the needs of dentists and patients.

DPAS dental plans provide marketing consultancy, comprehensive practice-branded literature designed to promote dentists' plans clearly and consistently, as well as patient recruitment support and more – all designed to maximise patient take-up.

Every practice has its own dedicated customer services adviser, acting as a single point of contact for all practice and patient enquiries. They work alongside a network of local practice consultants that provide in-practice support, regular training and advice for new and long-standing clients.

A team of experienced DPAS practice consultants also conducts annual fee reviews to ensure fees are set at the optimum level, and will take care of all relevant communications with patients. Dentists also have access to an online web portal 24 hours a day, putting dentists firmly in control of dental plans. So, for comprehensive dental plan support to help take your practice to the next level, call DPAS.

- 01747 870910
- enquiries@dpas.co.uk
- www.dentalshowcase.com



ENDOCARE

When dentists need a high quality and trusted specialist centre to refer endodontic patients to, they need to look no further than Endocare.

Its friendly and highly experienced team has all the skills and expertise to deliver effective and successful endodontic treatment – every time. The clinic is committed to providing an outstanding level of service, so dentists can rest assured that patients are in the best possible hands, even if the patient is anxious or phobic.

Endocare will work closely with the referring dentist to ensure they are involved throughout the process. Endocare is also happy to provide any information or support the dentist may need, and can help with anything from the type of restoration best suited to a case to the appropriate timing and after-treatment care.

So, whether the patient needs a routine root canal or more complex endodontic microsurgery, Endocare acts as an excellent extension to the services that dentists already provide.

- 020 7224 0999
- www.endocare.co.uk



SIRONA DENTAL SYSTEMS

The damaged carnassial tooth of a lioness in Ree Park Safari in Ebeltoft (near Aarhus in Denmark) was restored using the CAD/CAM system Cerec.

The Danish zoo wanted to use the benefits of the chairside system that allows treatment in just one session for its animal patient.

The veterinary team was faced with a few challenges when operating on the 12-year-old African lioness, Naomi. Adult lions cannot be anaesthetised for more than two to three hours, meaning that the whole procedure needed to be completed in that period of time. Since extracting such a large tooth is difficult and lions need the carnassial tooth to be able to bite, a root canal treatment was carried out and the tip of the carnassial tooth was fitted with a crown.

- 0845 071 5040
- info@sironadental.co.uk



ZESTY

Grow the business, fill appointments, attract a steady flow of new patients and build the practice's online brand; join the Zesty 'revolution'.

Zesty, the online booking platform for a range of healthcare providers, represents an exciting success story. In just two years, Zesty has made booking an appointment online in minutes a reality. From dentistry to osteopathy and physiotherapy, patients can now search for and book an appointment in their area, quickly and conveniently.

Sign up to Zesty and dental professionals will get a simple way to fill appointments and last-minute cancellations by uploading empty slots directly onto the practice's page online. Patients get control, freedom and privacy while dental professionals get more people coming through the practice's door.

Currently offered in the Greater London area, Zesty will be rolling out across the UK in the next year, expanding to support more than 20 specialities.

- 0203 287 5426
- hello@zesty.co.uk
- www.zesty.co.uk

