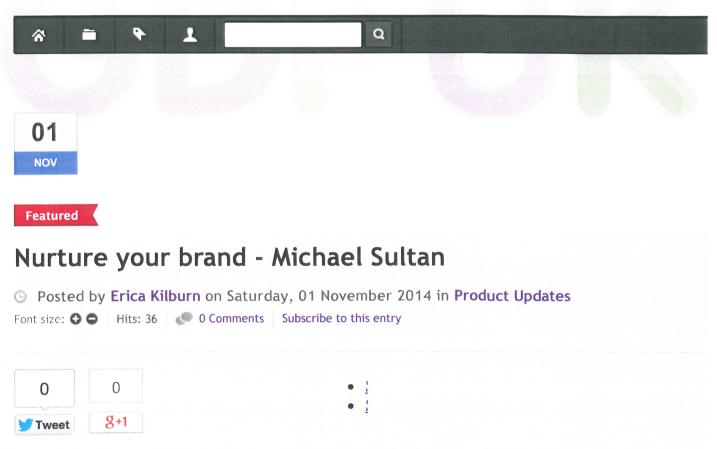




The GDPUK.com Blog

All that's new in the world of dentistry



To the outsider most dental brands would appear very similar; we all have parallel visions should look like and what the aesthetic of it should be.

The problem arises if people just see their practice brand as a tagline or a logo or an image and the staff won't buy-in to the mission statement and direction. Thus the brand could be

impact altogether.

Brand NHS

If you ask people about what makes Great Britain great, high up on that list is the NHS. At the greatest public healthcare system, and a world-changing phenomenon. But unfortunat brand hasn't been nurtured or allowed to grow.

If you ask dental professionals about brand NHS they would tend to say it's marred with ti bureaucracy and lower standards. Although the concept of the NHS is fantastic, it has lost lost its shine.

Brand Harley Street

Another divisive brand is that of Harley Street. Historically this comes with an image of clube best doctors and dentists in the world are housed, with the smartest consultants embed charm and style. Perhaps for the outsider it still has that charm, but what does it actually requirement to have any added qualifications to practice here, other than the capacity to

As a brand the name Harley Street is heavily protected, but what we think it signifies and two entirely different things.

Brand SmilePod

Recently I attended a meeting of a small corporate that has five practices. Incredibly they of staff from each practice to this meeting: every nurse, dentists, hygienist and reception their vision from conception to future developments, with everyone involved, sharing the

I thought that this was a brand that was growing and thriving. It wasn't just a logo or a tit that had a code and set of principals.

They had embraced the brand philosophy across the whole corporate and made sure that a board and 'on brand'.

You wonder how many other practices would do this: actively nurturing the brand by shari statement and the clarity of purpose and communicating this with the whole organisation.

Brand Endocare

At Endocare our brand is focused on our mission statement. We aim to provide a service to them of pain, utilising the best equipment to make a potentially stressful procedure more offering the best possible patient journey.

The Endocare brand has benefitted from being nurtured and has now grown away from pu mission has evolved to providing great healthcare, alleviating pain and suffering and truly

For further information please call EndoCare on 020 7224 099

Or visit www.endocare.co.uk

Dr Michael Sultan BDS MSc DFO FICD is a Specialist in Endodontics and the Clinical Dire qualified at Bristol University in 1986. He worked as a general dental practitioner for ! commencing specialist studies at Guy's hospital, London. He completed his MSc in Endworked as an in-house Endodontist in various practices before setting up in Harley St, admitted onto the specialist register in Endodontics in 1999 and has lectured extensive groups as well as lecturing on Endodontic courses at Eastman CPD, University of Londo with numerous dental groups and has been chairman of the Alpha Omega dental frater clinical director of EndoCare, a group of specialist practices.

