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Featured

Nurture your brand - Michael Sultan

Posted by [Erica Kilburn](#) on Saturday, 01 November 2014 in [Product Updates](#)

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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 look

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 unfortunately 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 too much bureaucracy and lower standards. Although the concept of the NHS is fantastic, it has lost its shine.

Brand Harley Street

Another divisive brand is that of Harley Street. Historically this comes with an image of clinical excellence where the best doctors and dentists in the world are housed, with the smartest consultants embracing charm and style. Perhaps for the outsider it still has that charm, but what does it actually require 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 what it is are two entirely different things.

Brand SmilePod

Recently I attended a meeting of a small corporate that has five practices. Incredibly they had a representative of staff from each practice to this meeting: every nurse, dentist, hygienist and receptionist. They shared 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 title that had a code and set of principles.

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

You wonder how many other practices would do this: actively nurturing the brand by sharing their mission 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 patients free from the fear of pain, utilising the best equipment to make a potentially stressful procedure more comfortable, offering the best possible patient journey.

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

For further information please call EndoCare on 020 7224 0991

Or visit www.endocare.co.uk

Dr Michael Sultan BDS MSc DFO FICD is a Specialist in Endodontics and the Clinical Director of Endocare. He is qualified at Bristol University in 1986. He worked as a general dental practitioner for 10 years before commencing specialist studies at Guy's hospital, London. He completed his MSc in Endodontics in 1991 and worked as an in-house Endodontist in various practices before setting up in Harley St, London. He was admitted onto the specialist register in Endodontics in 1999 and has lectured extensively to dental groups as well as lecturing on Endodontic courses at Eastman CPD, University of London. He has worked with numerous dental groups and has been chairman of the Alpha Omega dental fraternity. He is the clinical director of EndoCare, a group of specialist practices.



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