

Success at the Scottish Dental Show

THE DENTAL DIRECTORY

The Dental Directory had a busy stand at the Scottish Dental Show. Thousands of practices already use The Dental Directory for everything from consumables to cabinetry and delegates were able to discover just why people keep coming back: fantastic deals, customer service and a huge selection of products.

Facial aesthetics to oral hygiene

The Dental Directory also stocks specialist ranges for facial aesthetics, oral hygiene and orthodontics. With dedicated, knowledgeable reps who want to make dentists' lives easier

and save them money, The Dental Directory offers solutions to common problems, such as stock control and how to reduce the time spent ordering.

Quality is second-to-none and free next-day delivery is available on most items. Those who missed meeting The Dental Directory at the Scottish Dental Show can contact the team today and see how the practice can benefit.

- 0800 585 585
- www.dental-directory.co.uk



Treatment coordination training

DESIGNER DENTAL TRAINING

Designer Dental Training has announced the relaunch of its treatment coordinator manual that is said to be a blueprint and training aid for the treatment coordinator role.



The manual includes scripts, dialogue, tips, advice, instructions, techniques and much more. Designer Dental Training offers a range of one-day courses throughout the year including reception, introduction to the treatment coordinator role and also an advanced treatment coordination course.

Discounts on courses

The company also offers in-practice bespoke training for the whole dental team. The treatment coordinator manual is available to order online and is offered at a discounted rate for all Designer Dental Training course delegates. See the website for dates and testimonials from course participants. Treatment coordinator trainer, Jacqui Goss said: 'anyone who works in a front of house and a patient focussed role would greatly benefit from reading and using this manual. It is a workbook that can be used and referred to time and time again.'

- 01642 206106
- www.designerdentaltraining.co.uk

Reduce burdens of business

RODERICKS

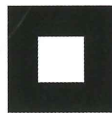
If dentists are looking to reduce the burdens of running a business in order to focus on dentistry, Rodericks has a solution.

Rodericks shares ethos and passion for excellence. Every practice within the group is dedicated to delivering first-class clinical and patient care, with quality training and outstanding service at the heart of everything they do.

Join the group

By joining the group, dental professionals can not only benefit from more educational opportunities but also enjoy

**rodericks
limited**



less administrative and regulatory responsibilities. Dental professionals will have the time and the resources to concentrate on what they do best

– providing excellent dentistry and services to all patients.

Owned and run by practising dentists, the team at Rodericks understands what it will take to retain and build on their practice's legacy and reputation and seeks to do just this. Rodericks will be pleased from those interested in joining the team.

- 01604 602491
- info@rodericksdental.co.uk
- www.rodericksdental.co.uk

Make the most of your marketing

7CONNECTIONS

7connections creates bespoke marketing services to enhance practice's marketing activities and maximise the practice's return on marketing on investment. This includes:

- Artisan Lifecycle marketing: an automated email marketing solution that combines exceptional software from Infusionsoft with the expertise of 7connections. Focusing on the seven key phases of lifecycle marketing, the comprehensive package could help dentists increase new business enquiry conversation rates from an average of 18% to 80%
- Magicbox: delivers a box of pre-designed and branded marketing tools to practice door including posters,



referral cards, TV loops, social media banners and patient smile evaluations. These solutions will help drive sales, boost referrals and increase revenue with minimal cost and hassle and the 12-month planner and tracker will ensure the

practice heads in the right direction

- Ultimate marketing academy: a one-year programme involving quarterly meetings and 24/7 access to the 7connections library of knowledge. They'll receive a personalised dental marketing strategy, alongside all the skills and support needed to implement it successfully.
- 01647 478145
 - phillippa.goodwin@7connections.com
 - www.7connections.com

Natural teeth for life experience

ENDOCARE

Endocare brings together a talented group of experienced endodontists who are ready and available to assist dentists and their patients with all aspects of root canal treatment. It believes in the benefits of endodontic therapy over extraction and it is passionate to ensure patients have their natural teeth for life.

When they refer to Endocare, patients are treated to a first class service and state-of-the-art facilities that come with the promise Endocare will do everything it can to save their teeth.

Private Dentistry July 2015



Diagnosis and treatment

Its expert team of endodontists are widely published and are dedicated to root canal treatment and the diagnosis and alleviation of dental pain.

Endocare will always communicate with the dentist at each stage of their patient's journey and will return them to the dentist pain-free, confident and happy with the quality of treatment they have received.

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

Take heed of restrictive covenants

GOODMAN GRANT SOLICITORS

The property experts at Goodman



Grant Solicitors

understand that practice owners and principals should be aware of restrictive covenants when undertaking property purchases, expansions or a change of use.

Restrictive covenants are frequently overlooked. However, if there is a covenant on a dentist's lease that restricts or controls activities, they could run into costly and inconvenient problems if they are found to be in breach.

Acquisitions to intellectual property

Goodman Grant Solicitors is one of the country's foremost law firms providing specialist legal services to the dental profession and has experts in every field relating to the industry, from acquisitions to intellectual property.

Those looking to buy, sell or lease a dental practice and want to avoid any nasty surprises due to restrictive covenants, make sure they seek out the expert guidance and advice of the specialists at Goodman Grant.

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- www.goodmangrant.co.uk