How To Get A Competitive Edge In Dentistry

Innovative Technology That Can Help Dentists Attract New Patients & Retain Existing Patients

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Thank you for downloading our free whitepaper, designed to help dentists find creative ways to attract new customers and better compete in the dentistry market.

According to data from the UK’s Office Of Fair Trading, there are approximately 29,500 dentists practicing in the UK. The recent economic downturn had a significant impact on dentistry, and in the near future “the provision of NHS dental treatment may face increased pressure from cuts in public spending.”

This means that it’s becoming harder and harder for dentists to attract enough patients to be successful. If your dentistry practice needs to attract more clients, the answer is to develop a competitive advantage or unique selling proposition.

**What is a competitive advantage or unique selling proposition?**

Imagine you’re reviewing brochures promoting several different dentistry practices in your area. You quickly notice that most of the practices offer roughly the same features and benefits - experienced dentists, full range of services, nice facilities, NHS dental treatment, etc. However, one of the dental practices stands out - they have something unique that the other practices don’t have. This is what marketers call a competitive advantage, or unique selling proposition (USP).

To be effective, a unique selling proposition needs to be:

- **Unique.** It needs to be something you offer that other dentistry practices to do not.
- **Desirable.** It needs to be something that really matters to a significant number of patients.

**Examples of successful USPs:**

<table>
<thead>
<tr>
<th>USP</th>
<th>Brand</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>We’re number two. We try harder.</td>
<td>Avis (rental cars)</td>
<td>Avis was the #2 rental car company in the USA. This slogan turned their disadvantage into an advantage.</td>
</tr>
<tr>
<td>You get fresh, hot pizza delivered to your door in 30 minutes or less or it’s free.</td>
<td>Domino’s Pizza</td>
<td>This slogan makes 4 marketing claims (fresh, hot, delivered, &lt;30 minutes) and offers a guarantee.</td>
</tr>
<tr>
<td>Travel better, cheaper, longer. Tips and tricks from a guy whose life is traveling the world on a budget.</td>
<td>Nomadic Matt</td>
<td>Website run by a guy who literally does little more than travel the world, spending as little money as possible.</td>
</tr>
</tbody>
</table>
Examples of bad USPs:

<table>
<thead>
<tr>
<th>Bad slogan</th>
<th>Objection</th>
</tr>
</thead>
<tbody>
<tr>
<td>The best dentist in London</td>
<td>Says who?</td>
</tr>
<tr>
<td>The #1 dentist in Cheshire</td>
<td>#1 based on what? Can you prove it?</td>
</tr>
<tr>
<td>Highly experienced dentists</td>
<td>Doesn’t every dentistry clinic claim this?</td>
</tr>
<tr>
<td>New waiting room chairs</td>
<td>Who cares?</td>
</tr>
</tbody>
</table>

5 Technologies Dentists Can Leverage To Gain A Competitive Advantage:

#1: **3D Printing & CAD/CAM**

> “I now had a big hole in a molar, too big for a filling. But, the dentist said, if I could spare an hour he could make a crown and put it in, right then and there.”

*Gina Kolata, The New York Times*

3D printing technology (or the very closely related term CAD/CAM - computer-aided design & computer-aided manufacturing) allows dentists to offer a unique benefit to patients - almost instantaneous fillings, crowns, implants, and more. Creating and installing a new crown - an operation that used to take weeks from start to finish - can now be completed in about an hour.

The benefits that CAD/CAM offers to patients are obvious, but only about 10% of dentists use in-house CAD/CAM technology. In other words, offering CAD/CAM technology to your patients means you’ll be offering them a benefit 90% of your competitors cannot offer.

Sirona controls 95% of the market share and has been selling their CAD/CAM product since the 1990’s. The system currently costs around $100,000 USD.

> “A crown seat appointment can really go one of two ways. It’s either going to be quick and easy with the crown dropping right in or it’s going to be a stressful experience for both the dentist and the patient when the crown doesn’t fit the prep ... the crummy feeling when those seating appointments don’t go as planned is among my least favorite parts of being a dentist.

This is among the main reasons I recently added a digital dental impression system, specifically the 3M True Definition Scanner, to the practice I opened in my home town of San Antonio four years ago.*

*From "Why I Made the Move to Digital Dental Impressions" by Dr. Joshua Austin, DDS*

**How it gives dentists an edge:**

- Makes certain treatments much faster and less stressful for the patient.
- Can be used in marketing campaigns as a distinguishing feature.
#2: **Digital Imaging & Intraoral Cameras**

If a picture is worth a thousand words, an Intraoral Camera is an invaluable tool for educating and explaining dental issues to patients. Intraoral cameras allow your patients to see exactly what you see, allowing you to better explain diagnoses and treatments to them.

**How dentists are using intraoral cameras:**
1. Give patients a guided tour of their mouth to educate them on dental issues and hygiene.
2. Give patients greater confidence in your diagnoses when they have no pain or visual cues to confirm the issue.
3. Take before and after pictures of a filling or other procedure.

**How it gives dentists an edge:**
- Gives patients greater understanding and confidence related to dental work.
- Can result in more patients agreeing to recommended treatments.

#3: **Diode Laser**

"Dental lasers have been commercially available for several decades and their popularity among patients is unparalleled. They are an exciting technology, widely used in medicine, kind to tissues, and excellent for healing."

*Dr Fay Goldstep & Dr George Freedman*

Among dentists, however, there has been a perception that dental lasers were too complicated and too expensive. That has changed with the arrival of the diode laser, making dental lasers cost-effective and usable for every dentist.

**How are diode lasers superior to older dental laser technology?**
- Compact - unit can be moved from room to room.
- Self-contained - no need to hook up water or air lines.
- Easy-to-use - comes with preset configurations for common procedures.
- Affordable - prices are now under $5,000 USD.

**How it gives dentists an edge:**
- Diode lasers offer more efficient, less stressful, and less painful treatment options for patients.
- Laser dentistry can be used in marketing campaigns as a distinguishing feature.

#4: **Social Media**

Gone are the days when social media was only for teenagers and college students. Social media has permeated every market segment and every industry, and it is becoming an increasingly important tool for dentists.

**How big is the social media phenomenon?**
- Nearly 50% of all the world's internet users actively use Facebook. [View source >]
- Over 70% of brands have a Google+ page. [View source >]
- More people ages 18-34 watch YouTube than any cable network. [View source >]
How can dentists use social media?

- **Position.** Just by simply maintaining an active social media presence, dentists can position themselves as a dental clinic that is modern and up-to-date.
- **Reputation.** 60% of consumers look at online reviews when researching a business. Unhappy customers or unscrupulous competitors may submit negative reviews which can significantly hurt a dentist's online reputation. Online reviews are unavoidable - technology-savvy dentists embrace this fact and implement strategies to attract positive reviews.
- **Educate.** Social media accounts can be used to educate past, current and prospective patients. Posting valuable, educational content is a way to deliver value to prospects and position yourself as a leader/expert.
- **Connect.** Social media can be used to connect with new potential patients.

**Recommended social media strategies:**

- Create social media accounts on Facebook and Google+. Consider creating additional accounts on Twitter, Youtube, Pinterest, or Tumblr.
- Regularly post informative, engaging content on your social media accounts.
- Do a search for your practice/name and determine which social media websites are being ranked in the top 10. Ask patients to leave positive reviews for you on these sites.
- Quickly respond to questions, complaints, and negative reviews online. Other prospects will notice that you quickly responded and attempted to assist the poster.
- Consider running social media contests or giveaways to reach and engage with new prospects.
- Publicize your social media accounts on your website, email signature, stationary, waiting room, and other venues.

**How it gives dentists an edge:**

Social media implicitly helps dentists gain a competitive edge by:

- Creating an image of greater accessibility and communication
- Improving marketing, helping to reach new clients
- Working to proactively increase online reviews and image

#5: **Low-Level Laser Therapy For Home Use**

The B-Cure Laser Dental Pro is a low-level laser therapy (LLLT) device that dentists can provide to patients for use at home. Utilized post-treatment, the device helps reduce pain and swelling, accelerates the healing process, and helps patients get back to their normal lives quicker. The device is simple, safe, mobile, and easy for patients to use. (It is a European CE Medical Device approved for dental usage.)

"After treating hundreds of patients over several years, Good Energies B-Cure Laser Dental Pro has a positive influence on the healing process of both the hard and soft tissues. Patients experience less pain, swelling and bruising - together with faster healing - and I have better peace of mind with regards to my patients' healing process."

*Dr. Avi Reyhanian, dentist and oral surgeon, Netanya, Israel*
How it works:
The B-Cure Laser Dental Pro uses an exceptional electro-optical mechanism to generate a fully coherent 4.5 cm² beam (unlike other portable devices).

The 250 mW power and full coherence of the 808 nM B-Cure Laser Light enables effective penetration of the laser beam deep into the tissues at levels only previously feasible in more expensive, full-sized soft-laser devices.

This offers dentists the ability to provide immediate and continuous treatment initially in the clinic and, later at home, enables fast, high-quality recovery. As a result, total healing time is lower than that of any other portable soft-laser device available.

How it gives dentists an edge:
The device offers several benefits to patients. As a relatively new introduction to the market, most dentists are not yet offering this device to patients.

- Reduces intensity and duration of pain
- Shortens healing period
- Increases dentist’s peace of mind regarding patient recuperation
- Portable device that allows safe continued treatment at the patient’s home
- Presents a highly cost effective solution compared to in-clinic devices

The following letters from Dr Avi R and Professor Moshonov illustrate the results B-Cure Laser Pro is achieving:
To whom it may concern,

May 1, 2013

My name is Dr. Avi Reyhanian. I am a dentist, GP, and own a private clinic in Israel since 1988. In 2002 I started specializing in Dental treatments with different Lasers:

Er:YAG (2949 nm)
CO2 (10600 nm)
Diode (810 nm, 940 nm)

I have been treating successfully hundreds of patients with the B-Cure Laser Device (808 nm) for the last 3 years, and last year I started using the Professional Model- B-Cure Laser Dental Pro.

Ever since I have been getting even better results in the treatments of Implants, Guided Bone Regeneration, Peri-implantitis, Soft Tissue Lesions, Deep Scaling, Gingivitis, Periodontitis and TMJ dysfunction.

The Dental Pro Laser Device has a positive effect on the healing process of the hard and soft tissue. There is less pain, less swelling, faster healing, and no side effects.

Dr. Avi Reyhanian
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My Name is Professor Yehoshua Moshonov, a dentist and specialist in root canal procedures for over 30 years. Today, I am also the Acting Head of the Endodontic Department at the Dentistry Faculty of the Hebrew and Hadassah University in Jerusalem.

As a dentist I am required to exert a great deal of effort and concentration which, over the years, leads to damage to various areas of the body such as the neck, the lower back and also the hands and arms.

Over time, pain develops in these areas to such an extent that there is a need to use medication and, in extreme cases, even orthopedic surgery.

Recently, I have begun to suffer strong pains in my wrist and thumb joint, this prevents me from holding the equipment I use for any length of time.

As a result, this has reduced the amount of time I can work at the clinic.

Over the past year, I became aware of a device that, happily, significantly eased the pains I felt in my hands.

This device is the B-cure Laser which is a low power level laser device. Exposure of the affected area for just a few minutes, a few times a day has significantly the pain with the result that I have been able to return to my full workload as a dentist.

As a result, I felt the need to try the device on other pains such as those in the mouth cavity, the area in which I work, and the area of the facial muscles and jaw joint. I therefore showed the B-cure to the Oral Medicine Department at Dentistry Faculty of the Hebrew and Hadassah University in Jerusalem where an initial examination of the device was begun on pain in facial muscles and the possibility of easing pain in cases of wounds in the mouth cavity. Initial tests showed that than many patients reported relief from pain. As a result, in the near future further tests and research will be begun.

I am convinced that in many of these cases, it is possible that the B-cure is a solution for patients suffering from these pains as well as for dentists suffering from hand or arm pains or pain in any part of the body where the ability of this device has been proven to help in the past.

Respectfully,

Professor Yehoshua Moshonov,
Endodontic Department at the Dentistry Faculty of the Hebrew and Hadassah University in Jerusalem.
We hope the information in this whitepaper will prove a valuable resource for your dentistry practice. We invite you to visit www.bcuredental.com to learn how dentists are using the B-Cure Laser Dental Pro to obtain a competitive edge.

Thank you for reading our whitepaper, How To Get A Competitive Edge In Dentistry. We would like to introduce you to our revolutionary European CE-certified device that helps patients "experience less pain, swelling and bruising - together with faster healing."

Read more at www.bcuredental.com