

In this edition

Welcome to the new-look SMILE Newsletter from Optima. Here's what you'll find in this edition...

Create

Feature article - staying competitive
Case study - Bayside Perio
Recent project photos

Equip

Getinge Quadro - fastest benchtop steriliser in Australia!

Service

New workshop - same legendary service

Supply

New warehouse - more stock!
New product launch - Transform trays
New product launch - BeeSure

How can dental practices stay competitive in a growing market?

SPRING 2015



Recent Project: ABC Dental - North Ryde, NSW

“A recent industry survey showed 44.7% of people used friends and family recommendations for choosing their current dentist.”

The power of word of mouth

In almost every aspect of daily life, consumers are given more options than ever before. Some industries have reached such a state of option influx that consumers feel overwhelmed, confused and even incapable of decision-making. As a result, we're now seeing consumer behaviour where the opinions of others are relied

upon more heavily than ever before – especially when it comes to choosing health professionals. A recent industry survey showed 44.7% of people used friends and family recommendations for choosing their current dentist and 63.7% said they would rely on recommendations when choosing a new dentist. These telling figures show just how powerful word of mouth can be for dental practices trying to find a competitive edge. (continued on page 3)



01

Feature article - staying competitive



Struggling to stay competitive in a growing market? In this article, we explore proven ways to stay on top of your game - every day!

02

News & updates



Optima makeover
Introducing our new brand



03

New products



New and improved warehouse
New product launches - BeeSure & Transform trays

04

Case studies & recent projects



Spring feature case study - Dr Binh Tran, Bayside Perio. And a look at some of our other recent projects.



How can dental practices stay competitive in a growing market? (continued)

“A great patient experience goes well beyond the chair.”



The power of word of mouth

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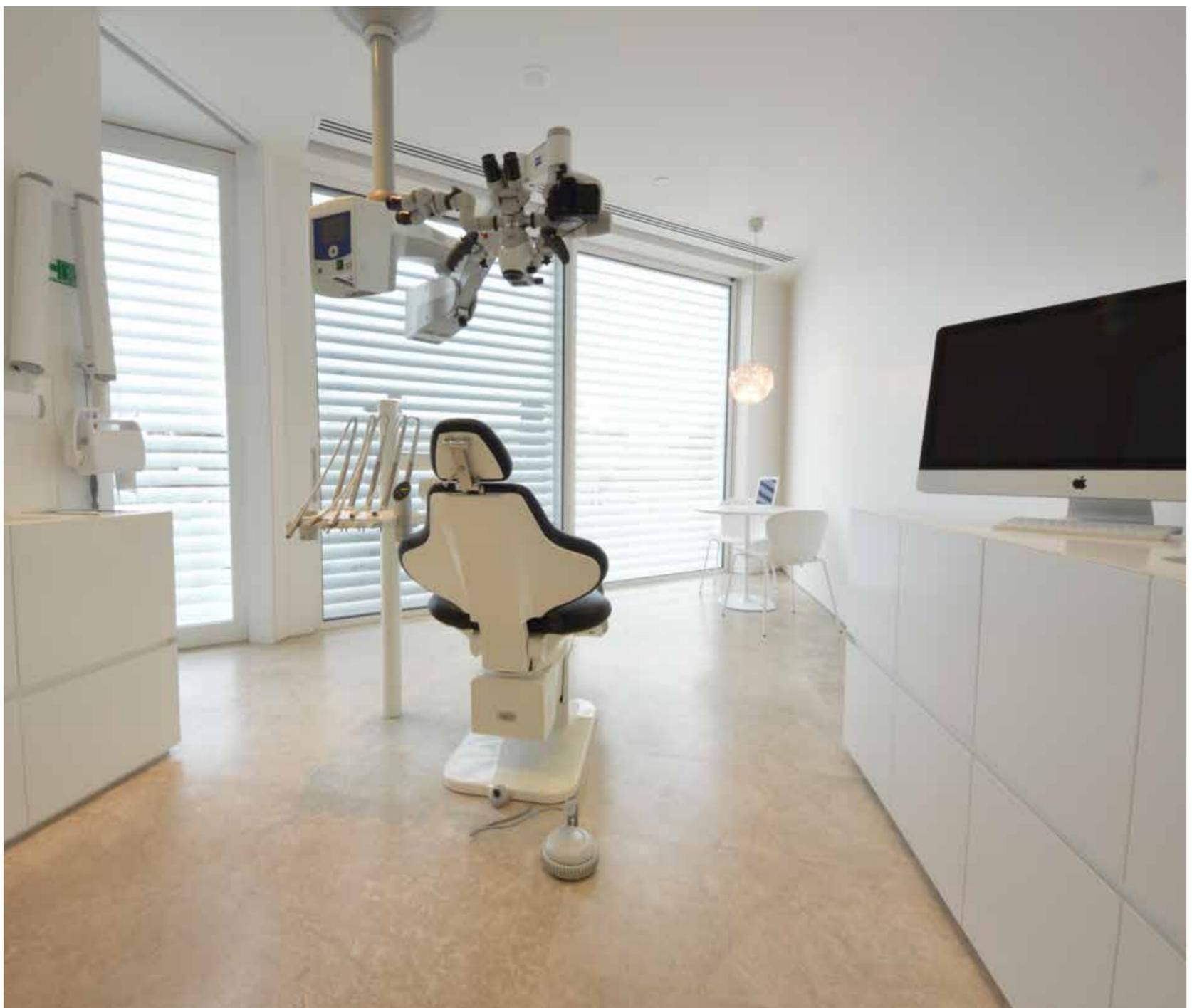
Factors such as staff, location and brand image all have their importance in creating a successful dental practice, but if the patient experience isn't the best it can be then those factors mean very little.

A great patient experience goes well beyond the chair. It can include a variety of considerations such as the environment they're stepping into – a practice's layout and design can instantly put patients in a positive frame of mind. Another impact can be the condition of equipment – when patients see state-of-the-art, well-

maintained chairs and equipment they feel at ease. Even seeing a practice run smoothly and professionally can make patients feel like they're in safe hands.

Many health professionals who are faced with increasing competition are now realising that rather than looking at what's going on around them, they should be focusing internally to create a patient experience that's worth talking about.

For dentists, creating healthy mouths is great for business. But encouraging talking mouths can be even better.



Prime Endodontics - Armadale, VIC

News and updates

GENERAL



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“We are still the same Optima you know and trust.”



A fresh look, an expanded offering and a new home.

—

They say change is as good as a holiday. All we know is, after 25 years of transforming dental clinics and reimagining workspaces, it was our turn for a makeover. We're here to announce a change to Optima's offering, as well as a fresh look and new head office.

Now located at 181 Station Street, North Shore, we have a purpose-built design studio and equipment showroom to go with our brand new offices. Feel free to drop in for a coffee and a chat sometime, we'd love to show you around!

The move into the new premises coincides with the launch of our 'four-dimensional' approach to our service, as well as a new look and feel to

our branding. With our supply service now fully operational, we're proud to say we can create, equip, service and supply our clients. It's a truly end-to-end solution for you, our valued customers.

Our offices may be new and shiny, and the supply service a welcome addition, but we are still the same Optima you know and trust – the same familiar faces (albeit a growing number of them!), the same excellent customer service, and the same passion for seeing your practice genuinely thrive.

If you're already a happy client of Optima, we'd like to thank you for your loyal support so far, and for the years to come. And if you're yet to experience our committed service and support, please get in contact and enjoy the journey as we redefine your dental space.



OPTIMA



CREATE



EQUIP



SERVICE



SUPPLY

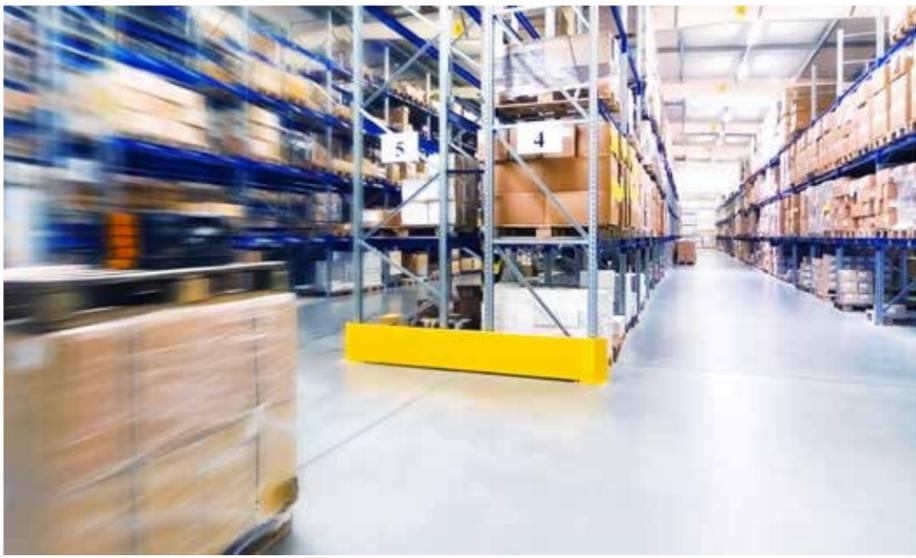


Our new brand

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Optima now offers a comprehensive, four-dimensional service. To celebrate our new offering we wanted some fresh branding too. The new logo represents our four dimensions, and the colours help distinguish between the different areas of the business – create, equip, service and supply.

While we're the same company you've come to know and trust, we think our new look better represents who we are and what we have to offer.



New warehouse - more stock

Our new warehouse allows us to hold greater levels of stock and operate faster and more efficient dispatch. Helping us in our quest for continued customer service excellence.

SUPPLY



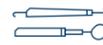
New product launch - Transform trays

Transform - heat mouldable impression trays.

- Adaptable to any shape
- Thermo-plastic
- Chairside mouldable in 60 seconds
- Single use
- Available now - optimahs.com.au



5



New product launch - BeeSure by EcoBee

EcoBee products are designed with both the environment and bottom line in mind.

Quality, guilt-free, single-use products without the premium price tag.

Available now - optimahs.com.au



Open to opportunities in rural Australia?

TAKE A CLOSER LOOK.

Dental relocation & infrastructure support scheme 2015/16 funding rounds:

7 September - 9 October 2015
22 February - 24 March 2016

Interested in a DRISS grant?
We can help! Call 1800 266 515

www.rhwa.org.au

Recent projects

CREATE



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Case study: Bayside Perio

Dr Binh Tran

—

When Dr Binh Tran needed to expand his successful periodontics and dental practice, he contracted Optima to design, construct, and oversee the project. He was looking for a full service, and according to Dr Tran, it was our "great portfolio, very reasonable prices, and engaging consultants," that put his mind at ease and allowed him to concentrate on his patients while we looked after the entire project.

Located in coastal Frankston, Bayside

Perio is a specialist practice, employing a team of highly trained experts to work across multiple rooms and dental procedures. A major component of our brief was devising the most efficient use of space and specialist equipment to ensure the best return on investment and a logical workflow area.

Providing a consistent look and feel across such a large and diverse dental centre required extensive consultation, planning, and sign off amongst multiple stakeholders. We worked with Dr Tran and his team for several months to ensure the new build adhered to both practical and aesthetic considerations, keeping in mind there were additional upstairs offices that needed to be subtle to medical professionals.

Bayside Perio was a major undertaking on all fronts, the work further complicated when base building works were delayed by bad weather and service connections, and our own teams had to simultaneously finalise interiors and equipment installation.

Despite these minor issues, the job was a huge success, and transformed a derelict house site into a functional dental practice and a showcase for modern, multi-service dental establishments.

A seamless mix of form and function, Bayside Perio was built from the ground up, increasing both revenue and customer satisfaction in the process.



GETINGE QUADRO

GETINGE
GETINGE GROUP

Sterilise more in less space and time.

Standard B-process in just 25 minutes, including drying!

Call OPTIMA now on 1800 266 515 or email info@optimahg.com.au for further information

ABC Dental - North Ryde, NSW



CREATE

iSmile Ortho - Bundoora, VIC



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Northern Dental Design - Preston, VIC



The back page



Sink your teeth into this...

As seen on Masterchef: Matt Preston's - Sweet Chili Chicken Thigh

Serves: 4

Method:

1. Combine chicken, sweet chilli sauce, garlic, ginger, coriander stems, sesame oil and salt in a ziplock bag. Seal bag and gently massage the flavours into the chicken. Set aside, to infuse, in the fridge for minimum of 2 hours or overnight.

2. Preheat oven to 180C.

3. Transfer chicken and all marinade ingredients into a large baking dish.

4. Place in the oven to roast until the chicken is cooked through, sticky and caramelised, about 25-35 minutes. Remove from oven. Scatter with coriander leaves and kaffir lime leaves.



Ingredients:

- 8 boneless, skinless chicken thigh fillets
- ¾ cup sweet chilli sauce
- 2 cloves garlic, crushed
- 1 teaspoon finely grated ginger
- ½ bunch coriander, leaves picked for garnish, stems scraped and cleaned
- ½ teaspoon sesame oil
- 3 kaffir lime leaves, finely sliced, for garnish
- salt, to taste

For more mouthwatering recipes visit:
<http://tenplay.com.au/channel-ten/masterchef/recipes/>

Sudoku

Fill the grid so that every row, every column and every 3x3 box contains the numbers 1 to 9

Easy

		8	6	9				
	7	2			8			
	5	6	7		4	3		8
8			9	5		6		
2				3				5
		7		4	2			1
4		9	2		1	8	5	
			5			4	6	
				7	9	2		

Medium

							3	
			9	7	4		8	
1	2	7				4		
3			7	1			5	
		8	3	4	9	7		
	7			5	2			4
		3				5	7	6
	6		5	9	3			
	5							

SERVICE



“More efficient and faster at turning around your repairs.”

New & improved workshop

With our new image and new home comes a new and improved, state-of-the-art workshop. With more room for repairs and spare parts stock holdings, we can be even more efficient and faster at turning around your repairs.

We understand time without your equipment is time without business, and this is yet another move for us to get your patients back in your chair in the quickest time possible.

Low on supplies? We have you covered.

Order before 3pm for same day dispatch.

OPTIMA

1800 266 515 optimahs.com.au