

# SMILE:D

Optima Newsletter - Edition 33

## In this edition

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

## Create

Feature articles  
Case study - Southern Cross Smiles  
Recent project photos

## Equip

ANCAR - Series 3  
Suniray2- Digital imaging

## Service

Welcome - new technical service manager

## Supply

New brand - Harmony  
New product launch - Suni Monthly Specials

## Your business: about more than just mouths

SUMMER 2015/16



Recent Project: Bayside Perio - Frankston, VIC

“If you pride yourself on personal service, make sure this is evident everywhere”

### Your business: more than just mouths

Patients come to you because you're the expert on their smiles. You've studied, trained and honed your skills, and you now you have a practice of your own. So, what happens when it's no longer just about mouths, but about running a business too?

Here are a couple of ideas that will help ensure your business runs as smoothly as your dental work does.

### Have a vision.

Think about WHY you are doing this. What makes you get out of bed in the morning? What do you want your practice to be remembered for? Once you've answered these questions, you can ensure the decisions you make – from the look and feel of your practice, to the way you speak to customers and the workplace culture you create – stays true to your brand. For example, if you pride yourself on personal service, make sure this

(continued on page 3)



# 01

## Feature articles



Feature article - Your business: about more than just mouths.

Feature article - Look ahead with your feet, not just your eyes.

# 02

## News & updates



Introducing our NEW website  
Holiday closure - dates & information



# 03

## New products



New product launch - Suni  
New brand - Harmony  
Welcome to our new team members



# 04

## Case studies & recent projects



Summer feature case study - Southern Cross Smiles. And a look at some of our other recent projects.



# Your business: about more than just mouths (continued)

is evident everywhere. Start letters with 'hello' instead of 'dear' and record interesting details your patients might tell you (they just bought a puppy, they're planning a trip to Italy, they hate the taste of mint) so when they're next in and you ask about that puppy, they feel welcome and special.

A consistent brand experience builds confidence and trust, and makes you more memorable too.

Give the customer what they want.

Consider the patient experience, end to end. What do they see when they walk in the door? How do they feel when they leave?

No one will be able to tell you this better than your customers themselves. So ask the right questions, and listen hard to the answers. Customer insights are invaluable to how you run your business.

Ask the experts.

You probably called a specialist like Optima in to build and fit out your practice because

you knew it would yield a vastly better result than any DIY job. Quality, speed, experience and professionalism are just four advantages of calling in the experts. There are other less obvious areas where calling in external help can be just as valuable. Business coaches, marketing specialists, staff trainers... they are all experts in their field and have immeasurable experience in making sure businesses just like yours run as successfully as possible. ♦

GENERAL



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## Look ahead with your feet, not just your eyes.



### Look ahead with your feet

Taiichi Ohno, the man considered to be the father of Toyota's production system, said "Don't look with your eyes, look with your feet... people who only look at the numbers are the worst of all." Ohno was referring to the movement that's needed for growth. And at the basis of that is the desire for continual improvement. In an industry that both services people and uses technology, things are always changing – because people and technology are always changing. To ensure your practice is running as efficiently and successfully as possible, look at creating an 'ideas culture' among your team, so you can continue to improve and move forward. Nothing will ever be perfect. All you can do is just keep moving towards it. Because progress

is its own kind of perfection.

#### Encourage bold thinking.

Live by the old adage 'there are no bad ideas'. If your staff think they can voice feedback and ideas without judgement, they will more likely to do so – and will also be more likely to come up with something great. Just don't expect every idea to be perfect.

#### Offer time and space.

Provide time and resources for your staff to formalise their feedback and come up with some solutions. This will force them to be more aware of how they work, and think about ways to improve processes and workflows. Putting a framework around

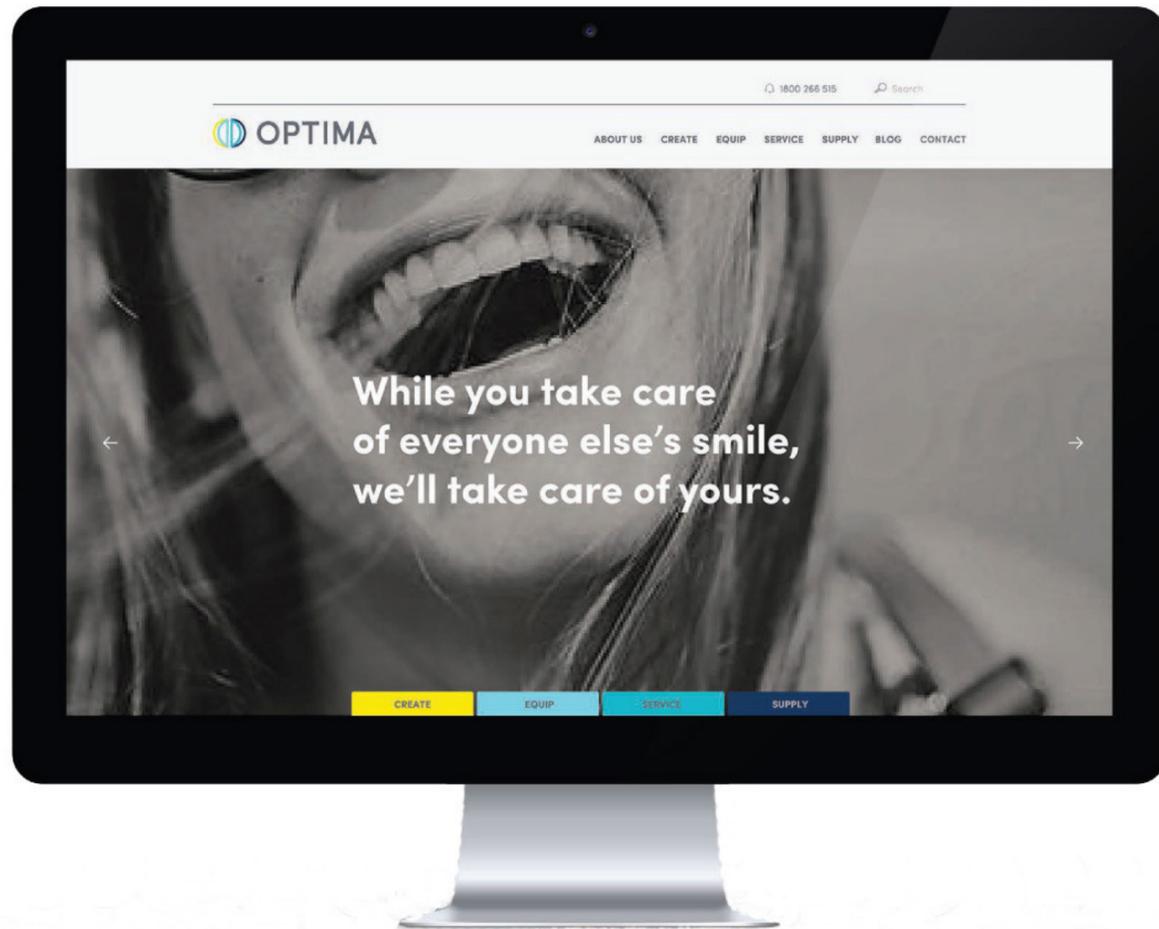
this – such as setting aside time in their diary, having team meetings or setting up a forum – lets them know you're serious about hearing their ideas, and that you value their input.

#### Act.

If someone voices a good idea, be sure to act on it. Their motivation to think creatively will start to wane if they feel as though their ideas will never come to fruition. And besides, if you are being provided great ideas for improvement and progress, why wouldn't you take them? ♦

# News and updates

GENERAL



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“We never do anything by halves”



## A new website completes the re-brand.

We never do anything by halves, so to match our fresh branding and new premises, we set about creating a new website to match. After a few months perfecting it, it's ready to launch!

Now, as soon as you head to [optimaghg.com.au](http://optimaghg.com.au), you'll be able to get a feel for our four-dimensional approach of create, equip, service and supply, and read about our offerings further. It's cleaner and easier to navigate, and the comes at the perfect time as we head into a fresh new year.

There's also our updated blog where we can comment on developments in the industry, and share our knowledge with you.

We're excited by the launch of our new website, and we hope you enjoy it.



## Summer closing dates

Seasons greetings from all of us at Optima. We thank you for your continued support and we look forward to working with you in 2016!

**Closing: December 17th at 5pm**  
**Opening: January 4th at 6am**

If you require emergency service or supplies, please email [support@optimahg.com.au](mailto:support@optimahg.com.au)



**Optima brings Suni to Australia**

The world's number one sensor is now available to you, thanks to Optima's exclusive distribution arrangement with Suni. The latest SuniRay2 product continues Suni's commitment to exceptional digital sensor design.



**A new level of Harmony**

We are excited to announce the launch of our new brand of consumable products, called Harmony. The range includes paper towels and sterilisation pouches, with more products to come in the near future. All offered under the promise of reliable, consistent and cost-effective solutions for your peace of mind.



SUPPLY

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**Tracy Caporusso**  
Interior Designer



**Vedika Mathur**  
Architect



**Seth Reynolds**  
Account Manager



**Welcome - new team members**

We are delighted to announce three additions to the Optima team. Tracy & Vedika join our create team and Seth our supply team. Welcome to the Optima family Tracy, Vedika, and Seth!

# Keen to relocate and set-up practice in rural Australia?

**TAKE A CLOSER LOOK.**

[www.rhwa.org.au](http://www.rhwa.org.au)

Dental relocation & infrastructure support scheme  
2016 final funding round:

22 February - 24 March 2016

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

# Recent projects

CREATE



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## Case study: Southern Cross Smiles

### Dr Ruchika Sharma

Southern Cross Smiles in Melbourne's Docklands pride themselves on providing superior dental care, using the latest technology, all under the values of integrity and care. So, when it came to building a new fit-out for their busy central practice, they chose Optima for the job, as they know we share the same values.

Practice owner, Dr Ruchika Sharma,

had partnered with Optima previously for another clinic in South Morang. Having experienced the quality and professionalism of the service before, her decision was easy this time around.

"Optima is a one-stop-shop for us. We give them our vision and they implement it from start to finish with no headaches," she said.

Dr Sharma chose the flagship Ancar Series 5 chair to be her main chair at this clinic, which gives Southern

Cross Smiles a technologically advanced feel, to match the rest of the design.

With this project, the site also came with some challenges, including an irregular layout shape with structural columns to negotiate, as well as planning hurdles with building management, but after some solid creative thinking, the team triumphed and Dr Sharma was relieved to have us on her side: "Optima looked after us well and solved everything for us."

# suniray2



10 x Durable. Maximal Image Quality.  
Minimal Radiation Exposure.

SUNI

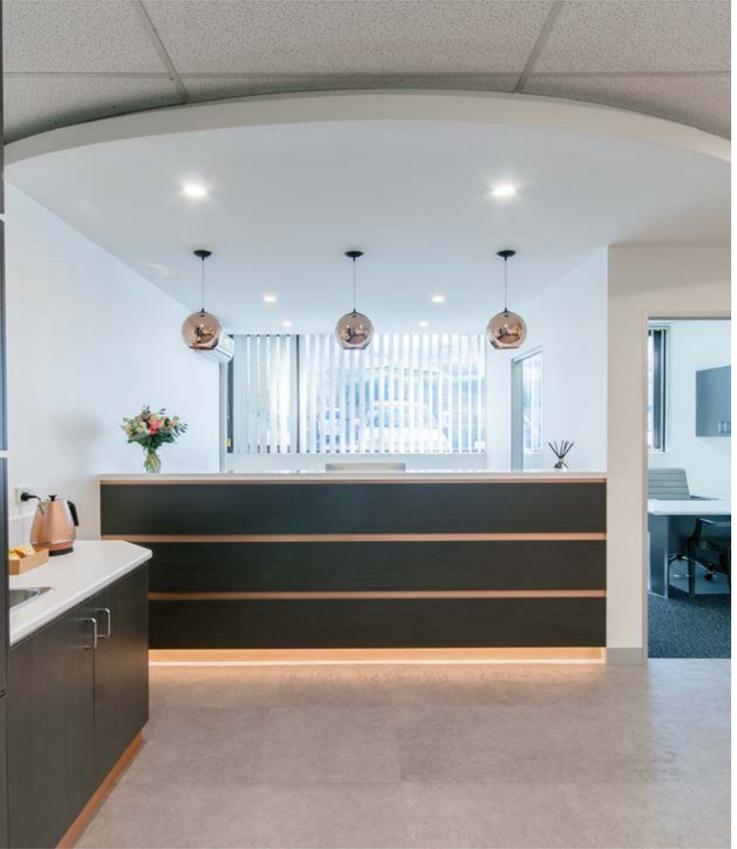
Call OPTIMA now on 1800 266 515 or  
email [info@optimahg.com.au](mailto:info@optimahg.com.au) for further information

Smile Avenue - Box Hill South, VIC



CREATE

The Orthodontic Place - Kent Town, SA



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Clover Dental - Brunswick, VIC



# The back page



Cool off this summer with a...

## Long Island Iced Tea\*

Serves: 2

Directions:

Fill a cocktail shaker with ice. Pour the vodka, gin, rum, tequila, triple sec, and lemon juice into the shaker. Cover and shake vigorously to combine and chill. Pour the mixture, ice and all, into 2 glasses or beer mugs and top off with the cola. Garnish with lemon wedges. Serve. Enjoy!



Ingredients:

- 2 cups ice cubes
- 1 ounce vodka
- 1 ounce gin
- 1 ounce white rum
- 1 ounce white tequila
- ½ ounce triple sec
- 2 tablespoons freshly squeezed lemon juice
- ½ cup cola, or to taste
- 2 lemon wedges



\*Over 18 only - Drink responsibly

For more refreshing recipes visit:  
<http://www.foodnetwork.com/recipes.html>

## Sudoku

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

Easy

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

Medium

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

SUPPLY



### Monthly Specials

Be sure to keep an eye out for our monthly specials on supplies and small equipment in your letterbox (and email inbox). There are plenty of new products and great savings to be found. Contact us if you want to know more or visit: [optimahs.com.au](http://optimahs.com.au).

## Ancar Series 3 Touch Expert

Call OPTIMA now on 1800 266 515 or email [info@optimahs.com.au](mailto:info@optimahs.com.au) for further information

