

## In this edition

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

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Case study - Bays Dental  
Recent project photos

## Equip

NSK Sale  
SUNI - intro offer  
NEW - Ancar Chair

## Service

## Supply

New product - SilkSkin gloves

Australia 📞 1800 266 515 ✉ info@optimahg.com.au

New Zealand 📞 0508 336 832 ✉ info@optimahg.co.nz

# 6 Tips for running a successful dental practice

SPRING 2016



Recent Project: The Smiling Orthodontist - Adelaide, SA

“it's so easy to become so caught up in the day-to-day operations that you forget about the other vital element of a successful dental practice: an exceptional patient experience”

## 6 Tips for running a successful dental practice

Owning and running a dental practice is definitely no walk in the park. Although you excel at providing your patients with superior oral health care, it's so easy to become so caught up in the day-to-day operations that you forget about the other vital element of a successful dental practice: an exceptional patient experience.

Here are 6 tips to help you redefine your patient experience:

### 1. Identify your point of difference

In order to truly establish your practice as the leading oral health care provider in your

area, you must identify, market, and protect your unique competitive advantages. Whether you offer an expansive array of oral health services or emphasise a certain specialty, your distinct perspective has the power to attract and retain a high volume of patients.

To make the most of these attributes, you need to consistently promote them throughout all of your dental advertising campaigns and patient interactions. Consider proven methods that highlight what sets your practice apart. Uniquely customised dental newsletters, brochures and social media content are just a few of the ways you can engage with potential patients, build awareness of your practice and what you offer, and promote your business as the authoritative choice in the region. (continued on page 3)



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## Feature articles

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Feature article - 6 Tips for running a successful dental practice

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## New products



Introducing the new ANCAR Series 7  
Product spotlight: SilkSkin Gloves



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## News & updates



Social media - OPTIMA is on!  
Introducing NZ consulting team  
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## Case studies & recent projects



Spring feature case study - Bays Dental. And a look at some of our other recent projects.



# 6 Tips for running a successful dental practice (continued)

## 2. Build practice culture

Once you've figured out what sets your dental practice apart, it's time to dive a little deeper and discover your practice culture. Believe it or not, your practice culture already exists—you just need to identify it. It's in your personality, your leadership style, your values, your behaviours, your expectations, and the way staff members communicate with each other and with patients. Essentially, it's how you run your dental practice. Even your practice decor and physical environment play a role in your practice culture. When fine-tuned, your unique way of doing things has the power to increase efficiency, attract quality staff, and keep patients coming back for more.

To develop and strengthen your practice culture, involve your team. When each employee is working towards the same objective, they'll be happier and more caring and your dental practice will thrive!

## 3. Expand your offering

When it comes time to grow your patient base, think of ways you can expand your services to improve value, strengthen your competitive position, and engage the interest of prospective patients. Maybe your production potential is limited by the size of your current dental practice, and you're thinking of moving to a bigger space or including additional practitioners. Maybe you're interested in improving your practice's accessibility. Or maybe you're considering introducing other specialists to meet your community's growing needs.

Whatever route you're considering, make sure you don't overextend your practice! By striking the right balance of state-of-the-art technology and uncompromising quality, you will become a successful dentist with a strong reputation, loyal clients, and maximised profits.

## 4. Engage and engage again... and again

For a dental practice, nothing matters more than being able to count on a set of loyal patients who regularly visit and who would recommend the practice to their friends and family. After all, retaining existing patients is substantially less expensive than having to put in the effort to acquire new ones. But retaining existing patients requires more than just offering passable service, convenient hours, and an easy-to-access location. It's about engaging patients, reaching out to them on an emotional level, earning their trust, and creating relationships that last.

Thanks to today's digital age, there are countless opportunities for dentists to not only reach out to existing and prospective patients, but to also connect with them on an ongoing basis. Through cross-channel marketing, which includes a mix of direct mail, social media and email marketing, it's never been easier to remain at the forefront of patients' minds, show them you truly care, and become the most successful dentist you can be.

## 5. Improve patient referrals

When it comes to growing your patient base, nothing beats a word-of-mouth referral. A trusted recommendation from a friend, family member, colleague or even the internet can be the sole reason why a patient chooses your dental practice over another.

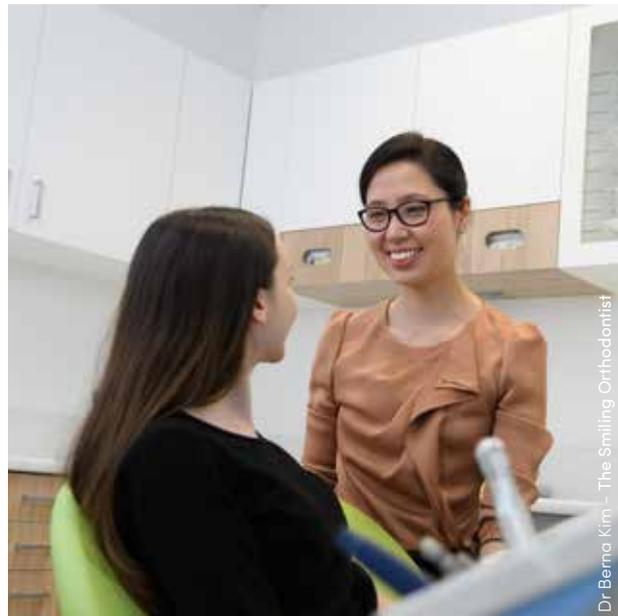
As great as patient referrals are, existing patients are busy with their own lives and don't often think about supporting and growing your business. So, to help encourage patients to tell others about your services, you'll need to be proactive in asking for patient referrals. There are many ways to improve patient referrals but whichever referral method you choose, don't forget to follow up and follow through!

## 6. Training is key

A patient's experience begins with their first point of contact, which is most often a receptionist or another member of your reception team. In fact, your reception team is your practice to new patient callers. Their professionalism, attitude, and communication skills all leave a lasting impression on patients—an impression that can make or break your dental practice.

That said, professional training and continued education are essential elements of how to run a dental practice. Make sure that each person who greets and works with your patients, either in person or over the phone, is trained to make the most of each patient interaction.

To wrap it all up, the way you manage your dental practice leaves lasting impressions on your patients and significantly impacts your retention rates. It's crucial that you remain organised, stay on top of best practices, and learn how to run a dental practice with patients at heart. ♦



Dr. Berna Kim - The Smiling Orthodontist

# News and updates

EQUIP



**Ancar**

“the Series 7 continues the perfect union between functionality, durability, ergonomics and pure aesthetics.”



#### Ancar Series 7

The ANCAR Series 7 chair and unit is the latest edition to the ANCAR family of exceptional dental units. With the ANCAR Mantra “MADE WITH HEART” at the forefront of the design, the features of functionality and efficiency radiate from this state of the art dental unit making it undoubtedly the best choice for today’s busy dental professional.

With its genuine 90° Knee break, the new Series 7 chair has

delivered ease of access for elderly and disabled patients. Whilst the minimalist footprint ensures even the tightest of surgeries feel more open and spacious.

As with all of the ANCAR range, the Series 7 continues the perfect union between functionality, durability, ergonomics and pure aesthetics.

The ANCAR Series 7 range will be available from OCTOBER 2016.

Call for more info: 1800 266 515

SUPPLY



**\$66.00**  
+GST  
per carton



#### The new SilkSkin gloves are like heaven for your hands

While you look after the comfort of your patients, the SilkSkin Sericin Complex Glove will look after your hands. Coated with silk fibres from the silkworm, the gloves feature natural moisturising properties, anti-aging UV protection, wound healing methionine and cysteine to promote cell growth and collagen synthesis.

This special type of silk is naturally produced by the silkworm in order to create its cocoon, and has been used for its skin protecting, hydrating, healing and brightening qualities for more than 3500 years.

Order yours today!





### Social media

We are now on Facebook and LinkedIn! Follow us for industry insights, breaking news, motivation and excellent tips for taking your practice performance to new heights!



[facebook.com/optimahg/](https://facebook.com/optimahg/)



[linkedin.com/company/optima-healthcare-group-pty-ltd](https://linkedin.com/company/optima-healthcare-group-pty-ltd)

## Ab

### Introducing NZ consulting team

Do you know who we are? That's it! The friendly consulting crew from NZ delivering the full OPTIMA offering on the other side of the Tasman Sea!

Call us today: 0508 336 832



**Jono Stewart**

Executive Consultant



**Glenn Hoyle**

Executive Consultant



**Geoff Stewart**

Project Consultant



**Claire Walker**

Architect / Design Director



### Introducing New Team member

Welcome Claire Walker! Claire joins our team as Design Director / Architect and brings with her a wealth of experience in creative design and industry knowledge. She is an avid surfer, fitness junkie and snowboarder in her spare time, but whilst she is at work she lives and breathes creativity and design flare.



September Special

# ORAL HYGIENE

30% off



November Special

# HIGH SPEEDS

30% off



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

# Recent projects

CREATE



## Case study: Bays Dental

### A modern sanctuary created for Auckland's Bays Dental

On Auckland's North Shore, Bays Dental opened up a new practice with the help of Optima's Create team to design and fit out the space. The father-daughter duo of Dr Inah Mundy and Dr Young Kim had visions of a nature-inspired, elegant and state-of-the-art practice, and seeing our work on a nearby surgery knew we were the perfect team to transform the vision into a reality.

"Optima reflected it perfectly," says Dr Mundy. "They completed everything

on time, and explained it all thoroughly. After-care and advice continues even after the completion of the project."

### Making the best of the natural assets

Our team made sure to use the natural light available in the building to create a bright, modern space with an abundance of nature's elements throughout. This results in a practice with an overall feeling of professionalism and serenity. We worked within the constraints of the building, blending existing structures into the design as if they were always meant to be, and communicating with existing tenants, landlords and the council to ensure a

smooth transition for everyone.

### Completed to the same level of quality and care we're renowned for

We're thrilled to have created such a beautiful and functional space for Dr Mundy and Dr Kim. Their workspaces are efficient, easy to use and expertly equipped, and their patients are welcomed into a calm and pleasing environment.

"They know what they're doing!" said Dr Mundy, clearly just as thrilled by the end result as we were. ♦

# CREATE



We specialise in transforming workspaces  
and redefining what a modern dental practice  
should look like.

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

Diviach Dental - Altona North, VIC



CREATE

Greytown Dental - Greytown, NZ



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The Smiling Orthodontist - Morphett Vale, SA



# The back page



Indulge in this mouth watering recipe this Spring...

## Roast Lamb with Garlic & Rosemary

Serves: 12

Method:

1. Preheat oven to 180 degrees C.
2. Cut slits in the top of the leg of lamb every 3cm apart deep enough to push slices of garlic down into the meat. Sprinkle salt and pepper generously all over the top of lamb. Place several sprigs of rosemary under and on top of the lamb.

3. Roast until the lamb is cooked to medium well. Do not overcook as the flavour is best if meat is still slightly pink.

Tip: As a rule, roast a leg of lamb for 15 minutes per 500g, plus 10 minutes more. Allow it to rest for a good 15 minutes before serving to ensure the juices redistribute, making a perfect roast.



Ingredients:

- Fresh rosemary sprigs
- Salt and freshly ground black pepper, to taste
- 4 cloves garlic, sliced
- 1 whole leg of lamb, about 2 to 3kg

For more mouth watering recipes visit:  
[www.allrecipes.com.au](http://www.allrecipes.com.au)

## Sudoku

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

Easy

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

Medium

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

GENERAL

8



### EviDent Foundation

OPTIMA is a proud supporter of the eviDent foundation! Are you?

eviDent is a dental practice based research network and an exciting initiative of the Australian Dental Association Victorian Branch Inc. and the Oral Health Cooperative Research Centre. eviDent aims to encourage

relationships between practitioners and academic researchers. By building research capacity to produce and use evidence, eviDent facilitates and supports dental practices to produce and disseminate evidence which can translate into practice and inform policy. eviDent is committed to addressing issues of importance and relevance to ADAVB members, industry and research institutions.

Learn more: <http://www.evident.net.au/>

# suniray2



## Special introductory offer

SIZE 1

**\$8,770.00 +GST**

SIZE 2

**\$10,000.00 +GST**

### Kit Includes:

- Sensor
- Trollbite Kimera Kit
- 2 User Licences
- Sensor Sheaths
- 2 Year Warranty

**FREE SOFTWARE**  
Valued @ \$1,000

Offer valid until November 30th

The next wave of the world's #1 sensor.

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