



# Connection

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We are open; together we will overcome!

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We are here to help you!

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# We are open; together we will overcome!



## PRESIDENT MESSAGE

We look forward to seeing our dentists again. We have missed you. Our community has been through a lot over the last few months, and we are all adapting to a new environment where safety is of utmost importance. At Orthodont, infection control has always been a top priority.

While we have been away, we have focused on education by attending many webinars, but have also worked on adding additional safety measures to make the lab safer and more secure. We do this for your protection and the protection of our employees and the community at large. Our infection control procedures are current and comply with the new stringent Health Canada's guidelines and the provincial regulatory bodies recommendations to mitigate the risk of the COVID-19 virus.

The following represent the lab's safety measures that we are implementing. Our lab will continue following the infection control guidelines and recommendations made by the Health Canada.

### **We will be maintaining proper physical distancing.**

1. We will maintain a daily record of screening results for employees, unfit employees will be sent home.
2. We will log all patients and screen visitors that visit the lab by date and time.
3. Everyone in the lab, including staff and patients that visit the lab, must wear a mask or cloth covering their nose and mouth, those without masks will be given one. Those that are unfit will not be allowed entry.
4. The various work area benches are separated by plexiglass to maintain proper distancing between our employees.
5. We will be maintaining proper physical distancing.
6. To assist in our efforts to disinfect the lab we use Medical Grade Air Filters designed for removing dust, pollen, germs, and other air pollutants.
7. We have installed Medical-grade HEPA purification systems (HEPA Less Than 0.3 Micron) in the office to provide enhanced safety measures.
8. We utilize UV Light Sanitization, in addition to our regular disinfection protocol. All cases that come into the lab are sanitized with UV light.
9. The boxes in which the cases come in are not reused for a minimum of 3 days
10. Once cases/appliances are completed they are sanitized using UV light prior to being placed in a protective plastic bag before leaving the lab.
11. As part of our safety protocol, we utilize an Advanced High Volume Evacuator (HVE) air filtration system that draws a large volume of air over a period of time. These filters include UV light, HEPA CARBON and Electronic Filtration.
12. Clean and Disinfect Environment Surfaces After Each Patient With EPA Registered Disinfectant.
13. All work on pre existing cases including all repairs, adjustments, modifications and reliners are completed using N95 masks in containment boxes.

As president of Orthodont I welcome you back to business we are here to help you achieve your business goals while at the same time alleviating the worries associated with infection control.

Bill Van Evans  
President

# Six Steps to website success after COVID 19

People buy from people they trust, so successful dental practices make it their priority to focus on winning a patient's trust from the minute they start researching treatment online. Many dental websites provide technical treatment information and basic contact details, but fail to convey the personality of the practice and team, the experiences of past patients and the visual proof of completed treatment, all of which help to engage and reassure new patients. Infection control measures are now at the top of the list as we continue to battle against the COVID-19 virus.

To make a website powerful and emotional, dental business coach Chris Barrow suggests we implement the 'six Ps' approach a term he coined.

This is about personalizing your website to ensure that it reflects your practice and everything that you have to offer. Your practice is much more than the treatments that you provide, and the seven Ps ensure that you don't miss anything out by addressing profile, people, premises, prices, promises, proof, and products.

- 1. Profile**– It takes five seconds for someone to decide whether they are interested in a website, so we need to make sure that the right demographics and treatments are represented on the home page. They need to know instantly that this is the dentist for them and why this clinician is the expert for the specific treatment they are interested in.
- 2. People**– The clinicians and the reception team need to be professional, approachable, and friendly. Photos of the 'customer service team' and dentist profiles on the website will help patients to feel reassured before they visit the practice.
- 3. Premises**– What infection control measures is your clinic implementing? Do you have Aerosol and non-Aerosol measures in place? Showing off the best parts of your practice on your website will help patients to feel like they know more about you and to feel more reassured about visiting the practice for the first time. A practice gallery with photos will help with this, but even better, you can allow patients to walk around your practice from the comfort of their own homes with a Google virtual tour.

- 4. Promises**– Patients want to know what to expect on their first visit, at the consultation, and throughout the treatment journey. What can they expect from the service, from the people, and the experience? Does the practice run on time? What kind of assurances can be offered about the treatment? What peace of mind can reassure the patient on the quality and level of service?
- 5. Products**– What treatments does the practice want to attract the most? This is about having individual pages for each of your services. Not only is it good for patients to be able to see detailed information for each treatment with plenty of proof, case studies, photos, videos and testimonials, but when the pages are keyword tagged and search engine optimized, it's also good because Google loves a larger website with quality information.
- 6. Proof**– This is one of the most important Ps and it's becoming more and more vital. Everyone is offering reviews – it started with Ebay, then Amazon, and now Google is really popular. A dental practice just needs proof, not just on their website, but also on Google – how many five-star reviews does the practice.

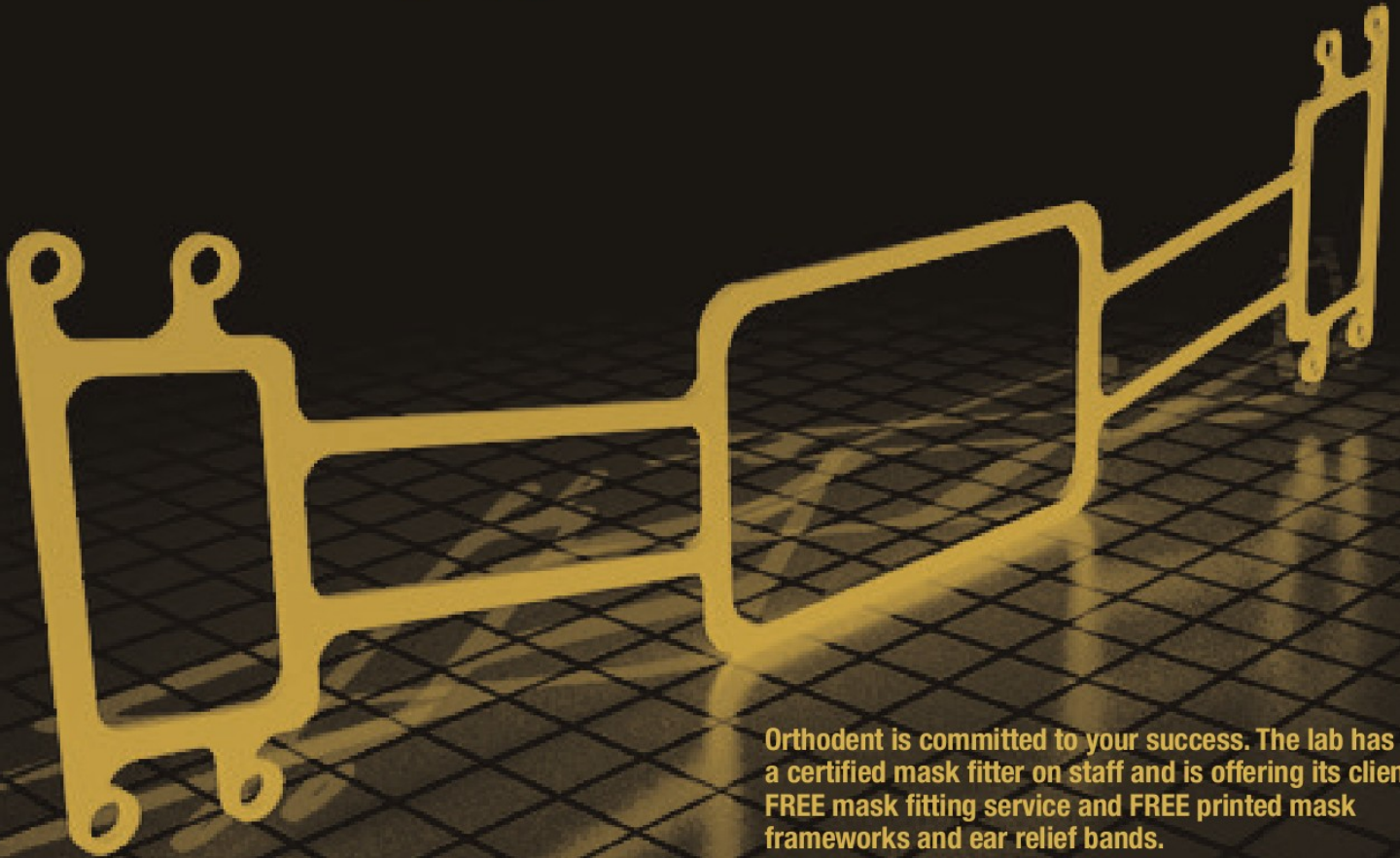
Patients can see what other people have experienced, and can relate to the results – they can scroll through and think 'that could be me!', 'that's worse than me!', 'or 'that's just like me!'

## Set yourself apart

In 2019, over 93% of consumer buying decisions were started on Google. Practices that want to make sure that they are visible to patients may have search engine optimization campaigns to appear at the top of the Google search results, but this is not necessarily enough to set them apart from this competition. Practices that want to make it a no-brainer to pick them go the extra mile and personalize their websites. When clients prioritize using the six Ps to personalize their websites, they set themselves apart from the crowd and start to attract and convert more of their ideal patients.

You need to embrace a continuous improvement philosophy because as the famous coach Tony Robbins says 'You're either growing, or you're dying. There is no plateau!'

# We are here to help you !



Orthodont is committed to your success. The lab has a certified mask fitter on staff and is offering its clients FREE mask fitting service and FREE printed mask frameworks and ear relief bands.

To sanitize your clinic ask us about the UV Light Box available at Orthodont only for \$279.

Call us at 800 267-8463 and book an appointment.



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