



## Connection

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# Culture Eats Strategy for Lunch!



To achieve success, one of the goals that we must embrace is to create a culture of growth. I am convinced that businesses, and that includes dental practices and dental laboratories, are either growing or declining. A dental office that is staying the same is actually in a state of decline because of the effects of inflation and cost increases. We all know that growth has been harder to achieve in recent years due to the weak economy. It is possible to grow as

evidenced by recent stock market performance. It is not easy for businesses to grow, but it is possible!

Before developing specific strategies to grow, I believe that it is critically important to create a culture of growth that you and your team members can embrace. Here are six specific steps that create a culture of growth:

**Define a Noble Purpose** – Growth just to make more money is a rally cry in which few will follow. Our noble purpose at Orthodont is to help as many dentists as possible achieve success.

**Demonstrate Desired Behavior at the Top** – Give your team an example to follow for the ideal desired behavior. Leadership integrity requires that the leaders model the behavior.

**Slow Down to Go Faster** – Design a new client experience that will educate patients to make dentistry a higher priority so they are more inclined to accept ideal care.

**Become an Unrelenting Source of Positive Energy** – Smile, be happy, radiate positive energy! Your attitude is contagious!

**Schedule Downtime to Recharge** – Dentistry is hard work, physically and emotionally. In order to achieve peak performance consider scheduling more downtime to recharge and renew.

**Listen** – Your customers, your peers and your employees all have valuable input. Change can be difficult but implementing a system that is derived from what those around you need is beneficial for everyone.

The six steps listed above work for us and I feel will create a solid foundation to support growth in your clinic. I realize that these steps may be difficult; however they are critically important to create a culture of growth.

*Bill Van Evans  
President*

The Inman Aligner is one of many orthodontic appliances we offer at Orthodont. Having worked with both Invisalign and the Inman Aligner, many dentists find the Inman Aligner more effective for most patients.

The Inman Aligner and Invisalign target different audiences. Invisalign is a system that is designed to be a comprehensive orthodontics solution while the Inman Aligner has a more specific function.

The Inman Aligner fits a certain patient profile and is very effective at accomplishing the goals patients want to achieve in those situations. The ideal patient for an Inman Aligner appliance is an adult who is looking to correct their crowded anterior teeth. While these patients certainly don't like the fact that their teeth are crowded, most do not want to do braces. The Inman Aligner is considerably less expensive and much quicker way to straighten and reduce crowding on the upper centrals and laterals or lower incisors. Here are a few of the pros of using an Inman Aligner:

- Easy to remove and clean
- Less expensive than Invisalign or metal braces
- Works quickly
- Only one is needed (aligners do not need to be replaced as treatment progresses)
- It can be made with a clear labial bow for maximum aesthetics

While we think the Inman Aligner is a great solution for our patients suffering from anterior crowding issues, we feel it is necessary that we include some concerns individuals have expressed when wearing the Inman Aligner:

- It is more bulky than the clear shells of Invisalign trays
- It only works for crowding of the upper centrals and laterals and lower incisors.

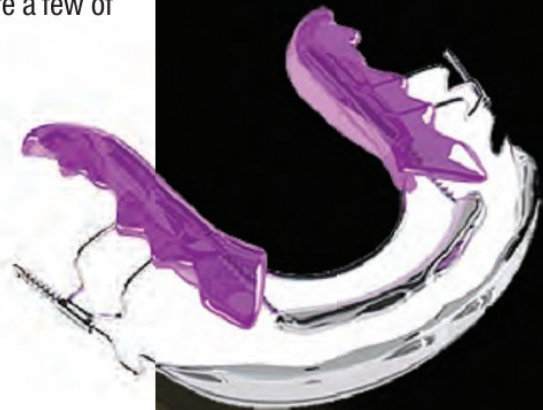
### So what is the best option for you?

At Orthodont we believe in making sure each patient gets the proper treatment that is right for them. Above, we have outlined the pros and cons of the Inman aligner in order to help you make an educated decision.

If you want to learn more about the Inman Aligner do not hesitate to contact **Orthodont @ 800 267-8463** today.



# Discover the Inman Aligner



# A guide to marketing campaign management

For any kind of marketing campaign to be a success you need to be able to measure whether it was a success. To do that you need to be taking and keeping accurate records. Let's say that you are running a marketing campaign that is targeting a wide range of potential patients across social media, advertising, email and local press. You have placed the ads and have high hopes. Where do the enquiries go? And to whom? If it is an ad in the local press, this will be relatively straightforward and will likely be a phone call to the front desk. However, what happens then? Does the receptionist ask how they found the practice or the offer? Then, do they make a record of this patient and information?

## Campaign Champion

A member of the team (not the principal), needs to take ownership of the campaign. For any marketing campaign to be a success, you need to take and keep accurate records to measure the effectiveness of your advertising. You need your entire team to be on board and follow procedures set by yourself or an elected campaign champion.

## Systems

A series of systems needs to be put in place so that potential patients do not fall through the cracks. It takes a lot of effort and money to get leads in the first place. The right systems will ensure that they are dealt with correctly. You will need a designated email address for campaigns that your campaign champion will monitor on a three-times-daily basis. Email enquiries need to be dealt with as quickly as possible. A weekly meeting with the reception team and a daily review of social media activity is important to monitor and tweak the target audience as necessary.

## Follow up

This is an area where many practices fail. A potential patient may make an initial enquiry and you might be unable to speak to them for a week or they fail to return the call. At many practices the team assumes that the potential patient is no longer interested. This is a huge mistake. If they enquire about invisible braces, for instance, and then receive a series of emails it will encourage them to move forward with that first step of making an appointment at your office. From there, your team can continue to point out the many benefits of straight and healthy teeth.

## Measurement

When you do all the above effectively, you will have the facts and figures at your fingertips and will be able to make more informed decisions about future campaigns. It will save you money and mean that future campaigns are more targeted and successful.



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## 30 Years of Smiles

This May, Orthodont celebrates **30 YEARS** of Smiles! Orthodont started as an orthodontic laboratory but over the years has evolved into a full service laboratory known for providing outstanding service and value. We have an experienced technical team ready to offer our clients the solutions they need. We are proud to say that many of our employees have worked at Orthodont since the beginning.

At Orthodont we pride ourselves in the design and construction of the highest level of prosthetic and cosmetic restorations. This has enabled Orthodont to maintain the confidence of its clients that as a team we will deliver the right fit the first time and every time.

We are grateful to our loyal, long-standing clients for the trust they have given our laboratory and we are equally grateful to our latest customers for giving us the opportunity to show the value we can bring to them and their patients. Our reliability, consistency and leading edge technology has helped us to work with our customers to create thousands of smiles across North America.