

Ride for charity

Ride of a lifetime, riding for life

Dental Entrepreneur, Carl Burroughs is raising money to support Prostate Cancer & Men's Mental Issues by riding a Royal Enfield Motorcycle across the highest passable road in the world in India this September and he wants the dental community to get behind his efforts and donate to the cause.

"Like many motorcycle enthusiasts, I support the Distinguished Gentleman's Ride each year by attending my local charity ride. However, this year I want to ramp up my efforts and raise a more significant amount of money for this very worthwhile cause. I had the idea last year after riding around Nepal with a group of friends, who agreed with me that if we are going on such adventures we should use these adventures to raise money for charity. We all blog and use Facebook to tell our friends how we are going, so extending this to get a broader following just make sense.

"Also, the charity we support does amazing work in the area of Prostate Cancer and Men's Mental Issues and these



Carl's Bike In Nepal 2017

are very relevant to the men who work in the dental profession. This is my 17th year working in the dental profession and I have lost friends in the profession to both cancer and suicide and neither issue gets enough publicity or research funding and I am hoping I can get the profession behind me to help make a difference.

"Even though awareness of many issues in society has improved in recent times, men are still reluctant to talk about their problems and I believe this is compounded in the dental profession due to the isolation many dentists feel" ♦

To donate to support Prostate Cancer & Men's Mental Issues, visit Carl's fundraising page: <https://www.gentlemansride.com/fundraiser/carlburroughs>

Ivoclar Vivadent announces a new distribution agreement to supply W&H Products in Australia

W&H products will be available from Ivoclar Vivadent to both dental and laboratory customers within Australia from the first of August.

Global success with dental technology made in Austria

Renowned for its quality, reliability and excellent service, W&H is one of the top brands in the field of dental technology. The Austrian company has been setting trends in the international dental industry for more than 125 years with high-tech, tailored customer solutions "Made in Austria".

Owing to the strong focus on research and development as well as the unique culture of ideas and innovation, a whole range of pioneering inventions are now synonymous with W&H.

W&H products are among the best quality instruments on the market and are used in dentists' practices, dental hospitals,

dental laboratories and in micro-surgery. The current range of products includes rotating instruments for restoration and prosthetics, endodontics, implantology, periodontics and prophylaxis, as well as instruments for the field of hygiene and maintenance and for dental laboratories.

Mr Kenneth McInnes, Managing Director Ivoclar Vivadent Pacific says, "The W&H product portfolio is well known globally for high quality and innovative dental products, and as such this brand aligns well within our Ivoclar Vivadent business. Ivoclar Vivadent has enjoyed a positive long standing relationship with W&H products in our New Zealand business for over 20 years and we believe this range will be a welcome addition to our clients within the Australian environment too." ♦

For further details on range or pricing contact Ivoclar Vivadent on 1300 486 252

Dr Dan Fischer receives 2018 Distinguished Service Award from Loma Linda University

Dr Dan Fischer, founder and CEO of Ultradent Products, Inc., received the 2018 Distinguished Service Award from his dental school alma mater, Loma Linda University.

Loma Linda University awarded Dr Fischer with the honour for his public attainments and commitment to excellence, "which have contributed to mankind in a manner which is congruent with the mission of Loma Linda University Health," said Dr Richard H. Hart, president of Loma Linda University.

Dr Dan Fischer travelled to Loma Linda University with his family over Memorial Day weekend to receive the special award at a commencement luncheon hosted by the university president.

Of the recognition, Dr Fischer said, "I felt both humbled and honoured to receive this award. It was very meaningful to me that my alma mater recognized the work of Ultradent's Diversity Foundation and other activities which have occurred and continue to occur with the help of a number of great people."

Dr Dan E. Fischer graduated from Loma Linda University dental school in 1974, after which he maintained a full-time practice for 15 years. Since 1990, he has practiced dentistry part-time while working extensively in the research and development of many revolutionary and award-winning products used in the dental profession via his international dental supply and manufacturing company, Ultradent Products, Inc.

In addition to his vast contributions to the dental industry, Dr Dan Fischer, through Ultradent, supports numerous humanitarian causes throughout the world, including The Crown Council's Smiles for Life program, Sealants for Smiles, many independent humanitarian missions, as well as his own 501(c) (3) non-profit foundation, The Diversity Foundation. ♦

To learn more about Dr Fischer, Ultradent, and the many humanitarian causes they support, visit ultradent.com

Dental Event Marketing

IDM is best known for its work helping private dental practice owners achieve their commercial goals through the power of effective marketing strategies. However, IDM has been the marketing force behind three of Australia's top corporate groups; launched the first dedicated patient finance product into Australia; launched numerous dental products and the focus of this article is IDM's work as a promoter of dental events.

IDM is very often the powerhouse behind successful dental events in Australia. We caught up with the founder and managing director of IDM, Mr Carl Burroughs to find out more about why IDM is so successful in attracting dentists to attend the events it promotes when so many companies holding various courses and promotional evenings struggle to get the numbers.



Q So, what is a recent dental event you were employed to promote?

A Over the past year, we have done all the Acquisition Marketing for the new corporate group Smiles Inc, which resulted in a successful listing for the group on the Australian Stock Exchange (ASX) in April of this year. Although, not promoting a single event, our marketing created over 400 registered enquires from dentists looking to sell their practice and this resulted in the group settling on 52 practices as part of the ASX listing. It took just 392 days from the day IDM was employed to create the brand and promote the core messages to the Australian dental

community to the ASX listing and the formation of one of Australia's largest dental groups. Clearly, there is a lot more to creating a large corporation than just marketing, but none the less, it's an important piece of the overall equation and if not done well can mean a venture such as Smiles Inc could have failed at the first hurdle.

Following, the ASX listing the CEO of Smiles Inc, wanted to run a series of roadshows around the country to keep interest in the group alive, recruit more dental practice owners to join and in general create some good PR. A deal was struck with Ferrari to use their showrooms as an interesting venue and we were engaged to make sure these venues were full. The overall campaign lasted just two months and resulted in over 600 dentists registering to attend one of the information evenings.

Q When others struggle to get 30 people to an event and you can create 600 registrations in just eight weeks – what is your secret, or are you not willing to divulge?

A The main reason why other promoters get poorer results is pretty much down to one word – laziness.

Q What do you mean by that?

A Quite simply, if you look at most dental event promotions they are

boring and singular. The promoter designs a single advert, which is repeated in email marketing (EDM's) and in the dental magazine. When we promote an event, we rarely run the same artwork more than twice and keep the messages changing, interesting and very often fun.

Q Can you give me an example of this?

A A great example is a few years ago we brought out one of the world's most prominent dentists to Australia to do a series of three lectures held in Brisbane, Sydney and Melbourne. We had over 450 dentists and practice managers attend these events and we had tremendous feedback from attendees and the sponsors. Two years later someone else brought the same speaker back to Australia and achieved only 30 registrations. In our campaign we created over 30 totally unique videos, which not only sold the benefits of the event, but actually provided viewers with real tips and advice they could use. I have had promoters say to me that it is foolhardy to give intellectual property away for free as viewers will simply take this information and not attend the events.

Nothing could be further from the truth and people who are genuinely interested in the subject matter you are promoting will think, 'if this is what they provide for free, just think what I will get out of attending'. It took a lot of hard work to script and



shoot all the video content, but this effort is what makes all the difference between success and lack-lustre results.

Q Surely, it was not just video content that made the difference?

A You are quite right, it did help that we have created an opt-in database of nearly 30,000 dental relevant e-mail addresses, we sent out over half a million emails, posted out 20,000 brochures and placed adverts in the audited dental press. Some publications do not get formally audited, so you have no idea if they print one copy or 9,000, and we have been burnt with this in the past, so we only deal with publications that get regularly audited and publish their distribution figures.

Q Is it just events you promote?

A Not at all, we can promote just about anything of interest back to the profession. In the past 12 months we have promoted both events and the products of SmileFast, The Post Graduate School of Dentistry plus heaps more.

Q Is there anything you don't promote?

A Yes there are heaps of things we don't and won't promote. Very simply our service is to deliver messages that will be of interest to a good percentage of the dental community. We understand when we promote a fast brace system that not every dentist is going to be interested in orthodontics, but equally they should not be offended by receiving the information. What we don't want to do is bombard our database with messages that are not dentally related.

Q So, is event and product promotion a major focus for these days?

A No more than it was 17 years ago when I first started IDM. As a firm we have always promoted 'to the profession' as well as 'for the profession'.

Our main focus both then, now and into the future is working with dental



depth of knowledge marketing companies outside of the profession or who have only recently targeted the profession will never have.

Q So, what's next for IDM?

A Currently we are using our marketing reach to promote our new On-Line Fundamental's program. This is a major focus for us now as the platform we have created manages all our clients on-line marketing needs in a single product and we are getting exceptional results for practices across the country using the program. We are also currently taking on clients from New Zealand for the first time. But who knows what is next. You pick-up a phone call in the morning from someone with a seemingly impossible task and then we go about making it happen for them from a marketing perspective. ♦

Thinking of selling your dental practice? Make sure you get the right result.

Need an appraisal, exit plan, or just want to have an informal, confidential conversation about your practice and personal circumstances?
Please contact us to arrange a time to talk about your options.
There has never been a better time to sell.

Australia's leading dental practice brokerage

1300 282 042 | info@practicesalesearch.com.au | www.practicesalesearch.com.au



Simon Palmer
Managing Director



Kevin Koton
National Account Manager

