

DWP – Filling the PR & Marketing Gap

The Dental Implant Clinic

Background:

Prior to DWP's involvement, The Dental Implant Clinic was known as 'The Lodge'. As 'The Lodge' was founded by Jonathon Schofield, one of the leading national and international experts in dental implantology and it regularly ran dental implantology training courses for dentists, it was important to reposition the practice as a Centre of Excellence. In 2006, the practice was rebranded to The Dental Implant Clinic.

Achievements:

Through DWP's marketing and PR initiatives, awareness has been raised and resulted in:

- ◆ An increased number of patients contacting the practice directly.
- ◆ An increased number of dentists registering for dental implantology courses.
- ◆ Improved communication with patients and referrers via a new patient and referrer pack.
- ◆ Additionally, by providing referrers with a regular monthly update on implant cases, relationships have been strengthened, whilst at the same time providing those referrers with appropriate information to share with their patients prior to referring them to The Dental Implant Clinic.

Client View:

Jonathon Schofield, Founder of The Dental Implant Clinic commented:

"The Dental Implant Clinic has always had a very strong network of dentists that refer patients to the practice, but it was important that we also attracted people directly. With DWP's assistance, we have developed a strong brand positioning and raised awareness to our unique offering, which has resulted in an increasing number of patients approaching the practice directly."

