



Swiss Dental Marketing: Know how transfer for dental clinic owners.

Swiss Dental Marketing offers dental marketing support and training to dental professionals who manage their clinics and careers in a proactive manner.

SWISS
DENTAL 
MARKETING

The dental practice in an increasingly competitive environment.

The economic environment of a dental practice has evolved during the past years: increased competition and the continuous pressure on maintaining costs to a minimum are some of the challenges dental practices are currently facing during these times of economic uncertainty.

Even the patients and their perception has changed!

Nowadays, patients are also our customers and as such they expect to receive high quality dental care at competitive prices. Dental services have to be able to provide them with the best 'value for money'.

Dental professionals have to face these challenges and prepare themselves for the upcoming future.



The dental practice in a increasingly competitive environment.

Nowadays, customers expect to receive a good dental treatment and high quality service in any dental clinic. This service is not longer considered as a competitive advantage, on the contrary, it is taken for granted.

Since most of patients do not understand orthodontic treatments they judge their first visit on other added services. They look for other attributes to complement their visit.

The aim of the dental practice is not just to guarantee the standard of service that customers can expect but to enhance it by offering customers the 'added value' they are looking for; the 'added value' that will be decisive when choosing their dental clinic.



special offer
2x1

The way of thinking and the philosophy of **Swiss Dental Marketing.**

The philosophy of Swiss Dental Marketing is based on three elements and only the coordinated interaction of these three aspects will lead to success.

1) COMPLETE AND INTERDISCIPLINARY MARKETING-MIX

Only an exact definition of each of the aspects of the marketing-mix and its coordinated and interactive implementation will give satisfactory results.

2) BRAND VALUE AND BRAND EXPERIENCE

The dental practice must define a distinctive positioning as well as the values it offers. Only a traceable brand value will transform a regular dental practice into a successful dental brand.

3) THE PATIENT IS THE KEY!

More than in any other business the patient is the essential key for the success of the dental practice. The dentist and the team depends completely on the client's satisfaction. After all, 'word of mouth' is the most effective marketing tool there is.



Swiss Dental Marketing: Customized support to dental professionals.

Swiss Dental Marketing offers its know how to the dentist and the dental profession in several ways.

A) LECTURES (1 - 2 HOURS)

Lectures about dental marketing in general talking about the main aspects of successful dental marketing. Speeches about specific aspects of the marketing mix of a dental practice like communication, Customers Relationship Management or Post-Treatment-Profilaxis.

B) INTENSIV DAY (8 HOURS)

Daylong workshop with the goal to create awareness for dental marketing and its value. Information regarding the most important aspects of a successful dental marketing.

C) DENTAL MARKETING WORK SHOP (2 - 3 DAYS)

Intensive examination of all theoretical and practical aspects of dental marketing. Only in small groups (max. 20 pax.) which allows individual discussions and solutions.



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Content of the Intensive Day and Dental Marketing Workshops which can be used as themes for lectures.

- ✓ Introduction into the world of marketing and the basic aspects of dental marketing.
- ✓ How to transform a dental practice into a dental brand; The main aspects of brand value and brand experience.
- ✓ The delicate process of the situation analysis, the definition of objectives and the positioning of a dental practice.
- ✓ How to dialogue with the patient to gain him as client; The importance of the emotions.
- ✓ The staff as one of the most important marketing disciplines of a dental practice.
- ✓ The role and the importance of the patient as the absolute (and only one) key for success of a dental practice.
- ✓ How the «Post Treatment Profilaxis» philosophy allows to offer a certain level of treatment warranty.



Daniel Izquierdo: Swiss marketing professional with dental know how.

Swiss Dental Marketing is an initiative by Swiss-Spanish citizen Daniel Izquierdo Hänni. The graduated marketing director worked during 20 years as a marketing and communication specialist for companies and ONGs as Pringles, Swisscom, Motorola, Greenpeace, Swiss Post, Orangina, Swiss Youth Hostels or Basel Tourism.

In 2005 Daniel Izquierdo moved from Switzerland to Spain. During several years he was in charge of the Spanish office of leading dental healthcare company Curaden Swiss.

During these years he visited dental offices throughout Spain, was lecturer about dental hygiene and motivation at universities and participated in national and international meetings and fairs.



Andres Izquierdo: Swiss dentist, co-author and scientific consultant.

Andres Izquierdo Hänni, co-author and scientific consultant of Swiss Dental Marketing, is a dentist based in Basle, Switzerland.

During several years he has worked as assistant professor at the University of Basle and he has been in charge of the prestigious «Swiss Smile Dental Clinic» in St. Moritz.

Since his activities at «Young Dentist Worldwide» Andres Izquierdo has a wide network among his profession. He has been a lecturer in countries like Portugal, Slovenia, France, England and Spain, where he is a guest professor at the University of Valencia.



Get in touch with **Swiss Dental Marketing.**

If you want to know more about Swiss Dental Marketing and the different ways of the know how transfer as speeches, workshops and individual please get in touch directly with Daniel Izquierdo.

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