



cobaltblue
your healthcare branding partner



Do Dental practices really need branding?

Ask yourself this... Do you care how your practice looks? How your staff dresses? How they speak to your patients?

If you have answered 'yes' to any of these it probably means that you care about how your practice is perceived by patients, potential patients and the world at large.

Careful, considered branding can help convey your ethos, your professionalism and your place in the market.

The look and feel of your logo, stationery and signage can give an instant indication of what type of practice you may be without the prospective patient having to set foot inside. These tools can convey whether your practice is affordable, mid or high-end, whether you might offer cosmetic services or if you are a solid, family orientated practice.

'Do you look like you care?'

Good branding can help communicate these messages in an instant.

You may have an excellent practice located conveniently, with the latest tech and the most experienced and caring team working for you. But do you know that every patient is really asking, 'Can I trust you to provide me with a safe, clean environment to treat myself and my family?' 'Do the staff look professional and caring?' 'Does my dental health come first?' 'Do you know I'm anxious and need reassurance?' 'Do you look like you care?'

It may all sound too simple that it starts with creating the right branding to project the image you want. However it is not just a matter of a new fancy logo or new letterheads and a jazzy website. Certainly these tools play a part but branding is about putting across a positive set of values. **Your values.**

Take for example recruiting a new member of staff; you would look at their qualifications to make sure they have the right credentials but are you not also assessing whether they are courteous, approachable, caring and can work well with the rest of the team? The final decision is often based on how well they present themselves, how well and confidently they answer interview questions and whether they have the right personality and attitude to match.

...'First point of contact is usually your signage, welcome pack or postcard'

Should a similar method not apply to how your patients perceive you? What 'personality' does your practice project? First point of contact is usually your signage, welcome pack or postcard announcing your practice. Perhaps they have come across your website when browsing the internet or flicking through a directory or simply walking or driving past every day. However, do you stand out enough for them to take notice? And if you do - what does it say about you?

As far as first impressions go

More often than not they will not get the chance to see how good you and your staff are or how wonderful your practice is. Possibly they will judge you on how your logo and stationery look. Your website can provide more information about your products and services and also help reinforce your values and ethos. Finally your signage should continue to carry through you image whilst helping patients and potential patients to locate your practice.

It's important to show that you have thought about and considered how prospective patients view you as a dental practice and most of all whether you look as though you can fulfill your promises to deliver the best care and treatments to your patients.