

Project Title: **Breathe Rebrand**
Category: **Corporate/Brand Identity**
Sub Category: **Design & Implementation**
costs under £100,000

Client Company: **Breathe Business**
Design Consultancy: **Absolute**
Current Date: **June 2010**

"We wanted a brand that said something about how we make our clients feel, not just tell about who we are and what we do."

Simon Hocken MD

Breathe[®]
business



2. Executive summary

¹ See appendix 8

For Simon Hocken, Breathe changed everything.¹

It wasn't that he and another dental professional hadn't already established themselves as successful and respected business coaches to the industry: they had, but they were flat-out, full-on, round-the-clock sole traders.

It wasn't that the two of them lacked ideas, energy or vision for their own businesses: they had all that in abundance; they lacked only the time to make the necessary transformation happen.

When they decided to join forces and pool this expertise, inspiration and leadership, the name Breathe and its associated brand created a huge impact. Within two years, the fledgling two-man business became a team of ten. Breathe turned the accepted traditions of business coaching on their head: seminars, retreats, business clubs and specifically-targeted help were added to tried and tested one-to-ones.

² Companies House

Breathe became more than an industry-leading phenomenon, however. When, after seven months, Simon's founding business partner left, everything could easily have come crashing down. The strength of the brand helped him not just to recover from the blow, but gave him the confidence and belief that its success was only just beginning. Both of which were justified: two years on, **Breathe is the largest independent business coaching company for the dental sector in the UK;**² its launch also saw 100% retention of existing clients, all of whom felt re-energised and part of the new brand's success.

This rebrand changed more than a business; it changed the life of its founder, the practices of its clients and the outlook of its growing team. More than all that, in its creativity, reach and scale, the rebrand transformed the market, and changed the nature of the support dental professionals can expect to count on.

word count 283

² New
brand identity

Breathe[®]
business

SUPPORTING DENTISTS
PERFECTING PRACTICES

3. Project Overview

The brief and key objectives

1. To transform two individuals' coaching practices into one of the UK's largest dental business coaching organisations.
2. To create a strong brand which would become the business's focus, so reducing both partners' emotional and practical commitment.

Goals: short-term, to change their business model from selling time to selling membership services and to build a team that could deliver this new business model; medium-term, to reduce to 50% the number of one-to-ones and increase the number of retainer group clients; long-term, to create a valuable brand asset.

⁴ www.articlebase.com

'The characteristics of a good business coach'

"Business coaching is based on mutual understanding and co-operation, they require a good rapport with their client and communicate effectively with your management. They should be able to comprehend not only your problems, but also your aspirations. They should make you feel immediately comfortable and totally at ease so that you can discuss your issues and deal with them, without any hesitation".⁴

In short, **business coaching** is based on **trust and relationships**: to develop this into a brand and business model was tough. The brand had to be approachable and to connect with clients, to behave, in other words, like an individual.

Description

Two successful individuals who provided one-to-one coaching to the dental industry had hit the buffers: they had no time, no room for more clients, no lives away from work. Aside from the other consequences of this, professionally there was no chance to develop how they delivered their knowledge and support.

The key to changing this was to change how clients bought their services, which meant having them pay a retainer to belong to a club. This would entitle them to coaching, content and a community, reducing the emphasis on the two partners, replacing it with a focus on a strong brand. (The 'community' is essentially a grouping, or club, of ten dentists put together by Breathe; these professionals then get to know each other, share ideas, concerns, queries and, in return for what they pay Breathe to belong to such a community, receive the benefits of this shared knowledge and best practice.) Providing a service over and above one-to-ones immediately opened up a range of possibilities for both Breathe and their clients. For the company, the change meant having a far wider variety of tools at their disposal: it meant, for example, helping dentists to manage practices better to free up more personal time; enabling younger dentists to chart likely career progress, all the way up to establishing themselves in practice; giving more established practitioners the space to pause, reflect, assess priorities, add new services and really concentrate on their business in a way that the business of day-to-day practice rarely allows. And all these benefits flow to the clients, too, Breathe being increasingly able to cater for their many complicated needs in the best way: on a retreat, for example, in seminars, courses, one-to-ones or, if necessary, in more targeted, pragmatic, fixing-a-problem ways.⁵

⁵ See appendix 5 for a full list of Breathe's services

⁶ See appendix 6

The market

Dentists' professional lives are, necessarily, quite solitary. The partners understood that making dentists feel part of a club, through retreats and group coaching, offered benefits above and beyond the scope of one-to-ones. This change needed a strong brand, and a team of specialists. It also meant acknowledging two different client groups. To one group, conversation was important, the sense that someone understood, had time and would listen. We called these 'Wisdom'⁶ clients. The other group sought targeted, practical, 'how to' advice; we called these 'Knowledge'⁶ clients. In order to reach both, the brand would have to be as engaging and open as it was slick and professional.

And part of the difficulty of dentists' solitary lives is that such an existence can, sometimes, foster an insularity and a reluctance to think laterally or welcome change. This is particularly so given the scale of the changes in dentistry in recent years, these factors have brought about a situation which sees a new breed of graduates receptive to change, and longer established dentists less well-disposed to it.

Outline of design solution

To try and really understand the coaches (and to understand their drive, and what their clients wanted) we held plenty of brand strategy and briefing meetings. What arose from these meetings, initially, was the clear and agreed understanding that a new name was crucial. This was not for superficial, old-paint-in-new-pots reasons, but precisely because this rebrand wasn't an act of repositioning so much as the re-creation of a company, and a new name was vital to express this new personality. To give the client confidence in this process, Absolute used its 'name game'⁷. This proved a thorough, collaborative way to look at names which were dynamic and effective enough to communicate the company's values.

⁷ See appendix 1

The process led to 'Breathe', as in taking a breath, pausing to reflect. (It also chimed with the idea of breathing a sigh of relief because expert help was at hand.) To begin with, the internal team had concerns, but Absolute's process gave them confidence to run with it. Initially they compromised, with Breathe Business, but 'Business' was soon dropped, as the team quickly became confident with the name.

Absolute created a Breathe identity which was simple, modern and professional. It was also, however, emotive and clearly pitched not only at the benefits of Breathe in a strictly commercial sense, but aimed, too, at striking a chord with overworked, stressed dentists who simply wanted to be able to have a little more time to enjoy the fruits of their hard work, to rebalance their lives in favour of family, friends, hobbies and relaxation. Getting the copy right was also crucial to realising this goal. We didn't want to develop a tone of voice which simply sold a service, we needed to make clear exactly how much Breathe understood their potential clients, how familiar (and fixable) their concerns were. The same kind of measured, empathetic warmth that informed our designs went into the copy we produced, too. We also created separate product brand identities to communicate the message about Breathe's diversity of services.⁸

⁸ See brand family in appendix 5

And, because the new business was concerned about delivering the brand, cost-effectively and day-to-day, Absolute also created a toolkit and brand guidelines to make this straightforward for their team.

Word count 387

Size of budget and launch date

Design and Implementation costs £22,000. Launch date January 2008.

4. The Results

Increase in sales

Understanding completely the mindset of Breathe's clients meant Absolute was able to provide Breathe with tools and communication styles specific to each group. Also, having simplified their services, which opened up new ways to packaging sets of tools for their clients, Breathe was now able to exhibit confidently at trade shows. This proved to be a valuable place to meet new potential clients. The stand at their first ever trade show was inundated with enquiries for Breathe, not for the individual coaches. This was a defining moment for the team, within a year the brand had become what they wanted: strong, valued and the focus for clients.

The Breathe team were also seeing a change in their sales patterns. They could confidently make a sale in one call, where previously they had to build trust with potential clients with several face-to-face meetings. Clients now immediately trusted the brand and the marketing material.

Breathe are now confidently working on a set of off-the-shelf business guidelines specifically for their 'Knowledge' clients. This will become a valuable asset as, once it's set up, it can be delivered by admin staff.

Return on investment

Sales in 2007 (pre launch 12mths)	£500,000
Sales in 2008 (post launch 12mths)	£750,000 ^{*1}
Sales in 2009	£750,000 ^{*2}
Increase in sales	£250,000
Rebrand investment	£22,000
Return on Investment	1036%

The increase in Breathe's sales in their first year was outstanding, all the more so considering the fact that for four of those twelve months the company had only one fee-earning coach.

^{*1} Including one founding partner leaving the business in month seven, leaving only one fee earner.

^{*2} 2009 sales levelled off. This was due to the recession's twin effects, namely, that some clients left because of it, but others took their place as the recession was the right time to benefit from Breathe's expertise. (In fact £350,000 of 2009 sales were from new clients.) The company's youthfulness is belied by the strength which with it withstood the recession.

Improvements in staff morale and changes in behaviour

Over and above these financial returns, which was not their driving force in the early days, however, are the changes to how the company works internally. The brand is very much an expression of Simon's own values and characteristics and, because those values determine Breathe's day-to-day behaviour, they almost have no choice, as a business, but to practice what they preach, to be the kind of company they encourage others to be. ⁹ And because this is about their values and how they believe people should be treated, this can't help but have an impact on their clients, staff on everyone they come into contact with.

It was crucial, too, that the company was now just that: a brand, a name, a focus. It became something more than individuals, something which gave everyone a shared goal and a reason to drive the business forward.

⁹ See the company's brand values in appendix 4

Improved recruitment

* CRC, 2006. Skills development and deficiencies in rural England: Report to CRC by IFF Research.

In two years, staff numbers have gone from two to ten.

It's widely accepted that finding and retaining staff in rural areas with the right kind and level of skills is difficult.* On top of that, the partners soon realised they had another hurdle. Business coaches generally work for themselves; they're strong characters with set ways of working, so it was difficult to train new staff to change their vision and adopt different guidelines. Breathe however, gave the training tools credibility. Staff joined because they respected the brand, wanted to be part of Breathe, and so trusted their training and development. In addition, the development of a strong brand made it easier to recruit and retain respected specialists in relevant fields, such as accountancy and marketing, for example. This in turn strengthened their product range and offering still further.

Changes in perception/ Improvements in consumer attitudes or behaviour

The rebrand helped increase service offering, and the company became less reliant on the two directors. It also helped improve spend from existing clients. Since Breathe's inception, existing clients' spend with Breathe increased by, on average, 31%. This happened without fees rising at all, simply through their being offered, and buying, a wider range of products. These figures bear out what Breathe have noticed, that their clients have accepted and positively embraced the change from a smaller to a larger organisation. Not only has the brand been strong and well liked, but there's a sense of pleasure at being part of something bigger, and of belonging to the wider community of professionals nurtured by Breathe.¹⁰

¹⁰ See testimonials in appendix 7

New markets and increasing sales to existing clients

The past ten years have seen a major change in the dental industry, with the loss of a major proportion of NHS practices and an increase in cosmetic dentistry. The general public began to see dental treatment was to do with prevention, not cure, and so were happier to spend on treatments to enhance their teeth. Dentistry was losing its traditional, painful image. The dental industry's value has risen from £5billion to £10billion in the last 10 years*.

* The British Dental Association

The profile of dentists has changed massively in this time too. Today, there are many young, entrepreneurial professionals in the industry, with ambitions to be 'biggest and best'. Chains and high street surgeries are becoming popular with both clients and business owners.

* Richard Scase
'The 21st Century Dental Revolution

This trend towards privatisation and cosmetic dentistry saw an increase in earning potential. Dentistry became competitive, so marketing's importance grew. The dental world was now a booming industry. The alternative to involvement in this changed sector was to continue commoditisation and general dentistry, but with the added pressures and stresses.* Breathe was ready to jump, could already see the changes in advance, and had the tools to support the sector.

Breathe has managed to retain its long-term clients through the change, being well-equipped and flexible enough to help booming businesses prosper, and to turn round the fortunes of those faring less well.

Change in sales patterns

Breathe's aim was always to change the way they worked with their clients, retaining them for longer, changing their needs from one-to-one consultation, enticing them to buy the wide range of other products they were developing. After two years, Breathe's one-to-one consultancy clients now make up just 18% of their client base, a goal they reached far quicker than expected; the remainder have embraced new ways of working.

Breathe's brand helped them do exactly what they set out to do: develop a company larger than the staff within it.

New Markets

In addition, Breathe Breakthrough was created to work specifically with dentists currently associates in other practices who want to start their own. This sector now accounts for 15% of their client base, and the Breathe brand enables the company to package specific tools for this important market.

One new market less well anticipated by Breathe is long established dentists preparing for the end of their careers and the sale of their businesses. Although in some ways the hardest to reach and persuade, this group has seen the virtue of Breathe's techniques in building businesses and brands likely to sell for the best possible price.

Breathe have also noticed how their clients have changed with the rebrand, not just accepting, but positively embracing, the change from a small 'family' company to a larger organisation. Because the brand itself has been so strong and well liked, there's been no sense of clients seeing this change as anything other than positive.¹¹

¹¹ See client testimonials in appendix 7

Other influencing factors

It says much for the brand that, although the recession hit it when it was barely a year old, Breathe has remained strong throughout. Clients lost have been replaced, resulting in the kind of strong, stable business associated with more years of operation. In addition, it's been clear to Breathe that they've gained clients precisely because of the recession, as dentists have turned to their expertise and experience to help them negotiate it successfully.

Breathe has also benefited from its clear focus on, and enormous knowledge of, the dental industry. This gives them a decisive advantage over more generalised coaches, in that they've always been quick to react to changes in both dental practice and government legislation. The expert and specialised courses they run in response to such changes have come to be relied on by clients looking for guidance and clarity in a fast-changing and complicated market.

Breathe are regularly asked to publish articles on their range of services and expertise in the trade press; this results in exposure and brand recognition, while increasing credibility and respect for their offering among their target market. All of this helps the Breathe brand to grow, and attracts new clients.¹²

¹² See examples of published articles in appendix 2, 3

Affiliations

As well as writing around two articles a month for respected trade journals, Breathe is also regularly asked to speak at BDA conferences, the World Aesthetic Congress and The Dentistry Show.

8. Research Resources

www.articlebase.com

www.bda.co.uk

Companies House

Richard Scase 'The 21st Century Dental Revolution'

Appendices

APPENDIX 1
Absolute's
name game

name	appearance	distinctive	depth	energy	positioning	sound	Total

Name Evaluation

For those just stepping into these confusing brand waters, it often helps to rate names in each of these categories and compare the rankings. The point of this exercise is to break the names down into relevant components to better understand what makes some names better than others and why. Rarely will a name score the highest across every category, but the best names score consistently well. Ultimately, it's about defining "like" and "don't like" not in personal, subjective terms, but in terms of how names support the brand positioning. Now you should have a clear idea about why certain names work better than others. But this exercise is also about feeling confident that you chose the best name for your company or product by understanding why certain names work best when all factors of name, positioning and competitive context are taken into consideration.

Each name needs to be rated between 1 and 5 [one being the lowest].

The Results

Name: **Breathe**

Descriptive: **To take a breath, step back and evaluate. A breath of fresh air. All positive meanings. The function performed when a result is achieved i.e. breathing a sigh of relief.**

Now Breathe.

Slogan: **Your perfect practice brought to life**

URL: **www.nowbreathe.co.uk**

Appendices

APPENDIX 1 Absolute's name game

name	appearance	distinctive	depth	energy	positioning	sound	Total
BREATHE	2	3	5	5	5	5	20
CLEAR	3	4	4	4	4	4	22
LEAP	2	2	3	4	3	3	18
APERIO	5	5	4	4	4	5	27
BRIGHT	5	4	3	3	4	4	23
VIVA	5	4	3	3	4	4	23

name	appearance	distinctive	depth	energy	positioning	sound	Total
Breathe	5	5	5	4	4	5	28
Clear	5	4	3	3	4	4	23
Leap	5	4	3	4	4	4	26
Aperio	5	5	4	4	4	5	29
Bright	4	4	3	3	4	4	22
Viva	5	5	3	3	3	3	22

name	appearance	distinctive	depth	energy	positioning	sound	Total
BREATHE	5	5	5	5	4	5	29
CLEAR	4	5	4	3	4	4	24
LEAP	4	3	4	4	4	4	23
APERIO	3	5	3	3	2	2	18
BRIGHT	4	3	4	3	5	3	22
VIVA	4	4	4	4	2	2	20

name	appearance	distinctive	depth	energy	positioning	sound	Total
BREATHE	2	2	2	3	2	1	12
CLEAR	2	1	1	1	1	1	6
LEAP	2	3	3	5	4	3	21
APERIO	3	4	3	3	2	3	18
BRIGHT	1	1	4	2	1	1	10
VIVA	3	3	4	5	2	3	20

name	appearance	distinctive	depth	energy	positioning	sound	Total
BREATHE	4	5	5	5	5	5	29
CLEAR	5	3	5	3	4	4	24
LEAP	5	5	5	3	1	3	22
APERIO	3	5	3	3	4	1	19
BRIGHT	4	2	5	3	4	5	23
VIVA	5	4	3	3	2	1	18

name	appearance	distinctive	depth	energy	positioning	sound	Total
BREATHE	5	4	5	5	4	4	27
CLEAR	5	3	5	4	5	4	26
LEAP	4	2	3	5	4	5	23
APERIO	2	5	2	2	2	0	13
BRIGHT	3	2	3	4	2	4	16
VIVA	1	1	1	1	1	1	6

Appendices

APPENDIX 2 Breathe published
articleTwenty-first century marketing
strategies for orthodontic practicesDr Simon Hocken aims to give an overview of what has proven to work for Breathe for new
Orthodontic Clinics in increasing their supply of ready and willing patients who want straight teeth

Dr Simon Hocken is the founding principal of Breathe for new Orthodontic Clinics. He has a wealth of experience and success in growing dental practices across the UK and has been a key figure in the development of the orthodontic industry in the UK. He is a passionate advocate for the profession and has been instrumental in the growth of the industry in the UK.

The orthodontic industry is a highly competitive one, and it is essential for practices to have a strong marketing strategy in place. This article will provide an overview of the marketing strategies that have proven to be successful for Breathe for new Orthodontic Clinics, and will discuss the importance of a strong marketing strategy for any practice looking to grow its patient base.

Dr Simon Hocken

Absolute

Orthodontics

Winning orthodontists will have robust, effective marketing and sales strategies that clearly differentiate them and their practice from other practices around them

Marketing is a key part of any business, and it is essential for orthodontic practices to have a strong marketing strategy in place. This article will provide an overview of the marketing strategies that have proven to be successful for Breathe for new Orthodontic Clinics, and will discuss the importance of a strong marketing strategy for any practice looking to grow its patient base.

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Attracting walk-in patients

One of the most effective ways to attract walk-in patients is to have a strong online presence. This can be achieved by having a professional website that is easy to navigate and contains information about the practice and the services it offers.

Another effective way to attract walk-in patients is to have a strong social media presence. This can be achieved by having a professional Facebook page and a Twitter account, and by posting regular updates about the practice and the services it offers.

A third effective way to attract walk-in patients is to have a strong referral program in place. This can be achieved by offering discounts or other incentives to patients who refer new patients to the practice.

A fourth effective way to attract walk-in patients is to have a strong community presence. This can be achieved by participating in local events and activities, and by being a visible and active member of the community.

A fifth effective way to attract walk-in patients is to have a strong reputation for excellent customer service. This can be achieved by providing a high level of care and attention to every patient, and by ensuring that the patient's experience is as positive as possible.

A sixth effective way to attract walk-in patients is to have a strong reputation for being a convenient and accessible practice. This can be achieved by offering flexible appointment times, and by having a location that is easy to find and access.

A seventh effective way to attract walk-in patients is to have a strong reputation for being a practice that offers a wide range of services. This can be achieved by offering a variety of orthodontic treatments, and by having a team of experienced and qualified professionals.

An eighth effective way to attract walk-in patients is to have a strong reputation for being a practice that is committed to ongoing education and training. This can be achieved by staying up-to-date on the latest developments in the field of orthodontics, and by providing ongoing education and training for the staff.

Dr Simon Hocken

Absolute

Appendices

APPENDIX 3 Breathe published
article

14 Practice Management

DENTAL TRIBUNE United Kingdom Edition · April 6-11, 2010

Knowing what your patients want

Tackling some of the reasons patients decide to stay away from the dentist is the key to a successful marketing campaign, says Simon Hocken

The basic principles of marketing involve identifying a target market and showing that you can provide that market with exactly what it wants. Sounds simple doesn't it? And it is. However, it would seem that a surprising number of practitioners are missing the boat when it comes to marketing their own practice. They simply haven't taken these principles on board.

Consider the facts

In 2008, around 28 million people visited a dentist, which at first glance may seem like a reasonable amount. However, when we consider that the UK has a total population of around 61 million, this implies that less than half the UK population actually saw a dentist. In terms of marketing your practice, wouldn't it be useful to consider what has kept the remaining 33 million people away?

If you ask a dentist, they will probably tell you that this is due to the following (in order of importance):

1. The cost
2. That people can't prioritise their time in order to attend an appointment
3. Fear - they are scared that their treatment might be painful

However, when the public are asked what concerns them most about visiting a dentist, the top three reasons, according to research by the British Dental Association, are these (also in order of importance):

1. They fear that the treatment will hurt and they might not be able to cope
2. They are unable or unwilling

to find the time for treatment
5. They are concerned about the cost

Members of the public are very vocal with their thoughts and concerns about visiting the dentist. Here follow the next most common 22 reasons people give for avoiding a trip to the surgery:

4. Will I be able to find the practice easily and where will I park?
5. How is the practice organised?
6. Will I have to wait for long?
7. Will they tell me off for not going or for the state of my mouth?
8. Will I like the dentist and when can I meet him/her?
9. Why is the treatment needed?
10. What will be done? How do they do it?
11. What does all this equipment really do?
12. I don't like lying down in front of unfamiliar people with fingers and instruments in my mouth
13. I really don't like having injections in my mouth
14. The drill
15. How long will it take?
16. Will I be embarrassed at having to spit in front of someone else?
17. Will it hurt afterwards?
18. Will I be unable to speak clearly?
19. Will I be able to work afterwards?
20. Will there be instructions?
21. When do I pay?
22. How do I pay?
23. How much will it be in total?
24. Will I be able to look myself afterwards?
25. Will I be able to eat afterwards?

So, a question...

If we clearly understand the

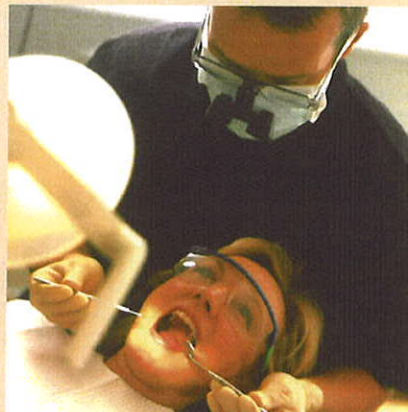
reasons that either deter people from attending dental practices or make them anxious about visiting their chosen dental practice, why don't practice owners address this in their marketing strategies? A quick review of some dental practices' homepages suggests that the surgeries themselves believe patients want:

- The latest techniques and technology
- A practice approach and philosophy based on prevention rather than cure
- Regularly for routine examinations and hygienist appointments
- Uncompromising dentistry
- Cosmetic dentistry including tooth whitening, coloured fillings, veneers, and crowns and bridges
- One visit 'Cerec' fillings
- Implants and Dentures
- Orthodontics
- Facial aesthetics and 'smile makeovers'
- Anti ageing, wrinkle reducing treatment and facial enhancement.

Many of these phrases and words describe processes that conjure up feelings of fear in the potentially anxious, paradoxically re-enforcing the reasons they didn't want to visit a dental practice in the first place! What this list fails to do is to actually address any of the 25 concerns I've listed above.

So, brave marketers will address their patients' concerns head-on, or in sales speak 'their objections', by confidently stating that their practice delivers:

A. Pain-free, comfortable dentistry



Focusing on some of patients' fears of visiting the dentist can help you market your practice effectively as a patient friendly practice

- B. Appointment times to suit your busy schedule
- C. A variety of options to make your dental care affordable with transparent pricing
- D. A map to help you find us and the nearest car park
- E. We will not ever keep you waiting
- F. We are sensitive to how you might feel during and after the treatments
- G. We will appoint one of our team as your personal treatment co-ordinator whose job will be to guide you through your visits and explain everything you wish to know

In my opinion, these are far more effective messages offering a patient (or prospective patient) comfort, reassurance and confidence, thereby making the marketing more likely to produce more sales for the practice.

My advice to all practitioners looking to increase their patient base is to listen to what people really want, not what you think they might need.

About the author



Dr Simon Hocken, founding partner of Breathe Business, has a wealth of experience as a successful private dentist and business coach, helping clients recognise developing trends, increase turnover and find the perfect balance between their personal and professional lives. Breathe Business is a unique leading coaching and consultancy company which specialises in working with dental principals and their teams in order to develop and grow their practices. For more information, contact Dr Simon Hocken and the Breathe team by calling 0845 290 7200 or emailing info@nowbreathe.co.uk.

A comfortable experience...

...that keeps your patients coming back

Make sure your patients have the pleasure of healthy teeth, with minimal discomfort, by choosing DENTSPLY at every step of the periodontal treatment.

Diagnosis	Handpiece	Condition for you and your patients
Resectively Free Amputation	OralQuip™	25/25mg per a periodontal gel lubricant, polycarbonate
Hand Instruments	Ask® Instruments	Enhance the feel with our ergonomic design
Ultrasonic Scaling	Cavitron™	For efficient debridement
Prophylaxis		

Are your patients coming back?

...that keeps your patients coming back

Make sure your patients have the pleasure of healthy teeth, with minimal discomfort, by choosing DENTSPLY at every step of the periodontal treatment.

- | | | |
|-----------------------------|------------------|--|
| Diagnosis | Handpiece | Condition for you and your patients |
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| Hand Instruments | Ask® Instruments | Enhance the feel with our ergonomic design |
| Ultrasonic Scaling | Cavitron™ | For efficient debridement |
| Prophylaxis | Naepex™ | For that finishing touch |

Are your patients coming back?

* Change to be Proprietary Only Machine 2009/10. Please refer to the website for full product information.

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For better dentistry

DENTSPLY

Appendices

APPENDIX 4 Breathe Brand Elements

BREATHE

BRAND DEVELOPMENT

BRAND ELEMENTS

Description

BRAND VISION

Expresses how the brand will move forward.
Deliver an experience that answers each customers individual needs

BRAND PROMISE

Expresses the complete undertaking of the brand to its guests
A service that has given me hope, confidence and inspiration

BRAND ESSENCE

The brand's promise expressed in the simplest way, to reflect a fundamental guest desire
Make me.....

BRAND VALUES

Everyone who delivers the brand promise is driven by these principles

- > Build rapport (listen & understand)
- > Treat clients as individuals
- > Practice what you preach
- > Take personal responsibility
- > Build long term relationships
- > Know the industry
- > Go the extra mile
- > Challenge

BRAND ASPIRATION

How the brand would like to define itself relative to its competitive set
The Harvard of business coaching: providing a leading and unique service.
This is achieved by employing the best advisers, who all understand our customer and market place, and lead the way in developing and communicating new ideas for the dental business industry.

BRAND CHARACTER

If it were an individual, how would you describe the brand

- > Understanding
- > Inspiring
- > Knowledgeable
- > Trusted
- > Welcoming
- > Authentic
- > Dynamic
- > Contemporary & cutting-edge
- > Have Integrity

BRAND EFFECT

The desired sum total of guest reaction to the brand
You've made the difference

BRAND EMOTION

How the brand makes its guests feel
First of all relieved, then confident, finally empowered



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ph +44 (0)1326-316-372 fx +44 (0)1326-316-421 absolutedesign.co.uk studio@absolutedesign.co.uk

Appendices

BreatheTM
business club

CREATING INNOVATIVE IDEAS
& SHARING SOLUTIONS

BreatheTM
breakthrough

DEVELOPING YOUR ESSENTIAL
BUSINESS SKILLS

BreatheTM
bespoke

FAST TRACK YOUR FUTURE
WITH A DEDICATED COACH

BreatheTM
retreat

QUALITY TIME OUT
TO CREATE YOUR VISION

BreatheTM
analysis

WHERE YOU ARE NOW
AND WHERE YOU WANT TO BE

BreatheTM
practicals

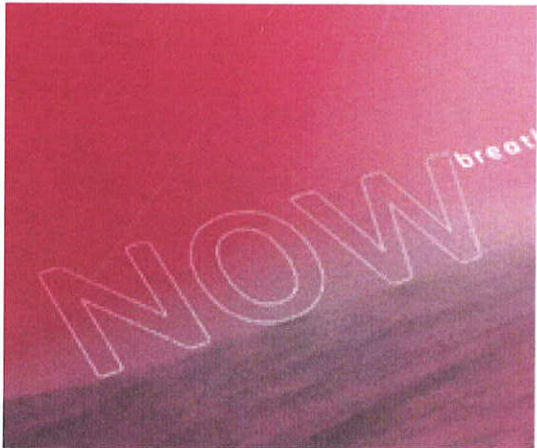
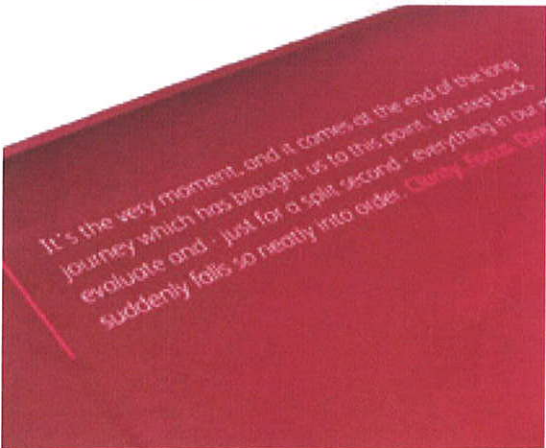
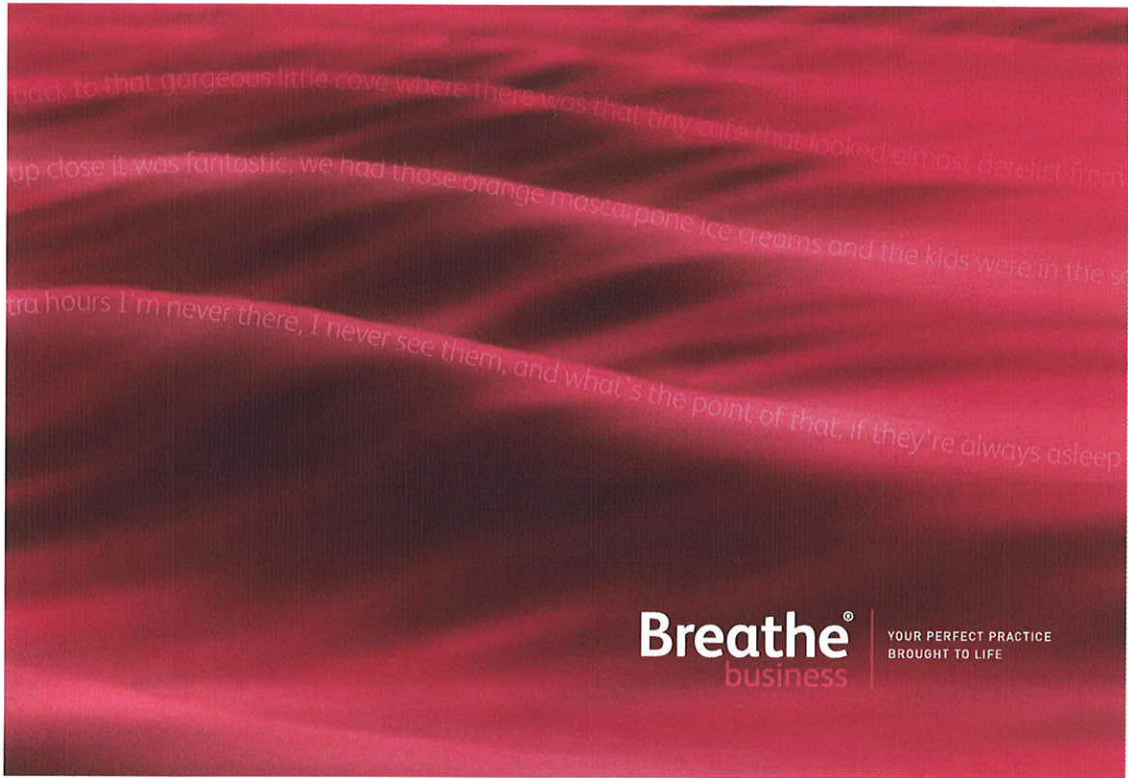
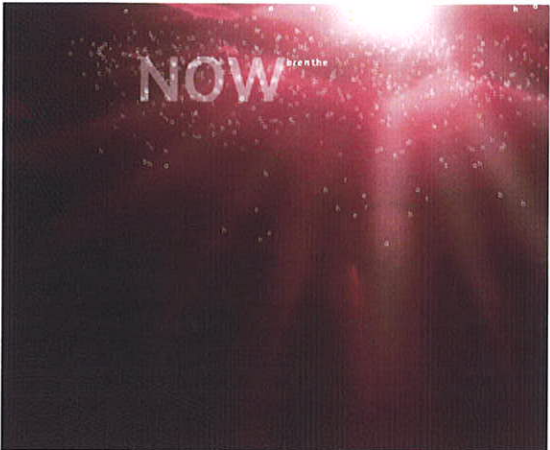
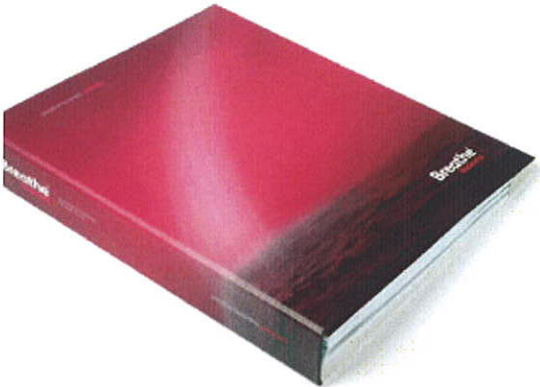
THE HOW-TO'S OF RUNNING
A SUCCESSFUL PRACTICE

BreatheTM
managers club

DEVELOPING YOUR ESSENTIAL
MANAGEMENT SKILLS

Appendices

APPENDIX C Breathe imagery



Appendices

APPENDIX 6 Breathe imagery

Knowledge

Realise your goals

You have the energy, you have the ambition, you have the enthusiasm, you have so many ideas...

You need some focus, some support and some experts to help you develop your perfect practice

now breathe

Breathe | YOUR PERFECT PRACTICE
PROGRAM TO LIFE

Breathe[®]
review

**SKILLS
ENERGY
BELIEF**

**OPTIONS
GOALS
SUCCESS**

need to get
something off
your chest?

blog

bulletinboard
industry job vacancies, plus more...

You've come a long way
you know where you're going

review

Find out more about Breathe Reviews
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Breathe[®]
business

the *Contemporary*, Edition 2

March 2009

REALISE YOUR GOALS

Whatever support you need
- maximising practice revenue,
freeing up your own time,
bringing a team member up
to speed in new software -
we're here to find out what
it is, then deliver it.

Breathe
Business

Header to go here...

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Check out our latest press releases and news stories by following these links:

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- Vols, détournements, destructions, incendies, inondations, etc.
- Accidents et vols d'objets
- Furtifs et vols d'objets

To reserve your place, please contact the Breach Team, **01324 377678** | info@nowbreathe.co.uk
 For more information on Bright Business Group, visit nowbreathe.co.uk

Breathe

Appendices

APPENDIX 1 Breathe client testimonials

"I couldn't see the need for a Retreat. However, I have never had such an amazing life-changing experience from an event in 30 years of practice and business ownership."

Dr Jonathan Wood, The Cosmetic Dental Group

"Breathe has helped us work out where we want to go and given us the structure and support to plot our course. I cringe to think how my future would look without Breathe in my life."

Dr Rhu McElvey, Beam Orthodontics

"What can I say? Started a sceptic, left a convert! Best business decision I have made in a good while to attend this event. The Breathe Team are truly committed to your future and success – a joy to work with."

Dr Ian Hazlem, Arden House

"Just four days after making the decision to open my own practice, I discovered Breathe Business. Working with Breathe felt like being given the key to a door that had previously been locked! Great ideas and strategies got me started and regular meetings and phone calls kept me right on track. Whenever I felt I was drowning, Breathe helped me prioritise, delegate and retain control."

Dr Carol Somerville-Roberts, Evolve Dentistry

"The Breathe Team represent an ever-widening wealth of experience of UK dentistry (what is working and what is not working). Their Business Clubs bring together like-minded forward-thinking dentists who get to experience significant personal and business growth, while learning how to enjoy the journey at the same time.

I am grateful to the Breathe team for helping me to choose the right path at the crossroads. What they did for my life and my business was not achieved by some didactic recipe for success, but by nurturing my self-belief and self-confidence to the point where I had conviction in my own ability to make the right choices.

Breathe Business lit up previously unseen opportunities in sharp relief, and Winning Smiles is now working better than ever with expansion in our three key areas of implants, orthodontics and aesthetic dentistry. Our year on year growth has been 35% for the last 3 years...and I am planning 8 weeks off this year"

Dr Andrew Fennell – Winning Smiles, Essex

"By working with Breathe, what we have achieved already in less than a year would have taken us at least 4 years on our own. The journey has been more enjoyable, exciting and definitely more profitable."

Gopi Shan – Viva Dental, Lancaster

Appendices

APPENDIX B Simon Hocken

And Finally...

“Every working day, I get to take our brand out into the world of Dental Practice. It often feels as if I’m wearing the perfect suit of clothes, contemporary and yet trustworthy, appropriate and yet not a uniform. Our brand creates a style and expectation that I have to live up to! The brand speaks directly to our clients and hints at some of the changes that they may need to embrace to move their businesses forwards. We wanted a brand that said something about how we make our clients feel, not just tell about who we are and what we do.

A lot of our work involves meeting our clients either in groups or in their practices. This means that we don’t have a show room or a modern office to create an image for us. So, together with the brand we have to directly model the outcomes that we seek to create. Having a strong brand and a recognisable brand speaks clearly for us about who we are and what we do.

Working with Absolute has been fun and we’ve been impressed at their depth of understanding of our rather esoteric business. However, rather than just understand what we do, they have, at times helped us re-envision elements of our business and how we deliver our services. Sometimes, they have become our coaches!

Dentistry in the UK is moving fast with lots of opportunity for us and for our clients. We have to be seen as trusted advisors and thought leaders of our growing tribe of clients. Our brand helps us to do this and also demonstrates to our clients, both old and new, that they will need a brand to speak for them too.”!

Simon Hocken, MD Breathe