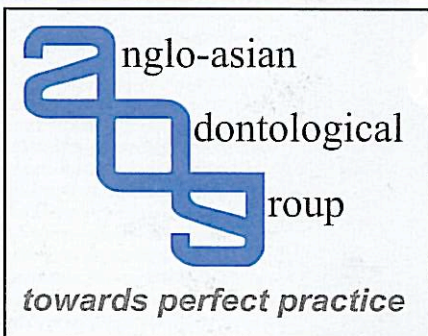


# AOG event to support two dentistry-related charities

**THE PROBE** previews the Anglo-Asian Odontological Group's annual Charity Ball, raising money for mouth cancer awareness and a cleft lip and palate charity...

**C**ALLING all dentists, dental teams, family and friends to a highly enjoyable evening in support of two great charities. The Anglo-Asian Odontological Group is delighted to announce that its 2008 Charity Ball



The music comes from the live Indian music band called 'Strings', formerly known as Bollywood Pandits. The band was founded in 1994 by Anu Radha Shukla and Kiran Thakrar, co-composers and performers of the album 'Beyond

Boundaries' which won the World Music Album of the Year 2004 at the Juno Awards (the Canadian Grammys).

At some point in the evening you might want to sit out a dance or two and relax. Take this opportunity to visit our guest Palm Reader/Psychic – Jackie Sampson – who will be on hand to predict your futures. Jackie is a natural born psychic and clairvoyant with medium powers. She has the ability to read palms, playing cards, and feel the presence of spirits. She hails from an American Indian and Russian background.

The AOG has just confirmed the appearance of a very special guest magician, Michael Vincent. The magician's magician, Michael is the only person ever to have been named Best Close-Up Magician three times by the UK's Magic Circle and a regular performer in Hollywood. His stylish and sophisticated performance takes sleight of hand to an art form.

The AOG 2008 Charity Ball is an event not to be missed. Tickets are available (Contact Amanda on 01276 469600), but hurry because places are limited and final applications will be November 14, 2008.



# Give your website a polish and add value

By Nigel Reece

**T**OO often, websites are left to languish. Perhaps it is because they are out of sight and out of mind? As the dentist focuses on treatment and effective day-to-day running of the practice, the website sits in its virtual corner, gathering dust, its content becoming stale. Certainly, one or two readers will be feeling self-conscious right about now, remembering how excited they were when their site was launched, and trying to recollect when they last took an active interest in it.

Dental practices that remain unsupported by a website are an extreme minority. In this day and age it is crucial to have an effective presence on the web, and with the support of a leading website design agency, the site can become something more than just a glorified business card.

Have you ever visited a site and thought 'is that it'? It's a disappointing feeling, and since first impressions count, this can leave the visitor predisposed to feeling negative about the business being advertised. There are still several websites for dental practices that contain just the bare essentials: address, directions, contact details... and that's it. What a waste of a remarkable, cost-effective, easily updateable platform.

The ideal situation is to have your online visitors so impressed by the website, and by its content, that they take the option to add your site to their Favourites list. This means that they can access your site much more easily, simply selecting it from the list without having to use a search engine or type in the URL.

If the site contains a great amount of information and features such as High Definition animations and professionally written treatment text to explain the items on the treatment list, visitors are much more likely to take an active interest, using the site as an information resource, not just a way of finding out your phone number or email address.

Once you have their interest, you need to keep it. Of course, this benefits you just as much as it does them; if you can keep them coming back to your site, chances are you'll keep them coming back to your practice. By establishing a rapport with patients, you build loyalty, providing you with a firmer base upon which to develop your business. The best way to keep patients returning to your site is to keep it updated.

Your website design agency should provide an update service. The market leader aims to make basic updates to your site within 24 hours, so you can keep the content as fresh as is possible. You will be able to keep your patients abreast of any education or training your team completes, and of any new treatments you offer. A key benefit of regular updates is that you can have testimonials from past patients, and add them as they come in.

Put simply, a testimonial is the ideal marketing tool. By adding a few comments from a satisfied patient, perhaps adding before and after images (with the patient's consent of course!) and a link to the relevant treatment animation for those visitors who want to learn more, you will communicate how effective your treatments are. Your competitors won't be hiding their light under a bushel and nor should you. Let the world know about your successes.

With a regularly updated website you can create a real sense of community, and establish a dialogue between your practice and the patient base. What better way is there to develop a lasting bond with your patients?

**About the Author**  
Following a marketing career that spanned 15 years working with Blue Chip companies such as Marks & Spencers, Mars and BUPA, Nigel Reece became head of the team that launched the BUPA DentalCover product to the UK dental market. Nigel went on to manage the sales and marketing team for three years before leaving to launch a recruitment agency for the dental profession. Nigel founded Dental Design Ltd in 2000.

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