

Dental Slogans: A Perfect Slogan, A Perfect Image

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One of my friends who own a dental center told me the following story. He has chosen a slogan for his dental center that seemed very appealing to him: "We set standards". Until one day, one of his customers asked him: "What are the standards you set?" My friend was shocked! He had no answer.

Using a slogan because it "sounds" good or gives you an impression of professionalism is not everything. Actually, it means nothing at all if you it does not reveal your vision or mission, and if you do not apply it. More important; your patients must really feel it and feel that it does represent you and your work. When you look at the slogan of Nokia "Connecting People", I am sure that you can believe it is applied and that you really feel it. Let's first have an idea about the issue itself. What is a slogan?

Advertising slogans are claimed to be, and often are proven to be, the most effective means of drawing attention to one or more aspects of a product or service. Typically, they make claims about being the best quality, the tastiest, cheapest, most nutritious, providing an important benefit or solution, or being most suitable for the potential customer.

At the start of World War I, when modern advertising was in its infancy, a famous poster called on young British men to heed the need expressed by one of Britain's foremost soldiers, Lord Kitchener, and volunteer to serve their country. The famous slogan "Your Country Needs You" was heard around the world. Still today America uses a variant of this slogan ("Uncle Sam wants you", or "The Army needs you").

What makes an effective slogan?

Advertising slogans often play a large part in the interplay between competitors. An effective slogan usually:

- States the main benefits of the product, service or brand for the potential user or buyer
- Implies a distinction between it and other firms' services - of course, within the usual legal constraints
- Makes a simple, direct, concise, crisp, and apt statement
- Is often witty (Smart)
- Adopts a distinct "personality" of its own
- Gives a credible impression of a brand or service
- Makes the consumer feel "good"
- Makes the consumer feel a desire or need
- Is hard to forget - it adheres to one's memory (whether one likes it or not), especially if it is accompanied by mnemonic devices, such as pictures, song
- Sounds good

Creating a New Dental Slogan

Your dental slogan is an essential part of your clinic's professional identity and image. It's much more than telling your clients that you provide great services. These intelligent and original short statements have a very powerful influence on your patients, affecting the

way they perceive your performance and market position. They create sharp market distinction, exclusivity and they constitute a source of pride.

Why do you need a new dental slogan?

Creative and original dental slogans are part of the evolution of today's dental care. From slogan ideas for dental medical devices, to improving the "business" of dental healthcare.

The dental slogan ideas serve both the technology sector and healthcare arenas.

By combining deep understanding of today's markets with aggressive media know-how, creative dental slogan ideas help dentists in effectively delivering their messages and stand out the crowd.

A strange but really effective dental slogan was "We cater to cowards", which I thought was great. The slogans identified the customers of this clinic, and most dental patients are not shy to admit that they are cowards when it comes to dental treatment.

"A different kind of dental office" a catchy slogan? Maybe - Today words and phrases like customer service, commitment, goals, etc. etc. are in many cases almost meaningless. How many times do we call a customer service department to only be left on hold forever and when we finally get to speak to a representative our problem or reason for calling isn't even remotely addressed? Unfortunately, far too often.

If you choose a slogan like "We are a different kind of dental office" then this should be one of your steadfast policies not just a slogan. You start this total commitment with your support team. Each member of your team, no matter in which position, is totally committed to "real" customer service. In fact, customer service and the manner in which you want this to be executed is part of everyone's written job description. You practice what we preach.

Your entire staff should be professionals committed to making the patients' total experience with your office gratifying and hassle-free. Your patient coordinator will assist patients with all required paperwork and personally explain treatment plans and office policies. There are no surprises.

Following diagnosis, you need to explain your treatment plan. You will also inform your patients of all costs and before elected treatment begins a mutual agreement on both treatment and financial responsibility is put in place. In the operatory rooms your assistants are not only coordinating with the dentists but are there to make the patients' total experience as comfortable as possible. Patient education is very important in your partnership program. They'll receive both verbal and visual explanations of your procedure and other procedures that you may wish to consider. "An educated patient is a happy patient".

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