

NEW PRODUCTS AND FOCUS ON IMPRESSION MATERIALS AND PRACTICE MARKETING

Please send product news information and images to David Westgarth at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London, N1 9XW. Product news is provided as a service to readers using text and images from the manufacturer, supplier or distributor and does not imply endorsement by the *BDJ*. Normal and prudent research should be exercised before purchase or use of any product mentioned.

TURNING GOOD PRACTICES INTO GREAT BUSINESSES

Dr Aalok Y. Shukla, UK based orthodontic marketing expert and creator of 'The Straight Teeth Engine Academy', has announced the launch of his book which is set to revolutionise dental practices everywhere. 'The orthodontic blueprint: The ultimate guide on how to build your automated practice and get your freedom back' has been created exclusively for dentists and orthodontists who are looking to increase productivity and grow their practice using the latest digital marketing and automation technologies by educating more people about the benefits of teeth straightening.

The brand new book empowers passionate dentists to reinvent their existing practice, using a number of cutting-edge business strategies to boost productivity and increase success.

'The orthodontic blueprint' promises to:

- Enable dentists to reconnect with the passion for their profession and concentrate on delivering transformative solutions for more patients



- Provide dentists with the strategies needed to do more orthodontic treatments daily
- Share the procedures on how to automate your marketing system so it works without fail to bring in new braces patients daily.

To order a copy or for more information, contact Romilly Douglas at romilly@clickconvertsell.com or visit www.straightteethengine-academy.com.

MARKETING DIRECT – THE PROOF IN THE NUMBERS

Artisan Lifecycle Marketing from 7connections is designed specifically to enhance your direct marketing strategies for optimum results.

The email marketing solution combines exceptional software from US marketing giant Infusionsoft with the business expertise of 7connections to help you not only reach new people, but also develop your relationships with them.

Providing all the tools and know-how you need to implement a sustainable and successful marketing strategy throughout 2015, Artisan will help you really engage and interact with both existing and potential

patients. And all at a reduced cost compared to what you would pay if setting it up for yourself!

Infusionsoft has already reported revenue increases of up to 400% when lifecycle marketing principles are applied in small businesses, and Artisan itself has increased new enquiry conversations rates from 18% to 80%.

For more information please visit www.7connections.com, or contact Phillipa on 01647 478145 or phillippa.goodwin@7connections.com.

FOURTH DISTRIBUTOR ANNOUNCED

Heka Dental is delighted to announce that Global Dental, based in Manchester, have been appointed Heka Dental Distributors. They join DB Dental Equipment, based in Brighouse in Yorkshire, who have been distributing Heka Dental equipment for over 10 years, Eclipse Dental, Dartford in Kent, who were appointed in Spring 2013, and Anglian Dental, based in Hertfordshire who were appointed in 2014.

Available in a wide range of inspirational colours, Heka Dental's bespoke UNIC Treatment Centres combine aesthetic beauty with state-of-the-art ergonomic efficiency. With their unique bespoke design capability, UNIC treatment centres can be built to individual specifications and are supplied with a fully comprehensive 12-month warranty as standard plus an option for an extended 5-year spare parts warranty.

For further information on the complete range of Heka Dental equipment, contact Anglian Dental on 01763 849990, DB Dental on 01484 401015, Eclipse Dental on 01322 293333 or Global Dental on 0161 877 4239. Alternatively visit their websites or www.heka-dental.com.