

## 2018 Question and winner:

**Identify a family dental practice that provides a basic level of dental care to a middle-class clientele. It can be your own dentist or any dentist, as long as the practice has a website. Please identify the practice by giving us the URL of their website. Visualize yourself as a marketing professional who has been hired to help transform this practice to a high-end practice focusing on smile makeovers and catering to a high-income clientele. Describe how you would brand this practice. Give a specific and detailed critique of what you would do to change their website.**

### Winner- Gemma Ballini

Northridge Family Dental Center: <http://northridgefamilydental.com/index.php>

The first page of Northridge Family Dental Center should be redesigned to fit a high-quality aesthetic and reduce distractions. The current home page employs statements from satisfied clients. While this tactic may work in a small middle-class family dental group, it reduces credibility for a high-end practice. The first page must "hook" the new client, making them instantly trust the practice without the use of invasive statements and claims. My suggestion is a video montage of visual media which shows confident professionals interacting with clients that are of a distinct upper-class standing. Contact information can be placed below the media, along with a professional statement that conveys excellence and trust. Designing a company symbol that accompanies the professional statements will add a visual appeal to the company's name.

Instead of having the links clustered in a horizontal arrangement, a clean and non-invasive link to the services and sections of the website should be positioned in the upper-left corner of the homepage. Among these links available to clients, a page introducing the dentists and their professional background should be available. Updated professional headshots of the dentists and other professionals will support credibility and allow the client to become acquainted with their new practice. Once again, the pages and links found on the website should be free of distractions while standing out on an aesthetic level.

The services should be divided into simple categories, such as "cosmetic" and "general." When scrolling over these links, sub-links with specific services will appear (e.g. teeth whitening, porcelain veneers, bridges). When the clients select the link of interest, they should be welcomed by positive media emphasizing results rather than the procedure. Clients must feel comforted by the idea of dental health and improvement and feel as though they are selecting the practice because it caters to their specific needs and guarantees the highest quality care. Along with the media, an original and visionary statement should explain the procedure and the potential of the result, without intimidating the client with unnecessary explanations. The dental implant procedure explained on the Northridge Family Dental

Center website uses medical terms and thorough explanation which may intimidate a client who is looking into the service. The description of the procedure should be creative and innovative, encouraging the client while easing potential fears.

While the name of the medical group is appropriate for a small middle-class clientele, the name should be revised and polished to cater to the new upper-class clientele. Adding innovation to the name of the dental practice attract clients looking for services that go beyond basic dental practices. Using elegant words such as "boutique," "studio," "arts," "vision," "spas," emphasizes the idea of quality professional dentistry geared towards achieving excellent results and the finest smiles. Removing the word "family" from the name of the practice could also affect the traffic of the website. While the practice should offer services geared towards families, this should be stated within the service sub-links of the website.

Traffic for the website can be increased by a search engine optimizer that attracts upper-class clientele based on associated keywords and phrases, and by new social media accounts. While the website will not implement client reviews and experiences as a tool for credibility, client experiences and additional media will be placed on social media links which will help the client become familiar with the practice. On the social media accounts, the company statement and symbol should appear on the top of the page. I believe the creative and aesthetics improvements will aid Northridge Family Center in making the transition from a middle-class to an upper-class dental practice.

