

The new BIOLASE: Practice growth 'assured'

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[PICTURE: ©SHUTTER_M]

— "The new BIOLASE."

You may hear or see that phrase this year and wonder, what exactly does that mean? In 2015, BIOLASE, a leader in the dental laser industry, has a new focus on placing customers first; new and improved products, such as the WaterLase iPlus and Epic X; and a new industry-first, ground-breaking Practice Growth Guarantee.

Orlando Rodrigues, Vice President and Chief Marketing Officer at BIOLASE, and Bill Brown, Marketing Director, spoke about the new products, concepts and future developments of the company.

its focus on any segment other than dental lasers. "We are essentially refocusing the direction of the company almost 180 degrees, one of our objectives we have now placed is that a minimum of 30 per cent of our revenue every year will come from new or improved products," Orlando Rodrigues, Vice President and Chief Marketing Officer, said.

This goes along with the company's new re-focus on placing customers first. "BIOLASE is not a business where we sell boxes and move onto the next customer," Rodrigues said. "Our commitment to the dental professional is the most important thing that we do."

New and improved products for the company include both the EPICMX and the WaterLase iPlus 2.0. "We just introduced a new diode laser, EPICMX, back in November, that is the result of a total focus on quality," Bill Brown, Marketing Director, said. "And [in February] in Chicago, we introduced the new WaterLase 2.0, which is a product upgrade offering significant improvements to uptime and functionality."

The other new concept BIOLASE is introducing is the Practice Growth Guarantee, which has never before been done in dentistry, Brown said.

— Lasers can make differences

Lasers can make a profound difference in the practice of dentistry. It is a market in need of improved clinical benefits, patient preference in terms of significant pain reduction and practice-growth opportunities for the company's primary audience, which is dentists. One of the first things down





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The Practice Growth Guarantee

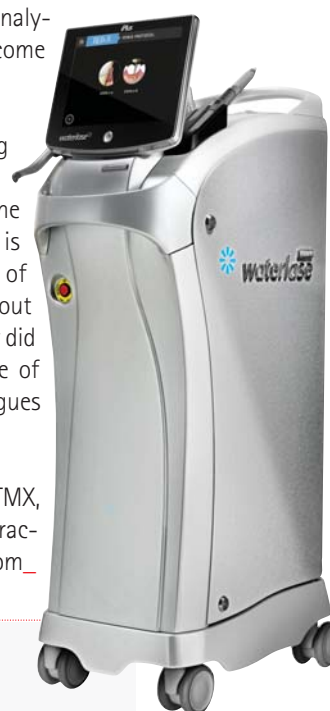
“The Practice Growth Assurance commits to the dentists that we are going to guarantee them that they will grow their practice by focusing on the seven core procedures that dentists have identified as the most important,” Brown said. “We assure them that we are going to work with them by providing practice-marketing materials and more training assistance, and with the increased ease of use of the WaterLase, it all works together to address that No. 1 need that we hear from dentists: growing their business. That is not to diminish the dentists’ focus on clinical outcomes and patient needs, but they are business people, and they want to build their practice.”

Practice growth could mean a number of different things, Brown said. It might mean more patients, it might mean more referrals or it might mean being able to treat many patients that before would’ve been

sent elsewhere. “We are partnering with the dentist and, in six months, if you have not grown your practice, we are going to come in and do an analysis and figure out why. And we will come back and give you more resources.”

BIOLASE believes that by enhancing patient experience, clinicians will automatically generate practice growth. “One of the things we are really focused on is making sure that dentists retain more of their patients and do not have to refer out anymore or not nearly as many as they did before because they are now capable of handling those procedures,” Rodrigues said.

For more information on the EPICTMX, the WaterLase iPlus 2.0 or BIOLASE’s Practice Growth Guarantee, visit BIOLASE.com



Kurz & bündig

2015 erfindet sich BIOLASE, einer der führenden Anbieter in der zahnärztlichen Laserindustrie, neu. Neu ist der Fokus des Unternehmens, der sich nun zuerst auf die Kunden richtet; neu und verbessert sind die Produkte, wie der WaterLase iPlus und der EPICTMX Diodenlaser; und neu ist eine noch nie vorher dagewesene Practice Growth Guarantee. Orlando Rodrigues, Vizepräsident und Chief Marketing Officer von BIOLASE, und Bill Brown, Marketing Director, sprachen über die neuen Produkte, Konzepte und die zukünftige Entwicklung des Unternehmens.

Das Unternehmen ist überzeugt, dass die Laseranwendung gerade auch für die Zahnmedizin viele Vorteile in der täglichen Anwendung bietet. Deshalb konzentriert sich das amerikanische Unternehmen nun ganz auf dentale Laser und den Zahnarzt selbst. Eines der Ziele ist es, mindesten 30 Prozent der jährlichen Gewinne aus neuen oder verbesserten Produkten zu generieren. Erst im November hat BIOLASE den Diodenlaser EPICTMX eingeführt und im Februar den WaterLase iPlus 2.0. Ein weiteres neues Konzept stellt das Unternehmen mit der Practice Growth Guarantee vor.

Mit dieser Garantie sichert BIOLASE seinen Kunden ein Praxiswachstum zu bei Konzentration auf sieben Prozeduren, die Zahnärzte als am wichtigsten identifiziert haben. Bei der Erreichung des jeweils individuellen Ziels zum Praxiswachstum unterstützt das Unternehmen die jeweilige Zahnarztpraxis mit Praxismarketingmaterial und Schulungshilfen sowie der erhöhten Benutzerfreundlichkeit des WaterLase. Die Garantie: Wenn sich nach sechs Monaten kein Erfolg eingestellt hat, führt das Unternehmen mit dem Kunden eine Analyse durch und stellt diesem weitere Ressourcen zur Verfügung.