



dental care network

GROWING TOGETHER

OUR PATIENTS

30%

SEARCHING FOR DENTISTS ONLINE

of patients
are actively
seeking a
new dentist

PERCENT OF PATIENTS PREFER TO VISIT THE SAME DENTAL PRACTICE



PERCENT OF PATIENTS VISIT ONCE EVERY 6 MONTHS



PERCENT OF PATIENTS VISIT ONLY ONCE EVERY TWO YEARS



94%
AUSSIES
ARE ACTIVE
ONLINE

79%
LOG ON
EVERY
DAY



WHO ARE WE

CHANGING THE FACE OF DENTAL CARE

COMBINED PRINCIPAL DENTIST EXPERIENCE
EXCEEDING
3000 YRS

180
PRACTICE
PRINCIPALS

300
ASSOCIATE
DENTISTS

15
GRADUATE
DENTISTS

200
DENTAL
HYGIENISTS

1,600 SUPPORT TEAM

3,000 ACTIVE PATIENTS
ON AVERAGE PER PRACTICE

540,000
PATIENTS IN THE NETWORK

180 PRACTICES

OBJECTIVES & BENEFITS

1
Generate new patient leads for DCN practices

2
Retain patients within DCN practices

3
Promote DCN practices as a group who provide quality care, extensive knowledge, comprehensive education and accessibility

4
National advertising campaigns promoting all DCN practices

5
Leading website and SEO, building online presence for all practices

6
Dentisure Patient Dental Accident Insurance, providing all practices with a leading value added service to attract and retain patients

7
Corporate Dental Program generating patient referrals from leading companies and organisations nationally

OUR INITIATIVES

BENEFITS THAT BUILD LOYALTY



DENTISURE™
Patient Dental
Accident Insurance

CORPORATE
DENTAL
PROGRAM

DENTIPEDIA

The definitive online resource for information about dental conditions and procedures

dentalcarenetwork.com.au