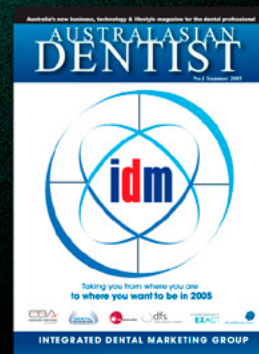




CELEBRATING  
**21YRS**

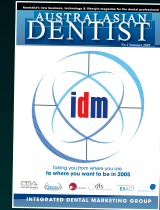


OF SERVING THE DENTAL COMMUNITY

**integrated dental marketing**



TM



## CELEBRATING 21YRS OF SERVING THE DENTAL COMMUNITY

integrated dental marketing

### Australia's First Dedicated Dental Marketing Agency is launched Integrated Dental Marketing - IDM

Back in 2000, Carl Burroughs, the founder of IDM, was running a successful marketing company called Communicate, helping small to medium enterprises navigate the emerging trends brought by the Internet. Through this work, he was asked to speak at the Orthodontic Society in North Sydney on the topic of "Marketing Trends for a New Millennium". Carl was approached to help a number of dental and specialist practices and within a year, due to the success of these initial campaigns decided to rebrand his marketing company to Integrated Dental Marketing (IDM) and specialise purely on the dental sector.

### Early successful campaigns

The early years were incredibly exciting with the IDM list of clients reading like the 'Who's Who' of Dentistry. Cosmetic Dentistry was booming and the Internet was creating new marketing opportunities all the time. Many of these first clients were amazingly generous, taking time to help Carl and the IDM team understand the profession of dentistry in fine detail, something Carl is enormously grateful for and has helped him with many of his other ventures over the years.



2001

2002

2003

2004



### IDM incubates Somnomed from their Head Office.

The first of many successful joint ventures and partnerships. John Truitt approached IDM to help brand a revolutionary new snoring device. Initially basing the Somnomed business from the IDM offices in Sydney, John and the Somnomed team went on to list on the ASX in 2004 - a wonderful success story.



### IDM Christmas party





## Marketing Dentistry Institute

When IDM was launched, marketing was still in its infancy for the dental sector. Deregulation was still quite new and there was a distinct lack of dentists, resulting in most dental practices remaining busy. By 2013 not only had the sector become highly competitive with more new graduates and overseas dentists than ever before, but marketing had become a recognised necessity for most dental practices. In a bid to help practice owners get access to the greatest business minds in the world, Carl Burroughs, original founder of IDM launched the Marketing Dentistry Institute (MDI). Over the next few years, MDI would bring to Australia lectures by Dr Bill Dorfman, Dr Howard Farran, Dr Mark Costes and Dr Micheal Abernathy. Local content was provided by Dr David Penn and practice management content was provided by Sandy Roth and Tracy Penn.

## ADX 2006 - Aloha - the Hawaiian Holiday Year

Being a marketing agency, you would expect IDM would know how to get noticed. This has certainly been true with their many stands at ADX over the years. From Hawaiian Holiday give-a-ways, through to a James Bond weekend, including an Aston Martin, IDM have forged a reputation of getting seen at these events.



2006

## Dental Partners Launched

With equity partners secured in the form of Abano Healthcare. Dental Partners started to partner with successful dental practices all over the country. Over the next five years, over 40 practices joined Dental Partners resulting in Abano Healthcare talking over completely in 2012 and subsequently rebranding the group as Maven Dental.



2007

## ADX 2008 - the Bond Girls



2008



2010



## IDM Help launch The Dental Education Centre

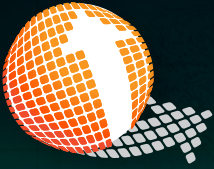
In 2007 IDM was approached to help launch and promote the Dental Education Centre in Alexandria, Sydney. To help with the process, it was decided to move the IDM head office into the same complex.

## Dental Partners Pre-launch

Coming off the back of helping launch a number of highly successful new practices, Carl along with two business partners, decided to move into practice ownership with a view of listing on the ASX. Due to list in late 2007, the collapse of Lehman Brothers sparked the Global Financial Crisis and any listing looked doubtful, but this would not stop Dental Partners becoming one of the largest dental groups in Australia.

## ADX 2010 - Porsche Track Day Promo





# MARKETING DENTISTRY

Marketing Dentistry 2015  
Dr Howard Farran

Marketing Dentistry 2016  
Dr Michael Abernathy

Marketing Dentistry 2013  
Dr Bill Dorfman



2013

2014

2015

2016



Marketing Dentistry 2014  
Dr Mark Costes



ADX 16 The Showgirls



## Divine Dental Experiment

Established in 2010, Divine Dental was struggling to survive by 2016, with mounting debts and the threat of eviction. Carl and the team at IDM saw this as a perfect opportunity to demonstrate the power of marketing and decided to buy the practice with a view of 'putting their money where their mouths are'. Over the next twelve months, the IDM team used Divine Dental to implement every-

thing they had learned about successfully promoting a dental practice. At the beginning of the experiment, the practice was turning over just \$340,000, but within a year this had been built to over \$1m in revenue and a respectable profit. The practice was then sold to one of the corporate groups, with the knowledge that the IDM suite of products and services, when implemented correctly and in conjunction with good practice management allows a practice to expand when others are contracting.



**CELEBRATING 21YRS**  
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## Ian Shapland - a wealth of Dental knowledge

The IDM team pride themselves on their dental knowledge. The senior management team, Tony O'Brien, Sonia Kingman and Jonathon Kim have worked at IDM for over 15 years and the whole team have a much deeper understanding of how a dental prac-

tice works than just the marketing. Right from its beginning, a core belief has been to help with every aspect of running a dental business, whilst specialising in effective marketing and communications.

The dental knowledge was enhanced even further in late 2021 with Ian Shapland agreeing to join the IDM team in the role of sales director. Ian, who completed his MBA from Griffith University in 2015, was the Marketing and Business Development Director for Dental Fitout company Elite for over ten years and has worked with hundreds of dental practices around the country. Ian has helped both new practices get established and existing practices reinvent themselves. Ian was also the President and National Board Member for the ADIA in Queensland for over four years. This invaluable wealth of experience will enhance the IDM client experience and outcomes even further as IDM enter their third decade of supporting the Australian Dental sector.



2017

2020

2021



## The Covid Years

Nobody, could have predicted how the past few years were going to go and how our businesses would be affected. IDM took the view they needed to support the dental community and their clients in every possible way they could. Free Covid messaging tools were developed and circuited, meetings with clients became almost daily at the peak of the uncertainty and the whole IDM team committed to help in every way they could. This has forged even stronger relationships between the IDM team and their loyal client base.



EDWARD ST DENTAL



DR KEITH BAETZ





# ONLINE FUNDAMENTALS

## Everything you need to grow your practice in 2022 and beyond



We all know how important our on-line presence is, but it's complex and time consuming to keep on top of everything that is required. Well that was up until now!

IDM has been helping the Australian Dental Profession to achieve their business objectives through marketing since 2001 and we have helped create some of the fastest growing and most successful practices in the country over this time. However, marketing trends are in a constant state of flux and to remain successful we have to stay at the forefront of what is relevant to achieve our client's goals.

As on-line marketing has developed, we have been able to track exactly what is important and productive, as well as discard what is just a fad or has little relevance to marketing dentistry. With this as a backdrop we have today developed our Local Dental Digital Marketing Platform that draws on the experience of hundreds of dental on-line marketing campaigns to deliver you with a single highly intelligent on-line marketing solution that gives you what you actually need from your on-line footprint and does away with activities that simply waste your time and money.



## 2022 TAKE THE NEXT STEP TO GETTING THE PRACTICE





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OF SERVING THE DENTAL COMMUNITY

- MORE PATIENTS GUARANTEED
- GUARANTEED LOCATION EXCLUSIVITY
- 100% AHPRA COMPLIANT
- DEDICATED ACCOUNT MANAGER
- DETAILED MONTHLY REPORTS
- MONTHLY STRATEGY MEETINGS
- 'REAL WORLD' MANAGEMENT TEAM EXPERIENCE
- ONE SIMPLE FIXED MONTHLY FEE



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CONSULTATION**



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MORE TIME,  
MORE LIFE™**



integrated dental marketing

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