

Being nice can be rewarding

Effective branding translates to higher patient confidence for B9 Dental

PANCHALEE THAKUR

JUST three years after its launch, B9 Dental Centre has established itself in the highly competitive Singapore market by winning the Singapore Prestige Brand Award-Promising Brand this year.

Says Dr Raymond Lim, dental surgeon and director, B9 Dental: "This is the first time we qualified for SPBA and won it as a promising Singapore brand. It is a matter of immense pride for me."

He adds: "In 2014, the company won the Top 10 Special Achievement Award-Special Achievement in Dental Care Award as part of the Promising SME 500 awards."

Last year, Dr Lim was honoured with the Entrepreneur of the Year Award (New Entrepreneur) and the Entrepreneur of the Year Award for Social Contribution.

"The SPBA award will give more confidence to our patients and motivate our employees to maintain the standard," he says.

Dr Lim set up B9 Dental in March 2013 after having worked as a dental surgeon in the government sector for five years and the private sector for four years.

The first clinic started in Clementi with Dr Lim as the only dentist, two dental chairs and two nurses.

The next year he opened two more clinics, in Buona Vista and Toa Payoh. He then expanded the Clementi clinic to a larger unit with five dental chairs.

Providing quality care

Today, there are three B9 Dental clinics in Singapore, with 18 dentists, 20 nurses and four administrative staff.

Next on the agenda are centres in Marsiling and Tanjong Pagar later this year.

"We have grown through word of mouth and recommendations of patients. They appreciate the relaxed, friendly atmosphere at the clinic and the affordable, quality care that we provide," says Dr Lim.

Providing customer-centric service is key to the brand experience that Dr Lim wants to build.

It starts with the brand name, B9, which is a take on "be nice".

"With patient-friendly service at the core, we have invested in top quality equipment, advanced dental chairs, doctor training and clinic interiors.

"Before a treatment starts, patients get to see high resolution x-ray images of their teeth and gums that help them understand the current state," Dr Lim explains.

He believes dentists must provide patients the option of four to five treatment plans so that they can choose what is best for them.

"I want to make dental treatment affordable to all. With different treatment plans, a patient can choose what he or she can afford.

"It is also a big step towards building transparency and trust between the doctor and the patient," adds Dr Lim.

Creating awareness

Dr Lim is also a strong believer of creating awareness about dental health in the community, with the aim of making dental care within everybody's reach.

He engages the public through magazine articles and columns in which he answers questions about dental health.

Videos on dental conditions and treatments are screened at the clinics to serve as effective branding tools even as they disburse useful information and create awareness in the community.

Besides the company's website, he says these branding initiatives are aimed at reinforcing its key at-

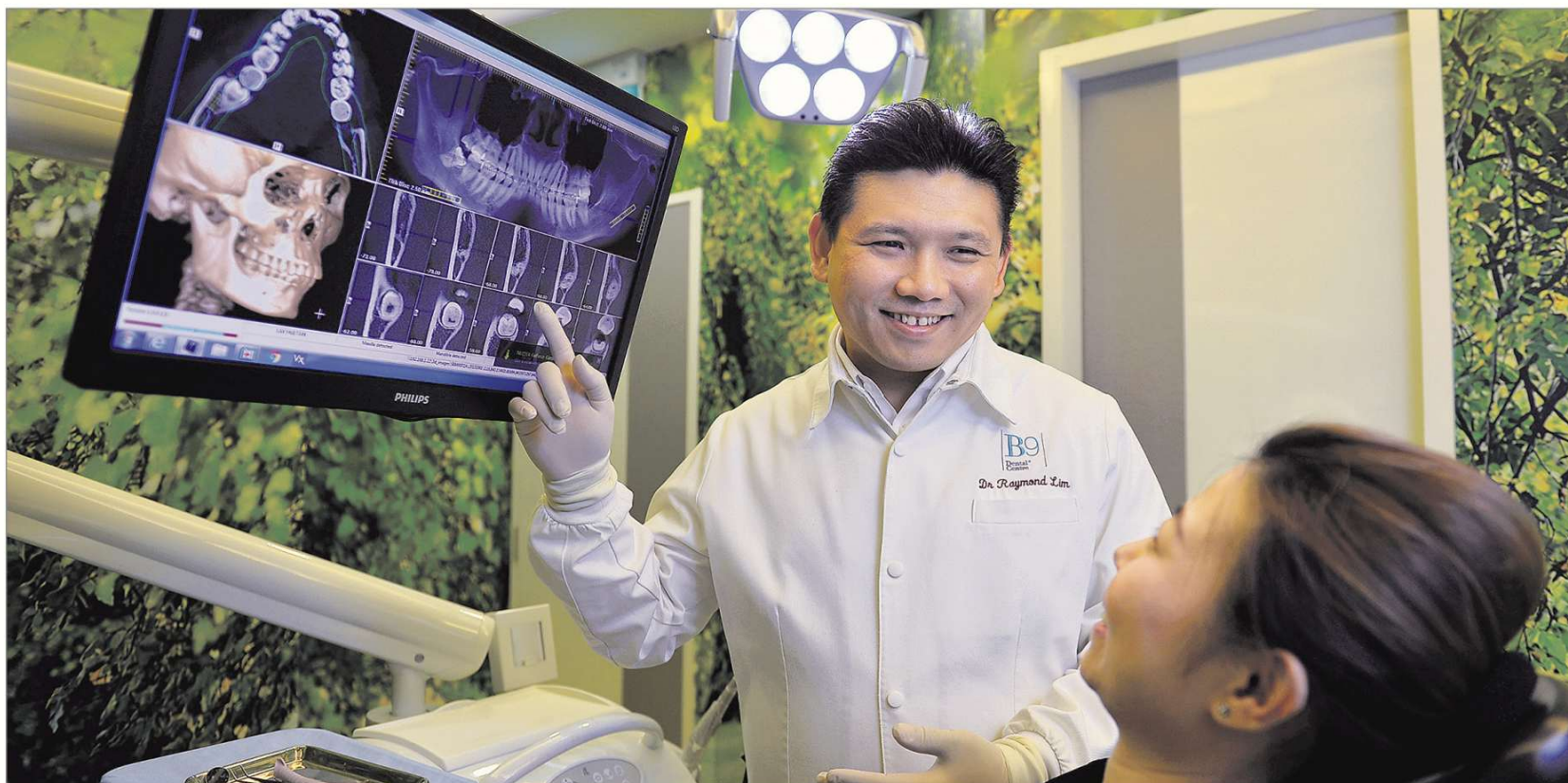
tributes of friendly, comfortable service; being easy to approach and the quality of dental care.

"Through branding, we have been able to set a standard for our company and position ourselves well in Singapore.

"It is our aim to be known as one of the leading dental clinics in the country," he says.

He has taken care of smaller details so that the "patient-friendly" brand experience can be enjoyed by everyone who comes to the clinic. For example, the bright interiors and the flat-screen monitors at the waiting area that play videos on dental conditions, treatments available and updates on B9 Dental.

Patients can also browse through a wide range of magazines while waiting their turn, and use a wireless headset to listen to the videos while getting their treatment done.



Dr Lim hopes to make dental treatments affordable to the masses. PHOTO: CHONG JUN LIANG



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DR RAYMOND LIM
director
B9 Dental