

# 29<sup>TH</sup> ANNUAL AMERICAN DENTISTRY CONGRESS

March 22-23, 2018 | New York, USA



## *James L Ratcliff*

*Rowpar Pharmaceuticals, USA*

### **Patients or consumers? Should we re-incline our mode of engagement?**

Tradition holds that the people we serve are patients. Yet, consumer-centric practices think about things differently than pure patient model practices do. Dental practices are consolidating into clinics and are being taken over by practice management companies. The success of dental practice or an oral care company can be profoundly influenced by online consumer reviews by patients on online sites, such as health grades and Yelp. It is time to rethink the terms of engagement we have with the people we serve, the people we have been accustomed to regard as patients? This session describes the once in a life time marketplace shift and what it means for dental practices and oral care companies and delivers solutions that will help attract and retain clients. Rowpar Pharmaceuticals makes and markets the ClōSYS brand of oral care products to dentists and to consumers. ClōSYS is now the #1 preferred oral care products on Amazon.com, has a Facebook page with over 30,000 followers, and is in the top 10% of oral care products in US pharmacies nationally. Rowpar received the Corporate Live Wire Award for Innovation in oral care in North America in 2017 and 2018 and received the Fast Lane Company Award from the Arizona Bioscience Association in 2018. Rowpar has worked with dental and medical professionals and their practices and clinics, riding the tide of change to where consumer-centric business succeeds. From the ClōSYS story, and the story of the practices, clinics and businesses with which Rowpar was partnered, the session will present keys to building a successful consumer-centric practice.

### **Biography**

James L Ratcliff is Chairman of the Board and CEO of Rowpar Pharmaceuticals, Inc., Scottsdale, AZ, maker of the Dentists Choice and ClōSYS brands of oral care products. In 2014, Rowpar received the US Small Business Administration's Exporter of the Year Award. From 1989 to 2000, He served as Senior Research Scientist, Professor and Director, Center for the Study of Higher Education at the Pennsylvania State University. From 1979 to 1989, he was Professor and Program Head for higher education at Iowa State University. He is author of 120 articles, books, book chapters, is co-inventor on over 24 patents and patents pending. He is active Member of the Arizona Biotechnology Assn., American Academy of Oral and Systemic Health, American Education Research Assn., and the International Association for Dental Research. He holds a PhD in higher education from Washington State University, a MA in History from Washington State University, and a BA from Utah State University.

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