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James L Ratcliff

Rowpar Pharmaceuticals Inc., USA

Consumer centric marketing in dentistry

Marketing in dentistry and medicine is rapidly changing. Thanks to the ready availability of information and consumer reviews on the internet, patients are no longer passive participants in their own oral care. Instead, increasingly they come to the doctor, dentist, hygienist and nurse with questions about treatment plans and oral care products. Consumer-centric marketing re-envisioning how dental products will be selected and used in the future. A quick examination of the domestic oral care market reveals a confusing array of over 300 toothpaste from which the consumer is to make a choice for home oral care. Major brands offer a confusing array of choices leaving both the consumer and the dental professional unable to readily associate one particular product with the specific needs of the individual consumer. Rowpar has taken a different path. It begins with the consumer rather than the product features. We seek to deliver that “OMG” moment where the consumer or patient realizes that CloSYS products are perfect companions to their own health and wellness and are specific, immediate remedies for their personal needs. This involves locating consumers and professionals on a single indication, such as oral sores or heart health, finding out where they search for information on that indication and then using those existing avenues to communicate directly with the patient. The end result, ideally, is person-product fit which leads to great consumer loyalty and increased professional satisfaction that we are helping people get well as stay well. What does it mean to have a person-product fit or a person-service fit for dentistry and dental products? The presentation concludes with lessons learned, applications to the practice setting and the dental products space and how they might fit into new standards of care and of quality.

Biography

James L Ratcliff is Chairman and CEO of Rowpar Pharmaceuticals, Inc., Scottsdale, AZ, maker of the Dentists Choice and CloSYS brands of oral care products. In 2014, Rowpar received the U.S. Small Business Administration's Exporter of the Year Award. In 2017, Rowpar has received the Arizona Fast Track Leader Award. From 1989 to 2000, he served as the senior research scientist, professor and director, Center for the Study of Higher Education at the Pennsylvania State University. From 1979 to 1989, he was the professor and program head for higher education at Iowa State University. He is an author of 120 articles, books, book chapters, is co-inventor on over 24 patents and patents pending. He is an 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 M.A. in History from Washington State University and a B.A. from Utah State University.

jratcliff@rowpar.com

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