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## The evolution of marketing and communication in dentistry

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A professional can be said to be truly free when the practitioner is able to make conscious and independent choices without relying on others. And a choice can be said to be truly conscious and independent only if it is based on the direct knowledge of matter. It is important to know very well the competitive scenario and the main trends of private health and dental care. At the same time, it is necessary to have skills about management control and performance analysis for calculating production costs and consequently the tariff of each dental care. A decade ago, companies which were using traditional advertising methods such as television, newspaper, radio, billboards and etc. had already started expanding to a new form of advertising: Internet, which offers different methods of communication to companies on the way of reaching their possible customers. Nowadays, as a result of these developments and increments, internet has become one of the key parameters between companies and customers. Internet Marketing and Advertising are one of the fastest growing fields in dentistry. It is critical to a dental practice management change and improve the management of own business by implementing effective Dental Web Marketing strategies to increase customers and retain them. Even in the dental world, today, there is a growing need to develop an effective marketing plan that must meet the following requirements: To communicate in a targeted manner with both loyal and potential patients and increase and improve skills, knowledge and ability in a dental studio.

### Biography

Alessandra Ugoli is a Dental Manager with over 20 years of experience in dental marketing. She keeps courses to dentists and dental technicians about management and marketing. In particular she elaborated a calculation model, software for establishing exactly the total cost of each prosthetic artifacts made in dental laboratory and for each dental care done in dental studio. She has held many lectures in Italian dental congresses. She is the author of several articles published in dental journals.

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