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**East Coast Dental
Sinks Teeth Into New Digs
...See Page 6**

MEMBERS IN THE NEWS

East Coast Dental Centre Sinks Teeth into New Digs

East Coast Dental Centre has been in its new location for less than a year, but already it's making its mark in the Colchester Region and beyond.

With its ultra-modern office space located at Covington Place on Willow Street, East Coast Dental Centre is impressing potential patients before they even touch their teeth. However, once the staff shows just what they can do, the patients are even more amazed.

"Things have been fantastic. We are busier than we ever thought we would be," says Dr. Alan Kwong Hing, co-owner of East Coast Dental Centre. "We have patients coming from all over the Maritimes, from Moncton to Sydney to Yarmouth -- even as far away as Bermuda."

While that may come as a surprise to some, it won't once you find out what makes East Coast Dental Centre so unique.

"We are one of only a few offices worldwide that can deliver implant surgical, laboratory and restorative treatment in one site," explains Dr. Kwong Hing. "A person can come in with no teeth and leave with a set of non-removable teeth, often in one day. In addition, the staff are at the top of their profession and, as a coordinated team, we have much more power than is available in other facilities."

In fact, in order to find the same type of services offered at East Coast Dental Centre, Dr. Kwong Hing estimates one would have to travel to Toronto or Atlanta. He believes East Coast Dental Centre is having an impact on other businesses in the Truro area.

"The spin-offs to other businesses in Truro are huge, as patients and their families are staying over at hotels, eating at restaurants and shopping locally. Often, the patient will spend two days -- during three or four different visits -- in Truro, over the course of their treatment. This can only add to the business that is directed to

the merchants in Truro."

East Coast Dental Centre's success has certainly not come by accident. The business has undertaken an aggressive marketing campaign to let potential patients in the Maritimes know that they can get missing teeth permanently replaced -- without travelling halfway across the country or to the United States.

"We run ads on TV, in newspapers and on radio stations throughout Nova Scotia, New Brunswick and P.E.I.," says co-owner Dr. Stacey Doncaster. "We also hold information sessions at malls and follow up on all direct inquiries through our website."

East Coast Dental Centre's offices also have the capacity for a training facility that includes top-notch technology and viewing abilities. Training programs will be focused on all dental staff, including dentists, assistants, hygienists, and administrative staff. Dr. Doncaster says the training facility is also available for use by the community.

"The training facility is not just for dental staff. We are opening it up to the local community as a resource. So, for example, if a group like the Scouts needs a place to hold a meeting, they can come see us and we can accommodate them."

Ultimately, Dr. Kwong Hing and Dr. Doncaster believe it's the personalized service that maximizes a customer's experience. East Coast Dental Centre strives to keep anyone taking advantage of their services as comfortable as possible. That courtesy is also extended to any family members travelling with clients. Their offices include a lounge with a big-screen TV, free internet access, and a juice, coffee and tea bar, complete with snacks. The most important piece of the puzzle is the knowledgeable and friendly staff that are always willing to go the extra step.



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