



NAME

Dr. B. Ayomi

INDUSTRY/SEGMENT

Dental

JOB TITLE

Dentist, General Practitioner

REPORTS TO (JOB TITLE)

Himself, Private Practice

AGE/EDUCATION

38 years old, Post-Graduate

YEARS IN THIS JOB

9 years

MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

To help patients develop better oral hygiene regimens by diagnosing and treating dental issues. Services provided includes check-ups, cleaning, tooth extraction, fillings, root canal, dental crowns, dental bridges, dental implants and emergency dental care.

LIST THE TOP FIVE OBSTACLES OR PROBLEMS THAT INTERFERE WITH MY SUCCESS:

- 1 Decrease in revenue. Lack the support and resources to attract new patients. Compounded by Covid health guidelines limiting patient scheduling and increasing room turn-over time frame.
- 2 Increase in expenses. Additional expenses due to Covid - increasing cost of personal protective equipment (PPE), disinfecting chemicals and air purification devices.
- 3 Keeping up with changes in regulations, policies and technologies needed to run a dental office.
- 4 Time. Challenge in managing my time between providing quality service for each patient, time to work on marketing my practice and time to update my skill sets (take CE courses, hands-on, etc.).
- 5 Finding and hiring qualified dental staff to help expand my practice.

PRODUCT:

Dental Face Shield

MY ROLE IN BUYING:

Choose the product and pay the bill

WHY I HAVE NOT CONSIDERED YOUR PRODUCT (OR CATEGORY OF PRODUCTS) AS AN ANSWER TO MY PROBLEMS:

I didn't know A-dec sold consumables. Never tried nor heard of your face shield I already have one that I've used for a long time and am fine with it.

WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):

Increase in satisfied patient (new and existing) resulting in constant revenue flow.

HERE ARE OTHER WAYS I MANAGE WITHOUT YOUR PRODUCT:

I'm already using Pac-Dent iVisor.

HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources):

Category

Who? Which ones? Where?

☐

Ask analysts/read analyst reports

☒

Attend industry conferences Chicago Mid-Winter, IDS, OSAP

☐

Attend vendor-sponsored events

☒

Ask a colleague for a recommendation

☒

Read white papers Journal of ADA, FDI

☒

Use internet search engines/online research Google

☐

Read vendor collateral

☒

Read magazines/publications Dental Economics, ADA news, DentalTown, Dentistry IQ

☒

Other influences LinkeInn, Twitter

HERE IS SOMETHING ELSE YOU SHOULD KNOW ABOUT ME:

I love helping my patients - whether it is doing a difficult implant or treating young children who are hurting and terrified. I find a sense of accomplishment; it reflects me and the quality of my work. I like my practice to run efficiently and be highly profitable. But maintaining the administrative portion of my practice is the most difficult part.

Melanie Hauser

1/19/2021

WRITTEN BY

DATE