



By JOSEPH ALLBEURY

Where's the trust...

I've been both excited and then subsequently disappointed twice this past month and both times it was by "someone" who had spent a lot of time and money getting me to trust them. One of those disappointments (*is that a word?*) was a major airline; the other a telco. No surprises there I guess many people would be lamenting already, but having a half page soap box each edition to fill, I will waffle on nevertheless.

Business is all about building trust and relationships. You create a brand, get people to trust it by associating it with quality goods and services and in doing so build a long term relationship with your customer that should be mutually respected. As long as trust is retained, we all get along famously. Building that trust takes time and money however but hopefully you can then leverage that trusted relationship for an even greater return. Or at least that's the theory.

So having a new daughter and not wanting to miss seeing her grow up, which happens on a daily basis of course and also being supportive of my wonderful wife's desire to return to the workforce part time, it seemed like a reasonable idea to put my hand up to look after young Isabella each and every Wednesday. Suddenly working 20% less though is a bit ominous but given that the little angel devotes quite a bit of time to sleeping, working from home a day a week seemed like almost a more productive idea than fronting at the office (*there would be less children, I mean staff to look after at least*). The main problem however was that at home, we have no internet. So I found myself wandering the streets of North Sydney looking to score some mobile broadband at 4.30pm on the Tuesday. I tried my mobile phone provider (Optus) but their solution won't work on a Mac. So then I started humming *Tullamore, Seymour, Lismore, Mooloolaba, Nambour, Maroochydore, Kilmore, Murwillumbah, Birdsville...* and seeing as they've spent a bomb getting me to trust their brand, I signed up with them instead. Why am I disappointed? *I got ripped off!* \$39.95 a month gets me 200Mb - then there was almost \$500 for the modem; Over at "3", the modem is \$150 and you get 6Gb for the same price!

But wait, there's more... gripe number two is with an airline that is spending a "huge" amount of money - we can't use the B word anywhere around planes these days - to launch their wonderful new frequent flyer scheme. I felt elated that when I travel to New York at the end of the year with my extended family - 4 + Bella - that we could actually be guaranteed a nice big business class seat at the front of the plane, rather than praying all night the night before for the upgrade fairy to shine her light on us from above. I dutifully went to the website, punched all the details in six months before the date of travel and bingo... I can have exactly what I wanted on the days I wanted and everything! Fantastic... the problem is, just who on earth has six point five million frequent flyer points to use all at once, or at all? I guess I can rest easy that everyone is in the same boat as me.

On a more positive note, next edition we'll talk about the price of petrol and local politics...

Joseph Allbeury, Editor and Publisher

New website for Dentist Jobsearch



Dentist Job Search (DJS), a national employment and practice sales/purchase service exclusively for the dental profession throughout Australia and NZ, have launched their new website at www.djs.com.au. The new site is split into DJS's three main business units - Jobs, Practice Sales and Work Down Under. DJS has the largest repository of dentist jobs, with over 400 dentists currently registered as looking for work (either full time, part time, locum, regional or metropolitan) and 285 dentist jobs currently advertised. Nearly 200 buyers are currently registered as looking for a practice to buy and 50 practices are currently listed as for sale. DJS also has nearly 125 dentists from abroad qualified and with suitable work visas looking for work around Australia. For more info, see www.djs.com.au

Levitch wins HIA Home Show Award



Levitch Design Associates are now the proud recipients of the "People's Choice" award for the best stand in the designer's precinct area of the 2008 HIA Home Show at Sydney's Darling Harbour Exhibition Centre in May. The stand was a room set-up, and the theme for this year's show was "luxury". LDA designed an elegant bedroom with which to explore the brief, complete with fireplace, sumptuous fabrics and finishes, inviting and enticing the viewers to indulge their senses. Apparently it hit the mark! "This award is a wonderful kick-off for the expansion of LDA's residential portfolio, which has seen substantial growth in recent months," said Anne Levitch. "Apart from your dental design needs, we invite you to call our office to discuss your residential projects, large or small." For more info, see www.levitch.com.au

Volunteer dentists needed for short trip



Equal Health, a Western Australian run humanitarian aid organisation that delivers medical, dental, optical and allied health relief in South Africa and India for 2 weeks each year, is currently looking for a compassionate, dynamic, positive thinking and team-orientated dentist to join the Equal Health Team going to India in February 2009. The team leaves Australia on Friday 6 February 2009 and returns Sunday 22 February 2009. If you're interested, please email either Simon Shanahan, Chairman on sshanas@iinet.net.au or Rita Freijah, Executive Officer on ritamon@iinet.net.au or call (08) 9371-5325. For more information, see www.equalhealth.org.au

Dentists not required to check products

The Australian Dental Industry Association has moved to counter a campaign of misinformation being circulated within the dental community that encourages dentists to request proof products they buy are listed with the TGA on the Australian Register of Therapeutic Goods (ARTG). The TGA does not place any obligations on the users of therapeutic goods (i.e. dentists) for ensuring products are entered on the ARTG. More detailed information on the regulatory requirements for medical devices can be found on the TGA web-site at: <http://www.tga.gov.au/devices/devices.htm>.

More news stories at www.dentalpractice.com.au