



Independent
Dentist Network

“IDN is the network for successful independent operators.”



Independent Dentist Network was established in response to health funds and corporate entities becoming increasingly involved in the management and ownership of dental practices. Independent dentists are free from external influences and can ensure patients receive the most appropriate treatment options and optimal ongoing dental care.

Join The IDN Movement



Faces you know, respected professionals, representing successful practices all united and supported by IDN

“Driven by care, not profit is our motto”

United yet independent:

Bringing together standalone independent practices under a common brand that is focused on educating the public on the benefits that only independent dental practices can provide.

Offering freedom and choice to your patients:

Fight back against health fund redirection by providing patients with their own personalised plan that delivers maximum value.



IS THIS YOU?

- Struggling to maintain a competitive edge in the current environment
- Know that marketing is important but simply don't have time, expertise or resources to do it properly
- Proud to be an Independent Dentist but would love some support

GOOD NEWS

IDN is here for you

How IDN can help you and your practice:

- Provide a syndicated cost of expert level marketing
- Provide quality advertising and promotional materials
- Build a unified network and image
- Direct patients to IDN practices
- Provide the same corporate level services and costs as Health Funds and Corporates
- Enable sharing of insights and knowledge by peers

This is what dentists like you say about IDN

"We have always been independent dentists and not contracted to any health funds or other third parties as we believe they should not be involved in the doctor-patient relationship so as not to influence standard of care. Joining IDN Has enabled us to collaborate with other successful independent dentists nationwide. Through the network we are able to share experiences and insights with other members. We recommend that all independent dental practices across Australia join forces, together we can make a difference and reap the rewards for our practice and our valued patients."

Dr George Atsikbasis & Dr Alan Fassina

Practice Principals

Dental Care Professionals

SA

<https://www.dentalcareprofessionals.com.au/>



"Since becoming a member of IDN I have been able to significantly increase my knowledge and awareness of the challenges currently facing our industry as professionals and for our patients. I am happily now more confident in opening up these discussions with patients who may be in need of assistance in navigating the tricky and at times deceptive waters of the private health insurance industry".

Dr Monica O'Malley

Practice Principal

Your New Dentist

VIC

<https://mooroolbarkdentist.com.au/>



"Dentistry in Australia is experiencing notable change, unfortunately this is resulting in restrictions on patient freedom of choice for providers and treatment options as health funds are becoming more controlling of their members' oral care management.

I decided to join IDN to take control back for my practice and patients. Joining other independent dentists in this network has enabled us to benefit from group marketing activity and a united brand that will help provide patients with more value.

I am looking forward to the future and more dentists joining the IDN movement!"

Dr Sean Parsonage

Practice Principal

Spa Dental

NSW

<http://www.spadental.com.au/>



Don't delay, join the IDN movement today!

Contact Merv Saultry today:

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