



Case study

Junior and Family Dental Center (J&F DC)

About the company:

Junior and Family Dental Center are a series of dental clinics which are active in Bucharest and Iași. The services that they provide are general dentistry, prosthetics, implants, oral surgery, temporary dentition, orthodontics, psychological counseling. The clinics and the dental technique laboratory sum up to an annual turnover of 1 mil. €.

About the general process:

1. The first meeting we had was with the founder of the company. During the 2 hour meeting we discussed the challenges which they face. We agreed on the priorities of the company and on the problems that have the biggest impact on the business. Also, we decided to organize 2 events: one for Bucharest and one for Iași, both with their specific local challenges.
2. After the discussion we emailed the founder the brief of the meeting and also our suggestions of the challenges for each workshop.
3. After we agreed on the challenges we planned the budget and the next steps towards our common goal.
4. Because the problem we agreed to solve was on sales, we had a discussion with the manager of the clinics in order to better understand the business and to detail the challenges we decided on.
5. We met with the person responsible for event organizing from each city in a meeting where we decided on the process and the next steps.
6. We decided the co-facilitator for each event, together with Insights team.
7. We emailed the local managers of the clinics and we agreed on the day when the participants will be able to visit the working space. We decided in which phases the help of employees is needed (interviews for insights) and which are the persons which are going to judge the team solutions.
8. The bootcamp was held over a period of 2 and a half days, starting with Friday noon, until Sunday noon.
9. The follow-up meeting with the founder of the company were we discussed about the process that they were through, feedback, the information from the field visit that we received from the employees and the participants, we delivered the materials which



results from the innovation bootcamp (the 300+ ideas generated by the participants and the concepts that the youth came up with), the prototypes of the solutions, the pitch decks of the teams, photos and videos from the events.

The time invested in preparing:

3 hours from the founder, 10 hours from the manager, 4 hours from the local responsible and 2 hours from the event manager.

The budget of the project:

4500 euro



The event from Bucharest (June 2019)

The problem solved:

How can we attract more adult clients into the clinic?

The local manager of the clinic participated in one of the days during the phase in which the participants presented the results of the interviews conducted with prospect clients and the information they gathered from the field visit. Also the manager voluntarily participated in the phase where the youths started generating ideas.

The solutions found

1. Smile, it's free – it is a project that proposes a wall full of pictures with smiles alongside a communication campaign. In the lobby of the clinic is a photobooth where clients can come, take pictures and compare their smile before and after going to the dentist (the pictures are edited by whitening the teeth or a filter which would show how your teeth would look after the intervention of an orthodontist etc.). Pictures will be posted inside the clinic on a wall showing real cases of before and after dental works. All of the above will be used also in an online communication campaign.
2. Denta Vehicle – a vehicle that moves around the city which is capable of offering some simple services to prospect clients (consultations, fidelity cards and also information about good oral hygiene, the context being that 40% of Romanians never went to the dentist).
3. JFDC Community – creating a community with the clients of the clinic, which is going to be involved in social causes in the 3rd district of Bucharest, the area where is the location of the clinic. The idea exploits creating a synergy with an already existing campaign of the district mayor, in which Junior and Family Dental Center besides its patients would promote the oral hygiene and more. The idea is to bring the community together around a social cause.
4. Relaxing Dental Clinic – transforming the space into a relaxing one, not just for medical treatment. The identified problem is that people are afraid of the dentist, this solution comes to help this kind of people by changing the clinic: music, ambiental smell, ornamental plants, sceneries on the ceiling, aquarium, a dentist chair with a massaging pillow.
5. Keep Smiling! – it is a solution which creates an affiliate marketing system that involves collaborations with different categories of people and doctors, it integrates a fidelity card and a management system through the dental clinic's website.



The event from Iași (July 2019)

The problem solved

How to make people understand that we are able to treat adult patients?

The base of this problem was the perception of the people, that J&F DC is a place only for children because this is how their business started.

A best practice in this case was that the founder of the company stayed with us during the bootcamp and besides the fact that he offered details related to the problem, he was able to clarify some of the questions that the participants had, he was also capable of taking information during the process, watching all the data gathered from the interviews and watching the design thinking process unfold. As he said, the data provided by the participants was a very good analysis of the business and alongside the study of prospect clients it was easier to understand actually which are the needs of the customers.

The solution found

1. VR in dentistry – integrating the concept of virtual reality to present to the prospect clients the clinic and its services. The concept integrates the idea of a virtual tour in a funnier way (escape room).
2. Redesigning the website – the team came with an audit and punctual solutions to make the website better, beside a mechanism to attract new patients that involves a chatbot.
3. Influencer marketing – an idea that is using the influencers to generate traffic and trust in the dental clinic.
4. Instagram campaign – a concept and a campaign on Instagram with steps on short, medium and long term.
5. Application – a dedicated app which integrates the client zone (where the patients can see their x-rays), personalized communication and recommendations , reminders for consultations, options of loyalty programmes and attracting other clients through different mechanisms.

2 of the solutions (the Instagram campaign and redesigning the website) have already started to be implemented with the help of the teams that generated the ideas. One of the teams works from afar and the other one was taken in an internship program.



The declaration of Dan Drăghici (founder J&F DC):

The entire experience with the Insights project was a productive one for our business, both as fresh interaction, but especially in the light of proposals that we can put into practice immediately. There was quality time that represents a gain on both sides that could not be quantified. In addition, we have decided to go from theory to practice, and bring into our everyday life the freshness and innovation that these extraordinary young people are capable of.

In the life of each organization there are difficult times and it is possible that we, from within, sometimes get overwhelmed by that business as usual. A young external input brings added value and produces accountability. Our work means a direct impact in people's lives, whether we are talking about employees and their families, but especially if we are talking about the thousands of patients, we are committed to increasing their quality of life. I recommend the Insights experience to all entrepreneurs, regardless of the size of their business or the field of activity. These young people and this project will be a pleasant experience for you! As it was in my case!

How can we help you?

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