

STRAITS TIMES

Special Singapore Prestige Brand Award 2011

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The team at Smile Inc. includes (clockwise from front right) Mrs Grace Chong-Tan, Dr Nancy Wong, Dr Kenneth Hangchi, Dr Frank Lee, Dr Alvin Yeo and Dr Ernest Rex Tan.

PHOTO: CHONG JUN LIANG

Smile Inc. Dental Surgeons — Established Brand

All for that smile

Dental visits to Smile Inc. Dental Surgeons are a pleasant experience for patients

by teo kuan yee

SMILE and the world smiles with you, goes the popular saying. This is what the founders of Smile Inc. Dental Surgeons hope to achieve — help their patients smile with confidence.

They have strived to deliver on their promise. In 1997, Smile Inc. became the first dental practice to introduce the Laser Teeth Whitening system in Singapore and the region (excluding Japan).

Its Smile Inc. Makeover offers dental procedures and techniques designed to correct discoloured, crooked and misaligned teeth, and enhance one's smile in as little as one to two visits to Dr Ernest Rex Tan, who co-founded the business with his wife, Mrs Grace Chong-Tan.

The Smile Inc. brand emphasises high quality specialist and general dental services in Singapore and the region with key strengths in reconstructive and cosmetic dentistry.

Our win again this year demonstrates that the brand vision set out for Smile Inc in 1997, and its development and growth over the last 15 years, is truly on the right track, and our fellow colleagues in the industry recognise the benefits of our strategy in brand development.

— Mrs Grace Chong-Tan, co-founder of Smile Inc. Dental Surgeons with her husband, Dr Ernest Rex Tan

It achieves its goals through constant investment in research and development and test bedding of cutting edge and relevant technologies and ideas, particularly in the fields of cosmetic and reconstructive dentistry.

Right from the start, Smile Inc. strived to set new trends and standards. For instance, its name denotes a breakaway from tradition in an industry where the name of the practice is usually named after the dentist, for example, Tan Surgery or Tan Clinic.

It also offered a patient-friendly set-up with a soothing ambience and featured the latest designer-chic décor to allay patients' fears in visiting the dentist.

The first outlet in Suntec City was set up in 1997 as a distinct and modern dental facility. Its business model and the philosophy of providing value-added dental care proved to be a winning formula.

Smile Inc. started a second practice at Forum the Shopping Mall in 1998, followed by the One Raffles Quay branch in 2007 in response to its patients' requests as their offices had relocated to the new down-town.

The latest dental boutique concept at Mandarin Gallery is a first-of-its-kind practice that opened last year and features the latest Smile Inc. reconstructive and aesthetic services.

"We establish trust and strong relationships with our patients to perpetuate the current practice

of having our local and international patients refer friends and family from overseas, and visiting Smile Inc. for their dental needs whenever they are in town," says Mrs Chong-Tan.

Smile Inc. dentists make a number of fact finding and research and devel-

opment trips around the world to check out the most suitable and latest facilities and processes that would benefit the practice and its patients.

The brand also constantly upgrades the skills of its dentists and specialists for the benefit of patients.

Smile Inc. was registered as a trademark in 1998 while The Smile Inc. Makeover was trademarked in 2004.

"We believe Smile Inc.'s success is the validation of a well thought-out branding strategy," she adds.

Smile Inc. has clinched the Singapore Prestige Brand Award in the Established Brand category for the second time running.

Other accolades included the Spirit of Enterprise Award in 2009, and the Meritorious Defence Partner Award in 2010 and 2011. It finished in the top five in the Distinguished Category at the recent SME1 Asia Awards.

She says: "Smile Inc. is honoured to receive the Singapore Prestige Brand Award 2011 Established Brand as it demonstrates our success in brand strategy and development.

"This reinforces our role as a game changer and trendsetter in Singapore's dental and health-care industry.

"Our win again this year demonstrates that the brand vision set out for Smile Inc. in 1997, and its development and growth over the last 15 years, is truly on the right track, and our fellow colleagues in the industry recognise the benefits of our strategy in brand development.

"We intend to grow the Smile Inc. brand by bringing our experience and concept to the region. This will increase the footprint and numbers for Smile Inc. and further reinforce our brand identity and recognition."