

Nomination: 18659

Dental Boutique™

Page: General Information
Name of Organization / Company Dental Boutique
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Web Site Address https://dentalboutique.com.au (https://dentalboutique.com.au)
Page: Entry Information
Entry Title Dental Boutique™
Category T01 - T11 - Achievement Categories > T05. Innovative Achievement in Growth
Submission Format An Essay of up to 625 Words

Essay

Introduction

Dental Boutique™ is a private company in Australia established in the year 2013 by Co-Founders and Directors, Dr May Chan and Dr Reuben Sim. With a purpose of challenging the mediocrity within the dental industry, Dental Boutique is empowering people to achieve the smile of their dreams, in the quest to combat the plight of dental fear and anxiety. Through innovative techniques, Dental Boutique are continuing to expand in various aspects of the business, with an overarching aim of increasing the accessibility of dental care services to wider communities. They are continuing to grow within the health-care field today, revolutionizing the way we see cosmetic dentistry.

Site Expansion/Staff Growth

Starting as a single chair dental clinic in Melbourne, Dental Boutique has seen exponential growth over the years, which has been notably rapid since 2021. It became apparent that many people couldn't travel to Melbourne from interstate to access their dental care services. This led to the establishment of the Dental Boutique expansion project in 2021. After 6 months of preparation, Dental Boutique started its physical expansion in 2022.

See attached PDF with detailed information on the current Dental Boutique locations now operating, as well as the number of chairs situated in each clinic.

2023 further saw the opening of our first Dental Implant Centre (co-branded with our own Anew Smile Implant Centre), which has also been recognised as the NeoArch Centre of Excellence for the Asia Pacific region.

In February of 2024, Dental Boutique will launch its first international site in New Zealand. Further plans to expand to Chatswood (New South Wales), in addition to the Sunshine Coast (Queensland), Subiaco (Western Australia), Glenelg (South Australia) and Kuala Lumpur (Malaysia) are well underway to be completed by June 2024.

Amidst the expansion project, Dental Boutique Group moved into a 600 sqm, state of the art head office in January 2024. The move was needed to house 50 administrative, finance, marketing, call center and executives that help with the maintenance and growth of Dental Boutique in Australia and internationally.

To date, Dental Boutique has 115 dentists and 200 staff members. This number is set to grow as we continue our expansion nationally/internationally. Coordination with head office helped facilitate the necessary staff hires and extensive training program for all new sites. Dr Reuben Sim seeks out people who are passionate about their career in dentistry and share a genuine care to provide Dental Boutiques' patients with top quality service.

Revenue Growth

Dental Boutique has not only grown in terms of size and staff. We have also grown in revenue and profitability. Year on year, the growth rate has been between 50-150% over the last 6 years. From financial year 2021 to financial year 2023, Dental Boutique has grown in revenue from \$22.3 million to \$67.5 million, showing growth of more than 300%.

See attached PDF with detailed information on operation highlights and financial performance.

Smile Makeovers/Innovation

A big part of the growth of Dental Boutique is innovation. During the last 3 years, Dental Boutique has innovated its own protocols and workflow in full arch implantology (All on Implants™) and porcelain veneers (VeneerMe™). One of the latest and most prominent innovations is the Dental Boutique single day veneer visit with computer guided preparation of teeth. Patients undergoing this procedure will have the most technically minimally invasive approach to veneer preparation. To date, we have performed close to 50,000 veneers, placed more than 10,000 implants and are the largest Invisalign clear orthodontic aligner provider in Australia.

Conclusion

We are honoured to have been a part of countless life-changing smile transformations across Australia and we look forward to many more in the future as we continue to grow and expand our locations.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

- Dr May Chan and Dr Reuben Sim
- Straumann Group
- DB group managers

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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File 2

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URL 1

<https://dentalboutique.com.au> (<https://dentalboutique.com.au>)

URL 2

<https://www.anewsmile.com.au> (<https://www.anewsmile.com.au>)

URL 3

<https://www.instagram.com/dentalboutique/> (<https://www.instagram.com/dentalboutique/>)

URL 4

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