



DENTAL CLINIC COMPANY INTRODUCES AMBIENT SCENTING

CareDENT is a franchise dental clinic company with over a hundred locations throughout Europe.

CareDENT Italy recognizes that patients tend to dislike visiting dentists' offices and wanted to make the experience as pleasant as possible.



SCENT REDUCES THE MEMORY OF PAIN IN DENTAL PATIENTS

Psychosomatic Medicine

SCENT REDUCES ANXIETY IN DENTAL PATIENTS

Community Dentistry and Oral Epidemiology





THE CHALLENGE

How could CareDENT Italy mitigate patient unease and create positive feelings towards their dental brand?

THE SOLUTION

In September of 2010 a group of franchise CareDENT Italy clinics decided to partner with us, allowing our services to add ambient scenting to their locations.

AQ550 appliances were installed to deliver fragrance to the lobbies, waiting rooms, and treatment rooms of 10 clinics.

“Fresh Clean” fragrance was chosen for its bright notes and ability to eliminate medicinal malodors.

THE RESULTS

By adding “Fresh Clean” fragrance to their clinics, CareDent Italy has achieved their stated mission of making their clinics “comfortable and relaxing.”

Hopefully the success of this program will be a precedent for the clinics of the future as CareDENT plans to open more than 150 clinics in Italy in the coming years.

HIGHLIGHTS

- “FRESH CLEAN” FRAGRANCE WAS CHOSEN FOR ITS BRIGHT NOTES AND ABILITY TO ELIMINATE MEDICINAL MALODORS.
- AMBIENT SCENTING HAS BEEN PROVEN TO CREATE A MEMORABLY POSITIVE ATMOSPHERE FOR BRANDS AND TO DECREASE PATIENT ANXIETY IN DENTISTS OFFICES.

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ATMOSPHERIC SCENT SOLUTIONS