



Dr Greg Cocks with the team from Telstra prior to the filming of a new case study.

Dental surgery a technology leader

By Nick Gibbs

Motivation, collaboration, innovation and education.

These are the pillars Dr Greg Cocks places most importance on as a local business owner.

Equally vital is the support of a strong team and Dr Cocks told the BDT that his staff at The Dental Centre have been instrumental in the ongoing success of the practice.

“We have a big focus on education and our team is one of the best trained in the country,” he said.

After winning a Telstra Australian Business award in

2001 and putting in a strong showing 10 years later in 2011, The Dental Centre has been approached by Telstra to put together a case study for other like-minded business owners.

Telstra Marketing Manager Tym Blackwell said the purpose of the project was to provide customers with examples of business owners sharing their own stories.

“There is no script. It will be Greg’s story in his own words,” he said.

“It also gives us the opportunity to refine products and ensure they continue to meet customers’ needs.”

The case study will feature on

a range of channels, including Youtube, in promotional material and in the magazine Smarter Business Ideas, a joint collaboration between Telstra and Bauer Media.

Editor of Smarter Business Ideas, Stuart Ridley, explained why communication technology was critical in the medical industry.

“Greg is dealing with huge files, 3D images of people’s teeth in across multiple locations. It’s essential he always has access to his office through the mobile network,” he said.

“He is using technology that most dentists in the city don’t have access to.”