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A WORD FROM OUR CEO



In order to commemorate the publication of our first newsletter, I wanted to personally greet you and thank you for the confidence you have placed in Sogedent's products and services.

In an economic context where markets are increasingly competitive, Sogedent must renew its offer and distinguish itself by providing services and products which correspond to the growing needs of our clientele.

One of the key components of every business relationship is communication, especially in regard to maintaining harmony and establishing a strong bond of trust between parties. Your duties as dental health practitioners put you in constant, direct communication with your patients, placing you in a position which allows you to identify their needs and desires as well as inform them on the methods you choose to apply to their dental health treatments. It is through this communication that you maintain this precious trust bond with your clients. It is with this in mind that Sogedent wishes to maintain a dialogue with you in order to keep you informed of our products and services and how we respond to and maybe even surpass your professional expectations.

Karine Beaudoin



A STUDY BRINGS ISSUES TO LIGHT

During the fall of 2015, with the help of a specialized firm, we have conducted a poll on customer satisfaction in order to determine your real concerns, expectations and needs. We will not take this opportunity to brag about our positive results by bombarding you with percentages indicating a high satisfaction rate.

The primary objective of this poll was to better understand you, to allow us to pinpoint the services which correspond with your expectations and those which raise questions and sometimes even concerns.

The largest dissatisfaction factor revealed by this poll stems from the obligatory Public Prescription Drug Insurance Plan. Unfortunately, this plan is a legal obligation to which all citizens and companies of Quebec must conform; we have no control in this matter.

You can obtain more information on this law by clicking [here](#) or by contacting one of our advisors which are always available to answer any question you may have.

WHAT WE CAN DO

Though we want to improve our service, we cannot change the law. Like all citizens and companies, we must comply with it. We can, however, work together to identify which factors we have control upon and which ones we are able to improve. The objective of this process is to make sure that you are heard, well advised and well protected.

Our newsletters are but the first of a series of exchanges, part of a series of elements which you have asked for. They will allow us to better communicate with you thus establishing a constructive dialogue.



STUDENTS IN DENTISTRY, BEGIN YOUR CAREER THE RIGHT WAY

During the month of October, Mathieu Lavallée, our dedicated student advisor will begin a grand tour of universities across the province in order to meet with dentistry students. This presents an opportunity where he will provide you with all the necessary information regarding collective insurance as it pertains to your future business. Mathieu will be there to answer all of your questions and provide advice on ways to protect yourself throughout the duration of your career.

Graduates, did you know that we offer FREE INSURANCE so you can start your practice with better safeguards? Come and see us for further details.

We also have plenty of information to provide new students. As a bonus, we will give you a free backpack which should prove to be very useful for the duration of your studies and beyond.



WIN A \$500 TRAVEL CREDIT

After last year's resounding success, our "Win a \$500 travel credit" contest is back! Dentistry students, visit our Facebook page and you could win a \$500 travel credit. To participate, simply fill out the coupon handed out by Mathieu and like our Facebook page. Don't wait!

For more information and to know the date of Mathieu's visit to your campus, click [here](#).



BROKER PROFILE

Each month, we will present one of our brokers so that you may get to know more about the devoted members of our team, the extraordinary women and men who work at Sogedent.

This month, we have the pleasure of speaking with Mathieu Lavallée.

Mathieu in a few words:

In addition to holding a Bachelor's degree in management, Mathieu has enjoyed a career of fourteen years as a Financial security advisor and collective insurance specialist. Mathieu has provided advice and assistance to hundreds of professional dental health specialists from varied horizons and profiles.

We have met the hard-working Mathieu in a casual setting where he answered our questions in a candid and good-natured way.

Q : What brought you to work in the field of insurance?

A : "Certainly not my love of contracts! (laughs)! Seriously, it's a job where even if people usually come to us under negative circumstances, I can see that I have an impact on their lives. That is really motivating to me."

Q : What motivates you in your work and makes you proud?

A : "Finding a solution for all my clients, even those judged difficult to insure according to industry standards. There is always a solution. Sometimes it is just more complicated than it may seem at first."

"Some clients cannot find insurance companies willing to offer them coverage and that is particularly true for young dentists. I am very proud of sharing my expertise with them and offering them solutions."

Q : Why is it important for you to meet with dentistry students?

A : "Because they are constantly solicited but don't always receive the quality of service they deserve. It might seem dramatic but a decision they make today can have an impact on the rest of their lives. It is extremely important to explain to them the long-term consequences of their choices. Unfortunately, they are very rarely informed in this matter."

Q : Do you have advice for them?

A : "Always ask for a second opinion! Seek out more information, ask questions; you shouldn't be afraid to challenge the person you are speaking to."

Q : On an unrelated topic, Mathieu, outside of work: do you prefer sports or slippers?

A : "Regarding sports, I have been practicing Karate for 4 years now, started when I was 38 years old. It might not look like it but it really brings awareness of one's age. I can tell you that I have received a brutal lesson in that regard while sparring against a 16 year old! I also like to ride my bicycle but not in an intense way. I ride mostly to clear my mind and get some fresh air."

Q : And to relax?

A : "I watch TV series. I can claim that I was a *binger* before the term was invented. I used to wait for series to be over to buy the DVD and watch it in one go! "

NEXT MONTH

Conference & trade show for Quebec dental specialists, November 17th-19th

We are proud to support the first trade show bringing together all 10 associations of dental specialists in Quebec under the theme of "10 specialties: a future together." For more details, please visit the [Federation of dental specialists of Quebec](#).

In the next issue of our newsletter, we will go over our new legal expenses insurance which can protect you when facing unfortunate events. We will also take a look at our prescription drug coverage insurance and discuss upcoming *sociétés dentaires* events that you won't want to miss.



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