



NEWSLETTER

We would like to wish you all a happy New Year and thank you all for your continued support and attendance of
SMILE DESIGN DENTAL PRACTICE

We hope that 2010 will be an exciting year for us. We are planning a refurbishment of the reception and waiting area of the practice and planning pending, an extension above the ground floor surgery. Of course there will be acquisition of new equipment to help us improve the standard of treatment even more.

The team have continued their post graduate education and further development of their skills. This helps us make sure we are always performing according to the best treatment protocols and reinforces the treatment levels we aim to provide for all of our patients.

Karen Hearn has correlated the results of our new and existing patient questionnaire. Thank you again to everybody that took the time to fill these out. All of your comments have been taken on board and the changes we have planned to implement in the following year will alleviate the concerns that some of our patients had. 420 questionnaires were sent out of which 74 people responded, a 17% response rate and the results were extremely encouraging. Some of the results and comments are included with the Newsletter. A full copy of the report is available from reception or from the website.

TEAM ACHIEVEMENTS

Dr Komal Suri was highly commended at the Dentistry Awards 2009 and the aesthetic outcome of treatment at the practice was also highly commended.

In the first year of her business degree Karen Hearn has received five distinctions and one merit.

Alison Eldridge has completed her level 2 NVQ in Customer Service receiving a distinction. She is now about to begin an NVQ level 3 in Business Administration.

Claire McCorkell will be taking her nursing exams in March and Karen Ignatowski will be starting her radiography qualifications.

Carole Brennan is travelling to India in January to carry out treatment on underprivileged children for charity.

QUESTIONNAIRE RESULTS

Enclosed with this newsletter are just a few of the results from the questionnaire. A full copy of the results can be obtained from the practice or by logging on to the website from February.

All of your comments were taken on board so that we can endeavour to provide a high level of service to all of our patients.

In light of the results of the questionnaire the following changes are going to be implemented over the next year:

1. From Tuesday 19th January 2010 Smile Design Dental Practice will be offering both dental and hygiene appointments until 7.30pm every Tuesday. The long term plan is to open the practice for twelve hours a day. This would create the need for an associate dentist to help cover the hours. Dr Suri's patients will stay with her. We hope to implement the longer opening hours on a daily basis by the latter half of the year.
2. Many of the responses received about the complaints procedure indicated that patients were unaware that there was one in place at the practice. Details of the procedure were outlined in the last news letter, a copy is available from the practice reception and a copy will soon be available from the practice web site.
3. We are planning a refurbishment of the ground floor of the practice. We are restricted due to the grade 2 listing of the building and unfortunately cannot remove the chimney breast from the middle of the waiting room. However, plans are being made to make the reception area more accessible and the waiting room more open, light and comfortable.
4. Some concern regarding the practice fees was voiced in the responses to the questionnaire. At Smile Design Dental Practice we do try to offer a high standard of comprehensive treatment. The best materials and equipment are used and the team continue with their education so that we may remain at the fore front

of our profession. There are many different types of private dentistry. From the responses it was clear that our patients appreciate and realise that Smile Design does not fall into the norm of dental practices. We do work in a completely different way than the majority of practices in the UK. There are a handful of practices that function in a similar way, many of these are in the South of England and two in particular are within 20 miles from Wendover. Functioning the way that we do does mean unfortunately that fees for some treatments may be higher than other local practices.

In response to the concern we have carried out a price comparison with other practices, a few of which work with the same philosophy as we do. The owners of these practices have had similar training to Dr Komal Suri.

As you know Smile Design operates with one hour re-care appointments and hour long hygiene treatment sessions. The practices that work with the same philosophy as us also have the same length re-care and hygiene appointments. The other local private practice comparisons operate appointments between fifteen and twenty minutes in length with hygiene visits between twenty and forty minutes in length. For this reason the costs of their appointments have been extrapolated to one hour long appointments to achieve more accurate comparisons.

Those practices which operate a similar philosophy to Smile Design have been marked in red.

All prices have been extrapolated to one hour sessions so that an accurate comparisons can be made

	Smile Design	Aviva St Albans	Senova Watford	London Smile Clinic	Wellbeck Clinic London	Lund Osler London	Oasis Dental Amersham	Wycombe Dental Centre High Wycombe	New Road Dental Rickmans- worth
New Patient Exam Fee	£130 1 hour	£188	£85				£180	£68 - £75	
Routine Dental Examination Fee	£33 not inc hygiene						£45 for 15 mins not inc hygiene	£65 for 30 mins not inc hygiene	£25 for 10 mins not inc hygiene
Hygiene	£100		£149	From £105	£127.50 (£85 for 40 mins)		£94.50 (£47.50 for 30 min sim- ple scale)	£117 (£58.50 for 30 min sim- ple scale)	£80 (£40 min simple scale)
Hygiene Gingivitis Therapy	£145		£149						
Hygiene Periodontal Therapy	£145		£179						
White Fillings	£89 - £250		£135	From £250	£195			£65 - £155	
Crowns/ Onlays	£650	From £675	From £695	£845	£695	From £600		From £495	
Whitening (home kit)	£250 Currently £199	£570 (in surgery)	£299	£425	£395	£250		£295	

We do try to keep our prices competitive whilst delivering a high quality of dentistry and service. There are small variations in certain prices but on average it can be seen from the table that the hourly turnover for private dental practices are similar. Prices for speciality treatment such as veneers, smile makeovers and implants depend very much on the skill, education and experience of the dentist and laboratory technician.

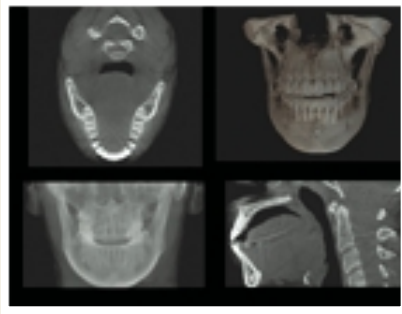
A practice price list has been enclosed with the newsletter. The treatment fees have stayed constant over the last few years but gradually the material costs and lab bills have risen. For this reason we have found it necessary to implement a small increase to the cost of certain items of treatment. The majority of them have stayed the same. I hope you understand the reason for the changes. The start date of proposed price changes is March 1st 2010.

Practice policy is that all estimates of treatment are valid for 3 months. However we are happy to honour all estimates dating from 1st October 2009 at the current prices if treatment is booked before May 1st 2010. After this date these estimates will be subject to the new prices.

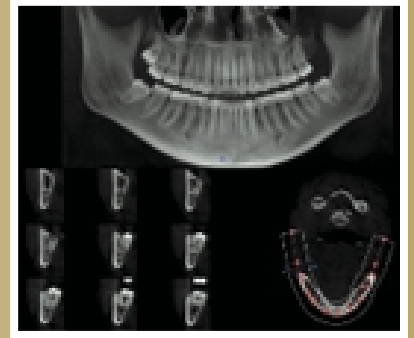
A full copy of our comparison table can be obtained from Karen Hearn at the practice or from the websites of the mentioned dental practices.

NEW EQUIPMENT

The practice is in the process of investing in digital x-ray units. This will add efficiency to all of the procedures as images are instantaneous and delivers 80% less radiation to our patients. We will begin with replacement of the surgery x-ray units and finally with a larger x-ray machine able to deliver 3D images.

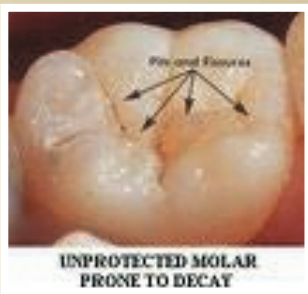


We are making a move towards becoming completely paper free in the collection and storage of our dental records. This creates more security for the documents and complies fully with data protection protocols. There are a couple of back-up systems in place both of which are kept off site. Transferring to a paperless system will make correspondence to and from the practice much quicker and more efficient. The upgrade in software will also allow us to keep all of the new digital x-rays on individual patient files.



ADDITIONAL SERVICES

CHILDRENS DENTISTRY



Over the years I have been reluctant to place sealants on children's teeth. This has mainly been due to the fact that the only sufficient material available required a great deal of compliance from the child and the unset material was extremely affected by moisture. More often than not the sealants either fall off or begin to leak therefore allowing bacteria underneath. I have seen many cases where decay has become so bad that the tooth in question then needs a root canal treatment.

There is now a material that doesn't possess the same limitations as the previous one. It also leaches fluoride into the enamel that it is covering therefore resulting in a stronger tooth surface. Ideally these should be placed on first molars and premolars once they erupt so that they can be protected

from the acids and sugars in diet and the oral environment. The cost of these sealants is £32 each. Appointments are available with Carole Brennan at the practice. Any questions can be e-mailed to the practice or discussed at future appointments.



A fissure sealant information sheet can be obtained from the website or from the practice.

ADULT DENTISTRY

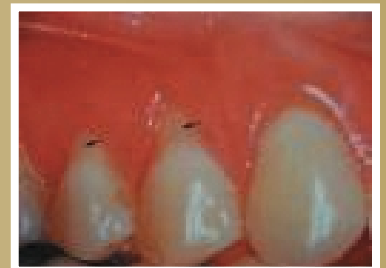
We have a new product available for desensitising teeth. Sensitivity can happen for a number of reasons. If the reason is due to receding gums this desensitising solution can be applied to the teeth to stop the sensation.



Patients that have had treatment for gum disease and patients that have had extractions and are experiencing sensitivity from the adjacent teeth can also greatly benefit. This product will be available in surgery and also to buy from the practice.

If desensitiser is needed there will be a minimal fee of £5 to cover the cost and application of the product. For patients undergoing periodontal treatment for gum disease the cost and application of the product will be included in the fee. We

would not want to increase the general price of the hygiene fee for everybody so we have chosen to apply the cost only when the product is used.



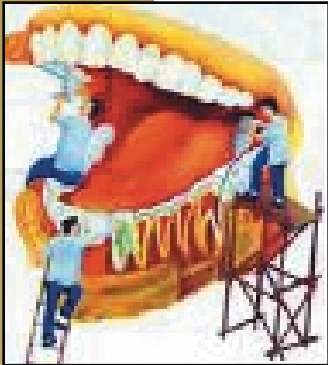
WEBSITE IMPROVEMENTS

Improvements are being made to the website so that it contains more information on the treatments offered, patient literature which we currently give out at the practice will be available to all of our patients using a log in password which will be available from Karen Hearn. Newsletters and patient advice will also be available as well as any current offers have on dental treatments. We are always updating our blog page so please check there for dental information.

SPECIAL OFFERS

In-surgery and home whitening offer

At present we have a whitening offer available to March 2010 for patients and their family and friends. Details can be obtained from the practice.



NEW PATIENT EXAMINATION

In order to promote dental health we are currently offering a reduction in the initial new patient examination and re-registration fee for both adults and children.

Your family and friends are welcome to take advantage of these reduced fees.

Usual cost of new patient examination

Adult £130

Children £50

Offer price

Adult £110

Children £45

BEFORE AND AFTER CASES

As always at Smile Design Dental Practice we are very proud of our work. Here are some pictures of smiles we changed in 2009.



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