

# Newsletter Winter 2010/11

## NHS Vs Denplan Vs Private Treatment

### Promotions

Refer someone to us and be entered into a monthly prize draw to win a bottle of champagne! Also, the person referred to us will receive 25% off their initial consultation charge. See your dentist for referral cards.

- Professional tooth whitening at a cost of £300 including:
- Custom made smile studio whitening trays

	NHS	Denplan	Private
<b>Out of Hours call-out</b>	You may be sent on a 50 mile trip to see a strange dentist at another unknown surgery	£20 charge, you see a dentist at your own surgery	£100 charge, you see a dentist at your own surgery
<b>Preventative actions</b>	Very little if any preventative care No access to hygienist	Entirely based on prevention 2 visits per year to the hygienist for Denplan Essentials patients Unlimited for Denplan Care patients	Full preventative treatment available but at a relatively high cost
<b>Number of yearly check-ups</b>	NICE advises as little as once every 24 months	2 comprehensive examinations per year	
<b>Quality of materials used</b>	Usually the most cost effective	The highest quality materials chosen for the longest lasting and cosmetically acceptable restorations	
<b>Costs</b>	Can be cheap at first appearance May have expensive consequences in the long term	Budget payment scheme for private treatment includes overseas and accident insurance	Most expensive option
<b>Time spent</b>	Seldom more than 10 minutes	Our average appointment time is 30 minutes	Our average appointment time is 30 minutes

- 2 x whitening kits
- Plus full instruction and monitoring (3 visits) by your dentist.

### Tooth Sensitivity

Tooth sensitivity can be a problem as the weather gets colder. Please consult your dentist/hygienist as it can usually easily be cured. Free samples of toothpaste are available.

### On a Personal Note

- Congratulations to Hayley and Marc with the arrival of baby boy Theo Max, little brother to a very excited Darcey.
- Congratulations to Louise Dennis who got married at the end of June and is now known as Mrs James. We were all very jealous after seeing those pictures of your honeymoon in Mexico.
- 
- Helen Coley will be leaving at the end of September and her laughter and smile will be missed. She has been a hard working, ever helpful member of our team.
- Congratulations to Sharon and Hayley for completing yet another NVQ qualification and to Stephan for finally finishing his course in Advanced Dental Implantology at The Royal College of Surgeons. His

thanks go to Diane for putting up with the endless photo editing and paperwork, without which it would have been impossible to achieve.

- Thanks to Louise Wilson, our practice manager, for co-ordinating all the building work and leading such an efficient, professional team.
- A warm welcome to Ghretta Cooper, our new dental nurse, who joined the practice in June and a very special thank you to Dr Robert Maclure for looking after Stephan and Lizette's patients while they were away this August.

## Improvements To Our Practice In Line With New Government Guidelines

In line with new legislation surrounding the processing, handling and storage of sterile items within dental practices, we are making some important changes. We have always ensured that we stay ahead of current guidelines ensuring patient safety is our number one priority, on this occasion we have invested heavily to maintain this gold standard.

Over the last few months our preparations have included the following:

- Our extension and internal remodelling
- New equipment and instruments
- Staff training, new protocols and procedures
- Building work and logistics
- Change of room use to include a new downstairs surgery and WC
- Dedicated staff to clean and prepare instruments in state of the art dedicated sterilisation room

This has involved personal capital investment of £150,000.

We have been working to a very tight deadline, to ensure we have everything in place in time and we remain on track.

I would like to thank all our patients for their understanding during the various works and reassure that the necessary fee increases for 2011 have been structured to remain affordable and to now deliver you the safest possible environment for you and your family.

If you require further information or have any additional questions, then please do not hesitate to ask any of our staff or dentist during your visit.

Many thanks for taking time to read this.

Kind regards

All the staff at Brooklyn House

