

Quality Smiles for Life

wordofmouth



Welcome

Welcome to our Newsletter. Our aim is to update you on the happenings at the practice, as well as featuring key dental procedures to help improve your smile.

At Amblecote Dental Care, our mission statement is "we are committed to providing high quality dental care services to our patients". This was demonstrated during 2007; a year of progress and achievement for us at the practice, which we are very proud of. We were awarded the "Good Practice Award" by the British Dental Association, which recognises high standards of care in general practice. We also finished the year on a high note by reaching the finals of the nationwide "Dentistry Awards" in the category of "Best Team".

During the year we saw the expansion

of cosmetic treatments and implants, as more patients realise the benefits that these treatments can bring. Tooth whitening in particular has become more popular, as this is a very effective way of improving the appearance of your teeth, and can cost as little as £250.00.

Our continued investment in facilities and staff training also helps us to fulfil our mission, with 2007 seeing the complete refurbishment of the x-ray room. X-rays are now fully digitised, which means we no longer need to use developing chemicals, which is better for the staff and cleaner for the environment too.

Personal and professional development continues to be important for all of our team. Neil Partridge and Edward Young have recently completed a 12 month

advanced dental techniques course. Pharooq Mirza will be completing a similar course later this year. Meanwhile, Paul Worskett, the practice principal, has started a Masters degree course at Birmingham University.

The nurses have also been busy. Jodie, Lynsay, Nicole and Lilly all passed their National Dental Nurse's qualification exam. Dulcie and Stacey have been studying for additional qualifications in sedation, whilst Sarah has successfully completed the radiography course. On reception, Natalie has started a three-year business course, and our managers Nina and Julie have recently completed a leadership and management course.

We look forward to continuing our development, to enable us to provide quality service for you in 2008.

We are committed to providing high quality dental care services to our patients

Cosmetic dentistry

Dentistry is no longer just a case of filling and extracting teeth as it was for many years. Nowadays, many people turn to cosmetic dentistry or "aesthetic dentistry" as a way of improving their appearance, much as they would use cosmetic surgery or even a new hairstyle.

Treatments can be used to straighten, whiten, reshape and repair teeth. Cosmetic treatments include veneers, crowns, bridges, implants and tooth-coloured fillings.

All of our dentists are familiar with the latest cosmetic techniques and will be happy to discuss treatment options with you at your check-up appointment. Alternatively, contact Julie Southall at the practice for an initial discussion free of charge, to find out more information.



Practice profile

It's nice to know a little bit about some of the people who take care of you; in this edition we are focusing on Julie Southall, our clinical manager. Julie has been with us for two years and has responsibility for marketing and the clinical aspects of our service. Julie has an invaluable role in patient communication and treatment



coordination to ensure that treatment for patients flows smoothly. She works very closely with Dr Worskett and manages a lot of his private patients' treatments on a personal basis, especially for patients receiving cosmetic and implant treatments.

Julie has lived in Halesowen all of her life and started her career working in general practice as a dental nurse. Having qualified as a nurse, she gained further experience in the hospital and the community service, acquiring a diploma in dental health education along the way. She then left dentistry to work at the Automobile Association. There she gained experience in management, rising through the ranks to a senior position.

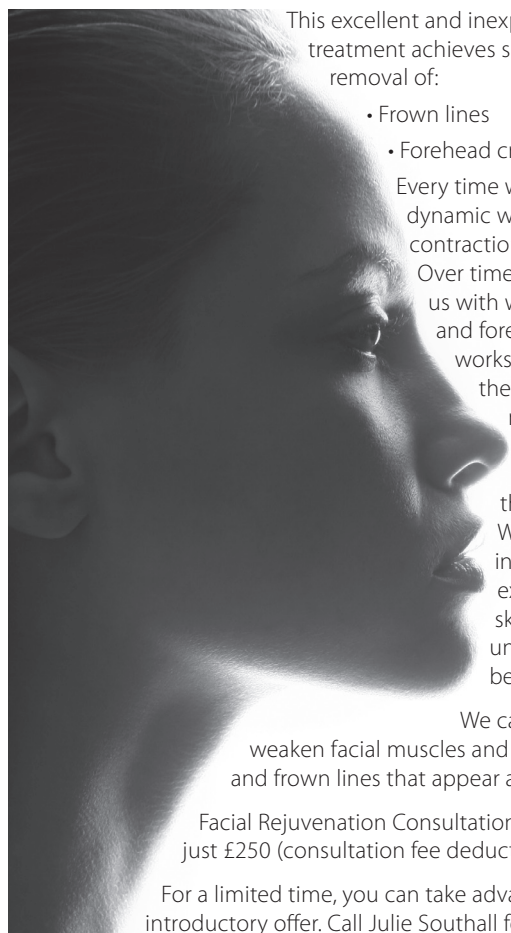
Fortunately for us, she decided to return to dentistry when she joined us at Amblecote Dental Care. She quickly earned recognition for her high standard of work and has been an invaluable member of staff ever since.

Cosmetic treatment

Prices for cosmetic treatment start from:

• Facial rejuvenation	£250	• Veneers	£256
• Whitening	£250	• Crowns	£256
• White fillings	£64	• Implant	£1,995
• Teeth Straightening	£1,080	• Bridge	£256 (per unit)

Fed up with those frown lines? We can help you!



This excellent and inexpensive facial rejuvenation treatment achieves superb results and is ideal for the removal of:

- Frown lines
- Forehead creases

Every time we laugh, smile or frown, dynamic wrinkles are created by the contractions in our delicate face muscles. Over time, these 'contractions' leave us with what we know as frown lines and forehead creases. This treatment works by blocking impulses from the nerves to our tiny facial muscles, temporarily relaxing them so that they don't contract, thereby softening the appearance of these lines. While the untreated muscles react in a normal way allowing facial expressions to be unaffected, the skin itself remains smooth and unwrinkled. The improvement can be surprisingly dramatic.

We can carry out this treatment to weaken facial muscles and diminish unwanted wrinkles and frown lines that appear across the forehead.

Facial Rejuvenation Consultation – £35, treatment starts from just £250 (consultation fee deductible).

For a limited time, you can take advantage of our fantastic introductory offer. Call Julie Southall for more information.

Budget for dental care and save money

Many patients have taken the opportunity of joining our Amblecote Dental Care Plan and have been delighted with the benefits. We thought it was worthwhile reminding you of the savings our Plan members are making and point out that you can join the Plan at any time. This is especially relevant if you are considering treatment, as you will receive a discount on your fee.

What next? Please telephone the practice if you would like us to send you a registration form by post. Alternatively, you can call into the practice and we can complete a form. This will only take a few minutes and will simply require your name, address and bank account details.



**You will
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Patient referrals

We are always delighted when we receive referrals from our patients. This means a great deal to us, as it means you are happy with your dental care and are pleased to pass on this news to your family and friends.

This is how our practice has grown and will continue to do so with your help.

Caring for your teeth

Daily brushing is important to remove plaque and food particles, which can lead to tooth decay and gum disease. A simple routine of brushing and cleaning between the teeth using a fluoride toothpaste, regular flossing, good eating habits and regular dental check-ups can help to prevent most dental problems.

Replace your toothbrush every three months, or sooner if the bristles become frayed. Research has found that thousands of microbes can grow on toothbrushes, and whilst most are harmless, others can cause colds and flu, cold sores and periodontal infections.

Talk to your dentist or hygienist about what types of oral care products will be most effective for you.

Be sporty but be safe

It has been calculated that a quarter of all dental traumas in children result from cycling accidents, when children's teeth are obviously unprotected.

However, a large proportion of dental traumas in adults and children occur during contact sports. Many of these injuries can be avoided by the wearing of properly fitted mouthguards. We provide individually constructed and designed mouthguards which cover the gum over the root of the tooth, which are far superior to those you simply mould in hot water. Please ask for details if you feel you, or a family member, require this type of protection.



Why have a hygiene visit?

The main role of a hygiene visit is to clean your teeth professionally – this is often called a scale and polish. However, perhaps the most important role is to educate and to show you the best way to keep your teeth free of plaque and to keep your gums healthy.

Carefully removing calculus deposits that build up on teeth (tartar), and teaching you how to prevent it reforming again, will go a long way to slowing

the progress of gum disease. A clean, fresh smile is generally a healthy smile. Hygienists work on a private basis so there is an additional charge for a hygienist appointment. This applies to NHS patients also. Hygiene services are provided as an additional or alternative treatment following the advice of the dentist, but any clinically necessary treatment can be provided on the NHS by the dentist.

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