



A success of Olympic proportions



Last month's Dentistry Awards, hosted by the animated Kriss Akabusi, thrilled its audience and is being labelled as the best one yet . . .



Sparkle Dental Boutique walked off with three awards – Best Team and Best Practice for London, and also Best Team UK



The Dental Healthcare Centre scooped the Best Practice award for the North East and also the Best Team UK



It was a big night for **Mike Gow** who was named Best Young Dentist in Scotland and the UK



Eddie Crouch picked up the UK Outstanding Achievement Award



Fergus & Glover collected the Best Practice award for Scotland



Clean sweep: **Dunmurry Dental Practice** won Best Team and Best Practice for Northern Ireland, while **Philip McLorinan** was named the Best Young Dentist for the region

The 2008 Dentistry Awards scored an emphatic hat-trick as it proved – for the third year running – to be a resounding success.

Now considered one of the most significant events on the dental calendar, it attracted more than 500 people from the UK dental world.

The Athena in Leicester was the venue once again for a delightful evening of wining and dining, while the Cirque de Lumiere entertainment – consisting of enigmatic acrobats and artists – went down a storm before the ceremony itself, presented by Olympic-athlete-turned-television-personality Kriss Akabusi.

Many nervous practices across the UK waited patiently for the results, which were delivered in a ceremony oozing in excitement and energy.

Sparkle Dental Boutique were one of the evening's big winners, taking home the Best Team and Best Practice awards for the London region and then going on to scoop the overall Best Team UK prize.

Practice principal Sunita Verma said: 'We worked really hard – we put a lot of evidence together to show the judges the effort we've put in.'

'We won the Best Practice award for London last year so we were defending our title so to speak. Over the last year we really wanted to refresh what we do and to keep our standards up. We have a small team of five people, which means all of us really need to go the extra mile to deliver the high standards of patient care we set ourselves. Each and every person has to rally together to keep our standards up.'

'Winning makes a big difference – people now look at the website and choose us because of our accolades. Patients feel they get extra value in a practice that has been recognised in

the profession.

'I think it's great that the team can celebrate – the awards recognise the amount of hard work that everyone does and make you extremely motivated to become more competitive.'

'It's great to be a winner for the second year running. You win an award and you think "what else can we do for our patients?". You have to take some action to make sure patients realise you are putting in the extra effort and to deliver a top service.'

The Dental Healthcare Centre claimed the Best UK Practice award after taking the Best Practice title for the North East earlier in the evening.

Principal Mike Heads told us: 'It's a brilliant evening, the organisation is incredible and Kriss Akabusi did a wonderful job. We came hoping we might get something having been nominated twice regionally but we never ever thought we'd get the top prize. It was unbelievable when our name was read out.'

'We bought our practice 16 years ago and, two years ago, we said "we've got to do something to take us to another level". So we divided jobs up amongst the team, did a *Gordon Ramsay's Kitchen Nightmares* on ourselves and took the place to pieces to improve it. The team has responded so brilliantly.'

'I think these awards are very important. We were sat next to a table who didn't win and, having talked to us, they can now get some idea of what they can strive for. It pulls everyone up and gives us a pat on the back.'

The other main award went to Mike Gow, who was named Best Young Dentist for Scotland and Best UK Young Dentist. He told us: 'When I was nominated for Best Young Dentist in Scotland, I knew I was up against tough competition, so I was blown away to win.'

'I was genuinely taken aback to win the overall UK award. I know people say things like that all the time, but I was so completely, genuinely blown away. I was lost for words. I've got no idea what I said on stage – I hope I didn't embarrass myself!'

'I think the Dentistry Awards are a huge thing for the profession. For me, personally, one of the big things was the recognition of dental anxiety management, because that's my passion. For that to be recognised is a massive thing for dentistry, because it's such a huge part of what we do; every dentist encounters it, and there's so little in the undergraduate curriculum for it. There's even very little at postgraduate level.'

'To win this on the basis of dental phobia management is massive and I really hope it promotes the importance of it to UK dentists.'

This year there was a new category added to the event – the Outstanding Achievement Award. It was won by Eddie Crouch, who has become a hugely influential figure within the profession after founding the pressure group Challenge shortly after the implementation of the new contract.

Eddie told *Dentistry* afterwards: 'As far as I was concerned, the Dentistry Awards were about people who've done great work in dentistry. I can't say that I'm the best clinician in the world – there are some really good clinicians here tonight and I'm glad that they got the recognition they deserve. I've never been someone who's been at the top of my tree as far as clinicians go, but what I do care about is the profession.'

'The profession loves an evening like tonight; it's a great way to recognise what people do throughout the year.'

'It's a real honour to receive this award. It does make you realise how much people think about you, and that's fantastic. I feel very humbled that a panel of my peers have decided that I'm the person who deserves this. It has made a very good week



Kailesh Solanki of Kiss Dental grabbed the Best Young Dentist award for the North West



Liverpool Implant & Aesthetic Dental Spa claimed the Best Practice award for the North West region



Smiling for the camera: Dave Thomas was Best Young Dentist in the North East



Woodseats Dental Care: Best Team in the North East



Best Young Dentist in the Midlands was Kalpesh Bohara of the Dental Suite



The Priors Dental Practice were in the winners' circle for the second year running having claimed the Best Team award in the Midlands



Sherwood Dental Practice, also winners in 2007, triumphed again by scooping the Best Practice award for the Midlands



Best Young Dentist in the East was Stephen Pitt of The Dental Studio



The Smile Boutique were the Best Team in the East

even better!

Host Kriss Akabusi proved immensely popular. The former Great Britain athlete talked the audience through his greatest moment on the track – bringing home the baton ahead of the much-fancied USA team in the 4x400m relay in the 1991 World Championship in Tokyo. He went on to conduct the ceremony in his renowned enthusiastic style, both engaging and energising the audience.

Having taking a hard-earned breather after coming off stage, he told *Dentistry* magazine: 'This is the first dental awards show I've ever been to and it was fantastic out there. The dental industry clearly has a lot to celebrate, and the energy of all the people in the room was great to see. You could tell they had come out to have some fun and celebrate as a team and that's important.'

'There were a lot of names to get through and it was a strain on my voice, but the moment I jumped on stage I was up for it and wanted to deliver. The feedback I've had from the people so far has been fantastic.'

'I started doing this soon after quitting athletics. I was asked to go to a sales conference and the people there saw I had something to say – about teamwork especially – and they were impressed with my experience, and it just went on from there.'

It was a glorious night for Dunmurry Dental Practice in Northern Ireland, who claimed a clean sweep of all three awards for the region. They were named Best Team, Best Practice and Philip McLorinan won the Best Young Dentist gong.

Philip said: 'What can you say? Superb! We're over the moon to do the hat-trick and win all three categories, it recognises the dedication to our patients and the quality of care we provide.'

'It's a superb achievement for the team, I'm so proud of

them. It's a team award, and you know what they say? There's no 1 in team!

'We've entered every year, and this year's event is bigger, better and more extravagant than ever. The venue and catering have been fantastic.'

In the Midlands, Sherwood Dental Practice enjoyed another successful evening. Winners of two awards at last year's event, the Birmingham practice scooped the Best Practice award for 2008.

Practice owner Saaqib Ali said: 'This year we were really excited to be shortlisted in all four categories. We were the only Midlands practice shortlisted who do NHS work, and to win against such esteemed competition we're over the moon – it's very special to be recognised as the team as well as the practice. We are amazed – you look at other practices that have been shortlisted and they are all fantastic. I am as gobsmacked as I was last year.'

'We came with a very humble attitude. The competition every year gets harder and harder. It's great that the team can have a night to celebrate. These awards are testament to the hard work the entire team puts in. It's about everyone pulling together to produce a quality NHS service.'

In the same region, The Priors – also winners in 2007 – were named Best Team in the Midlands. Principal Mark Emms said: 'We came here hoping to win. This is a team event and our guys work as a team. We're a tight unit and as well as talking the talk, walk the walk as well.'

'It's a nice reward for existing patients – something tangible that shows them they are with a successful practice. It's nice for patients to see something that says you're a winner and it's good for referrals.'

'This year we've won at the Private Dentistry Awards, the BDA awards and now with this we've had a hat-trick.'

'Tonight is a big night for the industry – it engenders a way forward for dentists, especially young dentists, in that everyone wants to be part of it. It's not just about saying "I'm the best". You have to deliver patient care with the team backing you up.'

Another dentist who won back-to-back awards was Dave Thomas of Thompson and Thomas, who was named Best Young Dentist for the North East. 'This is the second time I've won this award and I just can't believe it,' he said. 'The Dentistry Awards are fantastic; the entertainment has been great. I think the awards put forward who is good in dentistry and it is fantastic that so many young people are in the zone to carry out excellent dentistry.'

Over in the North West, Kailesh Solanki of Kiss Dental picked up the Best Young Dentist award. He told us: 'The evening was great, with exceptional food. It's been awesome to win – I was really nervous but now I'm really happy! It really couldn't have been a better night.'

The Liverpool Implant & Aesthetic Dental Spa walked away with the Best Practice award for the region. Clinical director Marius McGovern, along with his wife Debbie, said: 'Winning was a total surprise, the team are ecstatic. We have put in so much hard work but winning this award has made it all worthwhile. It has been by far the most exciting and most exhilarating night of the year.'

'We want to say thank you to *Dentistry* magazine for giving us the opportunity to show everyone what we're all about.'

In the East region, The Smile Boutique, based in Peterborough, won Best Team. Practice manager Cheryl Lawrence said: 'It was absolutely fantastic. We took a table of 10 and everyone had a great evening. It was an achievement enough in getting that far, but it was fabulous to have then won.'



Smile & Wellbeing won the Best Practice award in the East



Steven Hinchliffe of Weston Aesthetic Dental Care was named Best Young Dentist for the South West & Wales region



The Smile Suite were the Best Team for South West & Wales



Bath & Bristol Periodontal Clinic took home the Best Practice award for South West & Wales



All smiles: Komal Suri of Smile Design with the Best Young Dentist award for the South East



Aesthetics – Best Team in the South East



Rosebank Dental Practice were in celebratory mood after taking the Best Practice award for the South East



Dereham Dental Health won the Dentistry.co.uk Best UK Website award



The passionate Kriss Akabusi was guest host and made sure the ceremony was conducted with plenty of energy

'We couldn't have asked for anything more. It will generate a lot of interest – and winning an award like this gives us something more than our competitors have.'

The Best Practice award went to Smile and Wellbeing. Bhavin Bhatt, 34, who has run the practice in Bishop's Stortford, Hertfordshire, for the past year-and-a-half, was overwhelmed. His practice featured in the news last June when he – unusually – extracted a patient's tooth using hypnosis as the only painkiller. Bhavin said: 'The team is elated. We're extremely proud of our achievements that we hope will change the face of dentistry in the UK. I'm crazy about my work and passionate about making our patients feel welcome.'

'For example, I believe we're the only practice to have called in a feng shui expert to enhance the relaxing feel of our surgery. We even meet patients at their car with an umbrella if it's raining – and we pull all the stops out to make them feel like royalty. These awards make all the pain and agony worthwhile and they are good news for the small business. For me, I can't tell you how huge it is being the new guy in town doing something different. Just having these awards brings credibility to what we do.'

Winner of Best Young Dentist was Stephen Pitt of The Dental Studio in Colchester. He said: 'I had an excellent night and a lot of hard effort went into arranging that. I am delighted and amazed. I've worked so hard setting the practice up from scratch in the last three years, as well as sitting on several committees. Therefore, it is great to get recognition for what I do. Three weeks ago my practice received best new company in the Colchester Business awards, so to receive this award has really rounded up my year.'

Steven Hinchliffe was named Best Young Dentist for the South West & Wales region. Steven 34, who graduated in 1997 and is now clinical director with Weston Aesthetic Dental Centre in Weston-super-Mare, said: 'I'm overwhelmed. It's nice to get some recognition for all the post-grad work I've

done. These awards are very important. It's a fantastic way of marketing yourself.'

Best Team went to The Smile Suite. The specialist private orthodontist practice's business manager Sue Bird said: 'It was an excellent evening and the circus theme was absolutely superb. Our team is unique because we've got something special within a small team and it just seems to work. I think it's very important to be appreciated by your peers and it was absolutely fantastic that we won. On the table alongside us were three young dentists up against each other in the awards, and I think that that friendly rivalry is important.'

'These awards raise the bar – you know you've got a standard to aim above – and that means doing something different as a team. This award has given us a great sense of achievement.'

Bath & Bristol Periodontal Clinic claimed the Best Practice award for the region. The practice opened in March 2006 and is run by Dr Gaston King, who was delighted on the night. 'It feels really fantastic and winning this award gives the team a real buzz,' he said. 'It's a great thing for the team and good for referring dentists to know that we have won this. It's good to have been recognised for the work all of us have put in.'

Down in the South East, Aesthetics in Hatfield, Hertfordshire, won Best Team. Smita Mistry, senior hygienist, said: 'We opened 12 months ago and we're really proud. We started from scratch and have worked hard – it's been a difficult year, but this makes it all seem worth it. There are only four people in the team so we didn't expect to win. Being on stage was a blur but a lovely feeling. To win Best Team feels great and were really proud. These awards motivates teams and we are planning on showing our award to our patients.'

Rosebank Dental Practice in Chorleywood, Herts, scooped Best Practice. Dentist Shameek Popat was excited by the win, saying: 'We're ecstatic and it was overwhelming on stage – like winning the Grammys! It was unexpected and we came for the fun and team bonding, so it's a bonus to win. It's a great venue,

great show and Kriss Akabusi is full of life! A pat on the back for all our hard work is great for the team.'

Komal Suri of Smile Design was awarded the title of Best Young Dentist. She said: 'Wow, what a great honour to not only be a winner but to be judged by peers and achieve the recognition they've given me.'

'Of course, winning this award would not have been possible without the team with me and I hope to be entering every category next year. I have to commend the FMC team for the event and the evening, it has been fabulous.'

Meanwhile, Dereham Dental Health scooped top prize in the Dentistry.co.uk Website Awards.

Dentistry.co.uk was looking for a website most likely to generate new patients for the practice. The team Dereham – all women – make it a theme to dress in pink uniforms and the pink-themed site has easy-to-use navigation.

Principal dentist Liz Says said: 'It's easy to use and was well thought out by my husband, Ian. The site focuses on us and out patients rather than the services we offer. It captures what we are about and it's brought new patients in.'

Kate Magee, business development executive for the Awards organisers FMC Professional, said: 'This year's Dentistry Awards ceremony was a fabulous triumph – Kriss Akabusi's energy and enthusiasm was fantastic and all of our winners really enjoyed receiving a hug from him as they made their way onto the stage to receive their award!'

'The theme of the venue and the Cirque de Lumiere entertainment was truly stunning, making the celebrations completely magical and everyone had an amazing time celebrating their success. Next year will be even bigger and better and we are all look forward to it.'

Next year's Dentistry Awards will be launched in April 2009. For further details on the event and to give your practice a chance to match the achievements of the practices mentioned above, please contact Elisa Allen on elisa.allen@fmc.co.uk or 01923 251734.

Dentistry Awards 2008 – the results

Scotland

Best Young Dentist

Winner: Mike Gow – The Berkeley Clinic
Runner-up: Philip Friel – Hyndland Dental Centre

Best Team

Winner: The Gentle Touch
Runner-up: Fergus & Glover

Best Practice

Winner: Fergus & Glover
Runner-up: Stafford Street Dental Care

Northern Ireland

Best Young Dentist

Winner: Philip McLorinan – Dunmurry Dental Practice
Runner-up: David Nelson – Bangor West Dental & Implant Clinic

Best Team

Winner: Dunmurry Dental Practice
Runner-up: Bangor West Dental & Implant Clinic

Best Practice

Winner: Dunmurry Dental Practice
Runner-up: Comber Dental Practice

North West

Best Young Dentist

Winner: Kailesh Solanki – Kiss Dental

Best Team

Winner: Cahill Dental Care Centre

Best Practice

Winner: Liverpool Implant & Aesthetic Dental Spa
Runner-up: Tracey Bell

North East

Best Young Dentist

Winner: Dave Thomas – Thompson & Thomas

Best Team

Winner: Woodseats Dental Care
Runner-up: Thompson & Thomas

Best Practice

Winner: Dental Healthcare Centre
Runner-up: Genix Healthcare Dental Clinic – Middlesbrough

The Midlands

Best Young Dentist

Winner: Kalpesh Bohara – The Dental Suite
Runner-up: Saaqib Ali – Sherwood Dental Practice

Best Team

Winner: The Priors Dental Practice

Best Practice

Winner: Sherwood Dental Practice
Runner-up: The Priors Dental Practice

East

Best Young Dentist

Winner: Stephen Pitt – The Dental Studio

Best Team

Winner: The Smile Boutique

Best Practice

Winner: Smile and Wellbeing

London

Best Young Dentist

Winner: Lydia Pink – Blackheath Village Dental Practice

Best Team

Winner: Sparkle Dental Boutique

Best Practice

Winner: Sparkle Dental Boutique
Runner-up: Metrodental

South West & Wales

Best Young Dentist

Steven Hinchliffe – Weston Aesthetic Dental Centre

Best Team

Winner: The Smile Suite

Best Practice

Winner: Bath & Bristol Periodontal Clinic
Runner-up: The Smile Suite

South East

Best Young Dentist

Winner: Komal Suri – Smile Design

Best Team

Winner: Aesthetics
Runner-up: Haslemere Dental Centre

Best Practice

Winner: Rosebank Dental Practice

Dentistry.co.uk Best UK website

Winner: Dereham Dental Health
Runner-up: Queens Park Dental Team

UK Outstanding Achievement

Winner: Eddie Crouch – Sherwood Dental Practice
Runner-up: Sarah Glover – Birdgate Dental Practice

BEST UK YOUNG DENTIST

Winner: Mike Gow – The Berkeley Clinic (Scotland)

BEST UK TEAM

Sparkle Dental Boutique (London)

BEST UK PRACTICE

The Dental Healthcare Centre (North East)

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