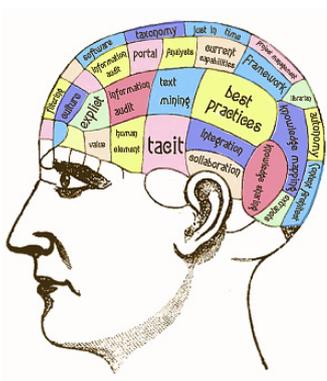


“word of mouth”

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A Thirst for Knowledge



What do you want to know about dentistry?

You would think that, being a dentist, I would have a good understanding of what patients want to know. But I am aware that sometimes my patients feel more comfortable putting these questions to my nurse, receptionist or hygienist or even someone outside of the practice!

It was therefore interesting to read an article from the British Dental Health Foundation who, for the past 14 years, have been providing an independent and impartial dental helpline.

An analysis of more than 150,000 enquiries from the public over the past five years reveals that in 2006, the British public were mainly concerned about the knock-on effect of the disastrous new NHS contract that had just come into force.

Therefore, in 2006, the top five issues were:

- NHS Regulations 15%
- Dental Charges 13%
- Finding a Dentist 11%
- Dentures 11%
- Complaints 8%

Five years on, (and with the ‘new’ NHS contract soon to be thrown out and hopefully replaced with a more patient-friendly solution), the top enquiry now concerns implants, crowns and bridges (13%).

The best news of all is that an increasingly important issue to the public is advice on oral hygiene (7%).

If you have a burning question about any dental topic then please don't hesitate to ask me (or any of my staff!) at your next visit to the practice.

Suggestions for Kiosk



We are very proud of our ‘kiosk’ display which runs as a loop on the two large LCD screens in the reception area of the practice.

Rather than buying in material from an outside company, all of the information is written and put together ‘in house’.

We have tried to put together a

mix of ‘dental information’ and relaxing photographs or visual puzzles to help put you in a peaceful frame of mind during your visit to us.

If you feel that there are any new topics or subjects you would like to see featured on the kiosk, then please just let us know.