BLOOMING MARVELLOUS

Penny Palmer talks to Dr David Bloom, co-owner of the luxury Senova Dental Studios in Watford about his vision for the business and how a team effort is essential to achieving his goal.

Picture this - the best high-end ‘luxury’ dental practice with nine practitioner studios to book, and a spa ‘experience’ to die for. Then imagine where – Watford is probably the last place you thought of – but for Dr David Bloom, the former British Academy of Cosmetic Dentistry (BACD) President, there’s no place like home to build a booming business.

Born and bred in Watford, Bloom, together with business partner, Jay Padayachy created Bloom, together with business partner, Jay Padayachy created Senova Dental Studios was born.

Impressive is an understatement, and clients will agree. Have you ever had a check-up while watching Batman Returns? Or what about a new set of veneers to the beat of Jack Johnson? No? Then you haven’t lived yet.

In a nutshell the practice features a relaxation area, four massage chairs, music on demand, as well as DVDs to entertain patients during treatments. Spa treatments range from paraffin hand waxes to facials and massages, while the list of dental treatments is comprehensive.

As well as the nine dental studios, there is the dental operating theatre, a spotlessly clean sterilisation section, a very inviting concierge, a front desk team, paperless practice, free Wi-Fi.

The vision behind the business is pretty clear cut, Bloom explains: ‘We had no overflow area and wanted to provide an overall service with other facilities.’ With no spa in Watford, it seemed natural to expand beyond dentistry. ‘Clients can now come in and log on to emails while in the relaxation area, or they can book up other services – we simply wanted to take it to the next level,’ adds Bloom.

So what do the clients think of it all? ‘Clients are amazed, they love the space, they love the chairs, and they love the cleanliness of the whole place,’ says Bloom. Indeed, patients could ‘happily sit in the chair for up to four or even eight hours for a big treatment.’

Expansion is all well and good when it comes to vision, but to be recognised ‘as a centre of excellence’ is a much harder nut to crack. ‘We want to be seen as inclusive, and we want to help other dental professionals to perform any aspect of dentistry they desire.’ This is why the duo mentalists for simple restorative work upwards, and run corporate-secure five minutes of his time. But having worked in the NHS for 15 years, he is used to tight schedules. He joined his father in the business in 1990, with Jay turning up to take over from Bloom senior eight years later. Initially a ‘mixed’ practice, the duo converted to private practice in the late 90s, because ‘we could not perform the kind of dentistry we wanted to at health service rates.’

They continued to see children under the health service, but when the goal posts were ‘there was a kind of looking over the fence, 50 to 60 patients a day, but the main goal remains the same, and that is to prevent dental disease and ex-armament to private practice in the 90s, he says: ‘It’s qualitative, everything has to be done correctly and that has always stuck with me.’

On the future of dentistry Bloom sees limitless potential. ‘With new materials, with implant dentistry, and guided surgery, treatment can be as simple as that, but it upsets me that people think that British people do not have nice teeth,’ he explains: ‘The press gave us a bashing five years ago but now they can see what we can do – the Hollywood smile can be on its way out and the European smile could be round the corner.’

Competition, is something to focus on according to Bloom. ‘There is more than enough dentistry for everyone, and our view is that we work together to educate the profession as well as our patients.’

Time though is the essence of life, and running a practice like Senova is no easy task. How does he do it? ‘I have a fantastic team, a very supportive wife and a brilliant business partner. Asked what he couldn’t live without, when it comes to the business he says: ‘I couldn’t live without my ceramist, Luke Barnett, – he is part of my team and it is very important for any restorative dentist to have a close relationship with their ceramist.

I also couldn’t live without Collardam – a must for patient comfort, and I would also be lost without my digital SLR camera – it’s an absolute must-have.’

David Bloom

Personality: Astute, innovative, focused

Favourite destination: South of France

Hobbies: My family, snowboarding and swimming

Born: Watford

Family: Two boys (eight and four years-old)

Favourite meal: Thai food

Drink: Wine

Car: Second-hand Porsche 911 convertible

Pets: Planning to get a dog

Best film: The Big Chill

TV programmes: Desperate Housewives

Favourite book: The Celestial Prophecy

Star sign: Scorpio

Music: Pink Floyd

Sport programme: Rugby

Standing outside the Watford practice on the day of the launch

David and Jay and their two fathers

Jenni Thomas, president of the Child Bereavement Charity with David and Jay

David Bloom, co-owner of Senova Dental Studios in Watford talking about his vision for the business and how a team effort is essential to achieving his goal.