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 boot, and a spa ‘experience’ to die for. Then imagine where – Watford is probably the last place you thought of – but for 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 their dream, and 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 reception area, and an internet bar including 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 make dentists for simple restorative work upwards, and run corporate secure five minutes of his time. But having worked in the NHS for 10 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 ‘revised’, with the new contract, they said goodbye to the health service, but still provide free examinations for children less than five years-old, ‘as long as a family member is seen at the practice.’

Bloom advises: ‘I just didn’t agree with negotiating for UDA dentistry. It’s not fair if one dentist has one UDA at £15, while the other next door has one at £30.’

Asked to describe himself, Bloom says he is ‘first and foremost a GDP, as well as the former president of the British Academy of Cosmetic Dentistry (BACD). ‘I need patients’ expectations on every visit,’ though he is quick to point out that a team effort is essential to achieve this goal. ‘We have a concierge, a front desk team, patient and treatment co-ordinators, hygienists, and a practice manager – we could never achieve what we do without them.’

The Journal of Cosmetic Dentistry – OP.R8 seminars, and instructs and lectures on all aspects of cosmetic dentistry in the UK and the US.

As an astute, innovative, focused personality, Bloom has carried with him from his junior days he says: ‘It’s qual- ity, 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 in the UK and the US. A past president of the British Academy of Cosmetic Dentistry (2007–2008). David is also a fellow of the International Academy of Cosmetic Dentistry (2007–2008). David is also a fellow of the International Academy of Cosmetic Dentistry (IACD) and a fellow of the International Academy of Dental Facial Aesthetics. Dr Bloom is on the editorial board of The Journal of Cosmetic Dentistry – the official journal for the American Academy of Cosmetic Dentistry. He is also the clinical director of CO-OPRS seminars, and instructs and lectures on all aspects of cosmetic dentistry in the UK and the US.

David Bloom
Personal development
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
Favourite book: 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

Mini CV

A Newcastle-upon-Tyne Dental School graduate, Dr Bloom has been a principal at Senova Dental Studios since 1990, focusing on comprehensive restorative and cosmetic dentistry. A past president of the British Academy of Cosmetic Dentistry (2007–2008), David is also a member of the British Society of Occlusal Studies, the British Society of Restorative Dentistry, the British Dental Association, and is a sustaining member of The American Academy of Cosmetic Dentistry (AADC) and a fellow of the International Academy of Dental Facial Aesthetics. Dr Bloom is on the editorial board of The Journal of Cosmetic Dentistry – the official journal for the American Academy of Cosmetic Dentistry. He is also the clinical director of CO-OPRS seminars, and instructs and lectures on all aspects of cosmetic dentistry in the UK and the US.

Interview

DENTAL TRIBUNE United Kingdom Edition · February 2–8, 2009