The space we selected for the practice was part of a newly built shopping centre that was built on the spot where, prior to their demolition, Victorian houses had stood, so we had no planning issues. I was amazed at how easy it all was. When I approached the powers that be at the shopping centre and told them that I wanted to have four surgeries, they said ‘yes, that’s fine.’ I repeated my request, just in case they had misheard me. They said yes again! Because the car parking was adequate for such an ambitious plan, permission was granted, and we could get to work without any red tape.

Our plan with Estetica Dental Clinic is to create a full service dental clinic in an environment that is functional, tailor made to be a dental clinic and to serve a patient to its full potential. We have created an environment in which our patients feel comfortable and relaxed as well as our dental team. Therefore making it a great place to be a part of.

Effective communication
Matt Rowlingson from Clark Dental was extremely supportive and superb to deal with, our communication was great from the word go. It took us less than an hour to make a decision in respect of design and layout of our surgery as well as choosing the right equipment.

What made a whole thing a lot easier was that Clark Dental has helped us set up our first practice seven years ago, which is an extremely successful mixed practice and has come in the top five per cent in our area. I can only praise Clark Dental (the whole team), everyone was extremely supportive and helpful throughout each stage of this project.

Attention to detail
For instance, not only did Clark Dental support us in our one of a kind concept, the company’s experts also took sterilisation and storage into account when designing the surgery. With a separate room for sterilisation and storage, accessible from the back of the surgery, the treatment space not only looks great, its layout also promotes gold-standard Infection Control – a must for any modern practice.

We wanted patients to come here for in-house treatments, veneers, implants and oral surgery, raising our standards.

In the second of this two-part feature, Mr Almir Bajramovic explains how Clark Dental shaped his new practice.
and to avoid referrals. In order to meet these requirements, you need a cutting-edge working environment.

Of course, there are issues when you embark on a project like this, with such lofty ambitions. Fortunately, the space was so suitable that we did not need to knock down any walls. However, there were a few minor issues with the builders,

Let there be light
Our surgery does not rely on natural light. Instead, we have a state of the art system that extends to the reception area.

The lighting system is installed on the other side of the suspended Perspex ceiling. We used Lutron lights, which have a variable brightness that we can control from various points in the practice.

The benefit of this system is that we can create a bespoke atmosphere in the practice. For example, if I want one surgery to be at 50 per cent light, the other to be at 100 per cent light, and the reception area to be at 70 per cent light, I can simply adjust the settings and achieve the optimum ambience. It is like having a thermostat for atmosphere – all I do is make an adjustment, and the practice becomes more of a relaxing place to be!

Following our footsteps
For those thinking about refurbishment, my first piece of advice is to ensure that you enlist a company that meets two very important criteria. Look for excellent communication, and the right personality. Clark Dental provided great help, and their unswerving support and proven advice allowed me to focus more on creating my vision, as I could leave the equipping of the surgery to the Clark Dental experts.

You need to be able to manage the project yourself, of course, but the right support is absolutely vital to success.

Big awards
Refurbishment is a big project that requires a certain amount of time, money and energy. However, to those looking to unlock the true potential of their practice, I would say this: don’t be afraid of investing. It is only money, after all, and the rewards can be considerable.

For more information contact
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About the author
Almir Bajramovic has worked in the dental field for the last seven years. He is a graduate of Leeds Metropolitan University and Bremen University where he studied marketing, and is currently managing two very busy and successful dental practices.