Raising our standards

In the second of this two-part feature, Mr Almir Bajramovic explains how Clark Dental shaped his new practice.

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 Bowldingson 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.

Surgery design and implementation

Key to the creation of your perfect surgery is the precision planning provided during the design phase, teamed with state-of-the-art equipment from leading manufacturers such as Adec, Anthos, Schick and Apex Cabinetry and a commitment to after-sales support. Proud of its accomplishments as a market-leading supplier, Clark Dental is delighted to see that the philosophy upheld for more than 30 years, that exceptional personal service, offering the very best advice and treating customers ‘like family’, remains the ideal that drives efficiency, innovation and business success for those who have chosen Clark Dental to help make them their perfect practice.

To learn more about how our outstanding range of equipment and services can make your perfect practice, call: 01268 733 146

Practice makes perfect!

With Clark Dental
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, who required their lunch breaks at particular times and were sometimes unwilling to be flexible, which caused slight friction when deadlines were looming. Also, there was a brief setback when one of their walls was not straight which delayed the plastering.

The co-ordination of builders, electricians and other specialists is a demanding and sometimes difficult process, but when the rewards are in sight, you know that it will all be worth it.

EASTMAN DENTAL INSTITUTE
DIPLOMA IN IMPLANT DENTISTRY
COMMENCING OCTOBER 2009

This challenging part-time modular Diploma programme is ideally suited to any general dental practitioner or specialist wishing to develop their knowledge of implant dentistry and extend clinical skills whilst working toward a postgraduate university qualification.

The Diploma is a structured programme of didactic study of 48 days broken into 2 levels. The programme is held one day per month over a period of 4 years.

Level 1: Years 1 and 2 will focus on building a sound evidence-based knowledge of implant dentistry and will involve patient treatment under the direct supervision of course leaders.

Level 2: Years 3 and 4 are spent consolidating information learnt in years 1 and 2 and further extending the knowledge and skills base with regard to advanced procedures such as bone grafting and sinus lift procedures.

Programme Director: Dr Dev Patel
Programme Co-ordinator: Dr Alon Preiskel
Specialist Mentors
Dr Wall Girgis
Dr Colin Cook
Dr Ulpee Darbar
Dr Dina Dedd
Professor Nikolaos Donos
Dr Mark Haswell

Teaching will include interactive lectures, seminars, hands-on procedures and live surgery as well as supervised clinical treatment.

Didactic aspects of the programme will be provided by an experienced multidisciplinary team of GDC registered specialists and will include invited international speakers.

During the programme, participants will compile aclinical portfolio and carry out written assignments, all of which contribute toward continuous assessment.

Please note that this is a limited attendance course and acceptance will be through competitive entry. Closing date for applications 18th September 2009.

Course Fees: approx £24,000 over 4 years (tbc)

For further information or to register, please contact
Dawn Mifsud, Implant Course Administrator
UCL Eastman CPD
123 Grey’s Inn Road
London WC1X 8WD

tel: +44 (0)20 7905 1261 fax: +44 (0)20 7905 1267

e-mail: d.mifsud@eastman.ucl.ac.uk

www.eastman.ucl.ac.uk/cpd

Programme is approved by the Faculty of General Dental Practice (UK) for accreditation towards its Career Pathway.

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 Latron 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 60 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 unwavering 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
Clark Dental Wickford Essex Office on 01268 733146 or email enquiries@clarkdental.co.uk or Clark Dental Nantwich Cheshire Office on 01270 413750 or email sales@clark-dental.co.uk

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.