In all walks of life, you can only achieve excellence by looking to the best for inspiration. One of the many ways the current financial crisis has impacted on dentistry is that it has increased the need for competitiveness and it's now a necessity to pull out all the stops just to survive. This means measuring your service against that provided by the UK's best dental practices.

A great team of focused and dedicated dental professionals needs a suitably world-class environment in order to reach their potential. This does not necessarily mean fitting the surgeries with the latest, most high-tech equipment; but it does mean a practical layout that promotes efficient working processes and supports consistent compliance with industry requirements. In fact, as guidance such as HTM 01-05 are introduced, dentists whose practices are in converted domestic buildings are set to discover a wealth of logistical problems that a new lick of paint simply won't address.

Design-and-build does not just let you develop a practice that ticks all the right boxes, it provides an astonishing opportunity to take a massive step up as a provider of high-quality dental care. Doubtless you've read about dentists who have followed their dreams and now offer treatment in environments that are space age by comparison with many high-street practices. Take the time to find out how they did it.

**Raising the bar**

Why not take a tour of some of the most remarkable practices? Many dentists who have invested in a new practice will be keen to market this via their websites, and may even provide the option of a virtual tour. This is a great way to gain a good understanding of where the bar is currently set, and how you can raise it even further with your own project.

Design-and-build is your chance to go that extra mile. Enlist a proven company that has comprehensive knowledge of the industry, and will work with you to create designs that enable straightforward compliance with new and existing guidance, and put you in a great position to roll with the punches when new guidelines are released.

Ask the company about its previous successes, and discuss how you can develop the definitive design.

The right design-and-build company will have extensive experience of delivering truly world-class working environments, and will do so smoothly within your set budget and time constraints. You should accept no substitute. After all, this is an opportunity to reveal to your patients and peers your dedication to dental excellence and really set yourself apart. Who knows – maybe the next wave of dentists will look to you for inspiration when designing their dream practices.}

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**About the author**

Chris Davies

Appointed in 2006, rugby enthusiast and family man Chris Davies has led Genus’ new dental division to secure a significant share of the market. For more information on refurbishment, design and new build projects, contact Genus on 01582 840484 or email info@genusgroup.co.uk

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