

# practice news



## Welcome

Welcome to our autumn practice newsletter. Please take a few minutes to read through it, to find out what's been happening at the practice, what our plans are for the future, and for details of our special offers.

## Healthy gums! Healthy heart!

The Old Surgery has always placed plaque control and prevention of dental disease at the very centre of what we aim to achieve for our patients. For over a decade there has been research concerning the link with gum disease and general medical health. It has been widely reported recently in the national press that research published by the British Medical Journal has indicated a link between poor oral hygiene and an increased risk of heart disease. The research reveals that, even taking into account other factors that affect heart disease such as social class, obesity, smoking and family history, the people who brushed their teeth less often increased their risk of cardiovascular disease by 70%. The latest research further emphasises why we place such importance on the need for regular plaque control visits with our hygienists, Kerry Davis and now also Tracey Stoneley.



**SPECIAL  
OFFER  
WHITENING  
WEDNESDAYS  
- ONLY -  
£295.00  
See website for  
conditions**

### Whitening Wednesdays – Special offer

The practice is pleased to offer Zoom!2® tooth whitening on Wednesdays for the discounted rate of £295.

(Our standard private fee is £500, discounted fee for plan members is £400. The standard fees will continue to apply if whitening is performed during peak surgery hours, and we are unable to discount the special offer price further for plan members).

### New reception, new software

We hope that you are all pleased with our newly refurbished reception area. We have received great positive feedback on how much more welcoming it looks and feels to our patients.

In April we replaced our old computer system with a more efficient up-to-date version. Whilst it helps us to do our jobs much better, we did experience a few problems with the new software and would like to apologise to anyone that experienced any problems during the conversion. We are hoping to update our communications systems and would be grateful if our patients can provide us with email addresses and contact numbers to enable us to keep you up-to-date with special offers or appointment reminders, etc.

### Dye-namic! Caries detection dye for all private fillings

We have recently introduced the use of caries detection dye for private fillings carried out at the practice. The dye works by identifying areas of the tooth where decay is still present, even when the cavity looks clear to the naked eye. This ensures complete removal of infected dentine with as minimal preparation to the tooth as possible. This is followed by placement of a well-sealed, long-lasting filling.

# Smile makeovers

From October 2010, Steve will be the first dentist in South Cheshire to be accredited to use Inman Aligner™, the new revolution in smile makeovers. The aligners allow smiles that would have previously been treated with multiple porcelain crowns or veneers to be realigned in a matter of weeks.



Invasive treatment is then limited to tooth whitening and sometimes minor modifications to tooth shape. The aim is to now make smile makeovers as kind to teeth as possible, and make heavy destruction with preparations a thing of the past.

# Staff news

We are delighted to introduce Tracey Stoneley to The Old Surgery Dental Practice, who joins Kerry Davies as part of our hygiene team. Tracey has over 25 years experience as a hygienist and is looking forward to meeting our patients and caring for their oral health. Tracey will be taking over the care of patients who have previously seen Vicky.

Also, we are pleased to announce the arrival of our receptionist Michelle's baby boy. William was born on Friday 18th June. Michelle will be returning to us later in the year.

# Referral cards

We have received a great response from our introduction of patient referral cards. Lots of our happy patients have recommended us to their friends and family and we have gratefully sent them a £10 Marks & Spencer voucher to say thank you – keep up the good work!



# Invisible braces

We are pleased to announce that Dr Rich Willis has completed extensive training to be able to provide Invisalign® invisible brace treatment. Invisalign® can help to treat a variety of orthodontic concerns, including teeth which are crooked, crowded or with gaps.

Treatment is nearly invisible, and almost no-one will be able to tell you are wearing Invisalign®. And because you can remove your aligner you can eat and drink what you like. Invisalign's® treatment software allows you to see a model of the proposed treatment plan and discuss what is most important to you before you start.

To find out whether Invisalign® is the best choice for you, whether you are a registered patient or have not yet visited the practice, contact us for further information or to book a free consultation with Dr Willis.



# The Denture Centre satisfaction survey

We recently carried out a customer satisfaction survey at The Denture Centre, and have been delighted with the results!

**96% of respondents rated the overall experience as 8 out of 10 or higher.**

We asked some of our customers what they thought and this is a selection of their comments:

*"The quality of advice and service was exemplary – I would have no hesitation in recommending to others"*

*"The natural look of the dentures is second to none – love them"*

*"Very happy with the result – you have given me back my smile and confidence"*

*"I feel totally confident with my dentures because they are so realistic"*

*"Having dentures made is not an easy experience, and I really did appreciate the extra effort you made to minimise, which for me is a stressful procedure – your attention to interpersonal as well as technical was a joy"*

Simon Owen has now been working with The Old Surgery for over two years and has provided an invaluable individual, personal service to our denture patients. Patients who currently visit The Old Surgery or patients who haven't been before can take advantage of free no-obligation consultations with Simon. Please ring reception to arrange a visit.