

26th Euro Congress and Expo on

Dental & Oral Health

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Gareth Owen Crowther

Brynhyfryd Dental, UK

Practice and personal growth through preventive and holistic patient-experience focused approach to dental care

We look at how to grow the business of a dental practice and build a local reputation to generate further new patient referrals whilst developing the dental team as a whole to create a focused and motivated unit aiming for one purpose-the improvement of oral health within the patient base of the practice based on our 'calm and caring' philosophy. Having taken over a run-down and loss-making dental practice in Swansea, we have spent time, effort and some money to make the practice of dentistry easier and also to ease the journey of the patient in as friendly and relaxing surroundings as possible. We will explain how a multifaceted marketing campaign, spreading the cohesive message of calm and caring dentistry can bring an upsurge in new patients-we have added over 100 new private patients in the course of six months and this trend continues upwards. We will also show how we have invested in training to ensure not only that we can offer a range of treatments that people actually want but to bring career satisfaction in staff by preventing stagnation which helps keep morale and enthusiasm upto quote Richard Branson 'if you look after your staff, they will look after your customers.' We will also show that this all need not cost the earth by developing relationships with local media managers and other businesses and how we can reach out to our local community to improve the public image of dentistry. Additionally, we have achieved BDA Good Practice status and are 2018 finalists for Best Young Dentist and Best Team at the UK & Ireland Dentistry Awards and Best Young Dentist UK & Ireland Private Dentistry Awards.

Recent Publications

1. Gedge, T. (2017) 5 Top Tips. In: MPOD Treasure Map 11. Manchester, UK.
2. Public Health England, (2017). Delivering better oral health: an evidence-based toolkit for prevention. London: Crown Copyright.
3. NHS, (2015). Fear of the Dentist. Available at: <https://www.nhs.uk/live-well/healthy-body/fear-of-the-dentist-help/>
4. SAAD, (2018). SAAD Digest Volume 34. SAAD Editorial Board 21 Portland Place, London, UK.
5. NHS England, (2017). Commissioning Dental Services: Service standards for Conscious Sedation in a primary care setting. Office of Chief Dental officer England, London, UK.

Biography

Gareth Owen Crowther has completed his Bachelor of Dental Surgery at the Wales College of Medicine in 2009 and a Postgraduate Diploma in Conscious Sedation in Dentistry at Cardiff University, in 2015. He is dedicated to helping those with dental anxiety get the dental care and to that end he started Brynhyfryd Dental Practice in 2017. The practice has since achieved BDA Good Practice listing and is a Finalist in the 2018 UK & Ireland Dentistry and Private Dentistry Awards in 3 categories.

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