

What it takes to be a winner...

A multiple winner at the Private Dentistry Awards 2014, Covent Garden Dental Practice's principal **Reena Ali** tells us how her practice became a winner

'Euphoric, elated, delighted!' were the words used by the Covent Garden Dental Practice (CGDP) team when they learnt of their success at November's Private Dentistry Awards. In a year which saw a wealth of strong candidates, winning 2014 Practice of the Year was truly an honour and commendation indeed, for this well-established, bustling private practice in the heart of London.

Team success

Reena Ali, the practice principal explains what the win has meant to the team. 'Being recognised by the leaders in the industry has certainly been a huge boost for team moral. It has reaffirmed our pride in the practice as well as made our patients even more confident that the care we provide is of the highest standard. Patient trust is the most crucial element in the practice's success and this award certainly provides complete reassurance for our patients.'

CGDP was originally bought and developed by Andrew Kay back in the early 1990's. Reena recalls, 'Andrew created a highly ethical, special brand of dentistry. He focussed on creating a positive patient experience, ensuring staff and suppliers made this their primary aim at all times. I felt privileged to take over from him as



Private Dentistry AWARDS 2014

owner and practice principal in 2010 and have worked with the team to further develop this leading practice.'

Many factors lie behind the team's success. Reena is clear, 'Primarily it is the team's consistent and genuine focus on patient care which sets us apart. This is delivered by a highly accomplished, experienced and loyal team of eighteen. We all believe that organisation, communication, trust, responsibility, delegation, team moral, adequate training,

up-to-date knowledge of CQC and a holistic management approach that includes occupational psychology, all play a crucial part in delivering exceptional standards of dentistry. We are fortunate to have Aida Mujan, a highly qualified occupational psychologist in our team, who has introduced many innovative management approaches into the practice including professional performance appraisal (DL360°) which we supported her to develop. We could not have found a better person to lead our award submission.'

Maximum effect

To facilitate the exceptional standards delivered by the team the practice has undergone a number of significant improvements in recent years. Being in the heart of Covent Garden and in the midst of a residential complex, space is of a





premium, with no scope for extension or expansion. The team has therefore had to work within the existing area to optimise every square inch. Reena reflects on the changes that have taken place.

'We had three surgeries and were initially advised that it would not be possible to design a fourth to fit into the space available. However, that is where Ian Gocking from SPS Dental came in. He planned, designed and advised us on how to utilise the space to maximum effect. We now have a purpose built decontamination room, a new office and a fourth surgery. Most recently we have completely refurbished two surgeries and hope to embark on revamping the third in February 2015.'

As part of each surgery update new STA, endodontic, periodontal equipment, a RO water system and digital X-ray equipment were installed. When it came to choosing the dental chair Reena is clear about their choice. 'Having selected the Cleo II Treatment Centre from Belmont for the first room we did not hesitate to choose the same again. Being a knee-break chair it does not dominate the room and is much more inviting and easily accessible to our clients. Also the team like the rotating operator's console, which is ergonomically designed for both the dentist and assistant. Prior to purchase we visited the Belmont showroom


in London. Ian helped us finalise our choices on equipment and colours, it was certainly the best way to visualise what we wanted and also what we did not want.'

Reena is enthusiastic about the role SPS played in planning and managing the project. 'Ian was an invaluable part of both of our refurbishment projects from beginning to end. He spent a good deal of time ascertaining our needs and expectations. He then gave us various options and clear guidance on what was available to us. His experience was obvious and his professional manner made the task much easier. Ian worked alongside the builders to ensure every step of the process was on schedule and without problems. If any issues arose they were dealt with efficiently and without the usual stress that building work involves.'

Recognising and reflecting

The result is two new surgeries that are CQC compliant, provide maximum patient comfort, look modern yet inviting and are ergonomically designed. Reena is proud of what has been achieved. 'Everything is at hand and is easy to clean with lots of clever storage and equipment which utilises the space well. It's difficult to remember the old surgeries, the new ones have become the standard and we often receive compliments

from our patients who remark on the colours and design.'

Reflecting on the Award, Reena is pleased that the team's hard work and dedication has been recognised. 'We thoroughly enjoyed all the preparation. The whole team was consulted throughout, reviewing and evaluating who we are, what we do and what makes us stand out from other practices. At the same time the whole process enabled us to see what we can do to further improve. It has been a motivating factor for months. Being nominated was a great achievement and we were all very happy with that but winning was certainly the icing on the cake!' 

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