

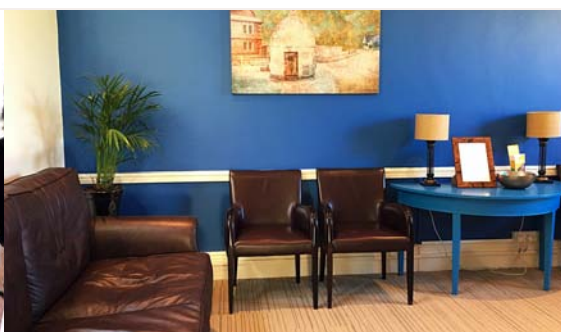
We've had some exciting changes at the Practice to improve your dental care!

'We have refurbished, created new artworks and taken on new staff - see inside for more information!'



NEW TEAM

Welcoming members of staff who have joined us



REFURBISHMENT

Creating a new fresh look at the Practice and etching the logo on the front inner door

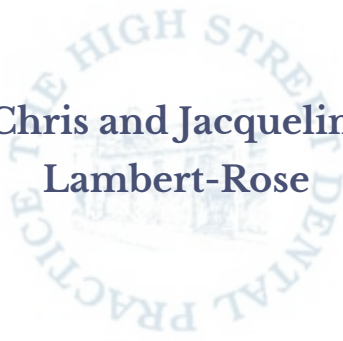


ARTWORKS FOR THE PRACTICE

Displaying a creative take on Wiltshire's lock-ups for you to observe



Chris and Jacqueline
Lambert-Rose



Dear Patients,

I am very happy to be able to share with you the thrilling news that my wife and I are now the sole owners of the High Street Dental Practice!

I would personally like to thank her and every member of our staff for their hard work, enduring patience and understanding during the exciting period of transition that we have been going through. I would also like to personally thank all those patients whose appointments may have been affected by this transition of ownership.

Leading up to the purchase I completed an Endodontics Masters degree at the University of Chester i.e. the study of root fillings. The course enhanced my practical and theoretical skills in order for me to be able to provide advanced Endodontics and therefore treat patients with complex problems related to root fillings. Numerous local dentists now refer their complex Endodontic cases to me. Alongside this I have set up a local Endodontic Study Club for local dentists with an interest in endodontics.

While I was studying, Jacqueline also completed a Masters degree in Conservation of Historic Buildings at the University of Bath. The Practice is housed in a Grade II Listed building and so when she designed and implemented a refurbishment plan for the Practice she had to be considerate to the protection of the listing whilst enhancing the High Street Dental Practice branding throughout. Although some trades caused frustrating delays by letting us down, the refurbishment is now complete and I hope you agree, a great improvement!

As a part of that refurbishment we converted a small office room into a hygienic decontamination room, and so by centralising sterilisation we could remove all the noisy, hot autoclaves (dental equipment sterilizers) out of the surgeries. We hope you will notice the difference as they really were very noisy!



In addition to the redecoration and refurbishment she and a photographer colleague, see gidleyproductions.com, designed a Collection of fantastic artworks for the walls of the Practice. We are very excited that recently the Wiltshire Buildings Record have requested to arrange an exhibition of the Collection at their offices in the Wiltshire and Swindon History Centre in Chippenham, so please watch this space for updates! In the mean time, you can see the accompanying photo-book about the objectives of the Collection in the waiting room.

Since re-branding, one of our goals was to increase new and referral patient numbers. This was achieved by providing a comprehensive range of in-house advanced treatments which enabled us to develop a referral service for orthodontics, cosmetic dentistry, endodontics, implants and oral surgery, with the number of external referrals from various practices virtually doubling since 2016.

Finally, my business partner for the last six years, Laurinda Watt, retired on 9 July 2018 and subsequently Lucy Pitman, our new associate dentist, has been caring for not only Laurinda's patients but also some of the many new patients who are joining the Practice. Whilst advertising for a new receptionist we were contacted by Florencia Baldini, a young Italian lady with a degree in Business and Marketing, she now helps us to stimulate and implement strategies to market our expanding Practice.

We are always looking to enhance our services to our patients: future projects include online appointment booking, installation of a 3D imaging scanner, a facial aesthetics service, upgraded computer system and extended opening hours.

Lucy and Florencia are not the only new staff members we have taken on this year! There is so much more I could talk about but please read on to read details of our wonderful team and all the changes that have been taking place over the past 18 months.

Regards,

Chris Lambert-Rose



Laurinda Watt

RETIREMENT

AFTER 35 YEARS
PRACTICING AS A
DENTIST AND 27 OF
THOSE YEARS HERE
AT THE HIGH STREET
DENTAL
PRACTICE, LAURINDA
HAS DECIDED TO
RETIRE



"I have been a partner in the Practice for 27 years and feel privileged to have provided dental care to my many patients over so many years.

Dr Chris Lambert-Rose, who has been a Partner in the Practice since 2012, will be continuing as the sole owner. In addition to maintaining our family centred approach to all aspect of general dentistry, we have together gradually expanded the Practice to include the provision of more specialised services such as implant placement, orthodontics and endodontics. Chris intends to continue this development of the Practice with addition of associate dentists to the dedicated team. One of these is Dr Lucy Pitman, who will be taking over my group of patients.

May I offer my sincere thanks for giving me the pleasure of looking after you dental health over recent years and my very best wishes for the future.

*With kind regards,
Laurinda"*

From all staff at the High Street Dental Practice, we wish Laurinda all the best and hope she will enjoy her retirement and time with her family

Lucy Pitman

NEW DENTIST



Lucy studied dentistry at the University of Liverpool, where she was awarded the Philip G Capon prize in paediatric dentistry. She graduated in 1993, after which she spent ten years working in general practice in various locations up and down the country.

A keen interest in orthodontics lead to Lucy taking up a position in a specialist orthodontic Practice in Bath where she ended up staying rather longer then intended and gaining a wealth of experience.

Lucy enjoys sewing, knitting and running ultra-marathons!

Lucy, why did you go into dentistry?

"I went into the dentist industry as my uncle went to the Antartic as a doctor, and he liked to learn about teeth and various treatments in case of emergencies. I thought it sounded fun!"

What are your views on the Practice so far?

"I am really enjoying working here. The staff and the patients have all been so welcoming".

Claire



IS LEAVING AFTER 12 YEARS



*"To all my lovely patients,
After 12 years at the practice, I will be moving on.
I have loved getting to know you and will miss you all.
Remember to keep flossing!
With all good wishes,
Claire"*

From all the staff at the High Street Dental Practice, a big thank you to Claire for looking after all of our patients. It is sad to see her go as she has been not just a professional colleague but also a friend to all of us. We wish her well in her future!

Valerie



NEW ADMINISTRATOR



Valerie has just joined the Practice, so we asked her to give us a brief description of herself:

"I am the Business Administrator having joined the High Street Dental Practice on 21st May (2018). I am involved in all aspects of the Practice other than the clinical and hygiene side, therefore I am not normally visible to patients as I hide away in the office upstairs!"

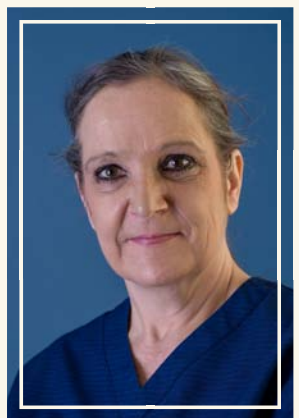
I handle the supplier side of the accounts (rather than the patients' side) and the records required for the upholding of the rules and regulations of the business.

I also deal with practicalities such as working with builders and electricians, and have been seen wielding a screwdriver on several occasions!

I have been made very welcome by the whole team and am enjoying the friendly working atmosphere and the variety of the job.

I enjoy walking (having recently completed the Ridgeway and other national trails in the UK and others in France and Spain) as well as local music and theatre events. I am also a competitive fencer – the sword rather than garden variety!"

New Staff

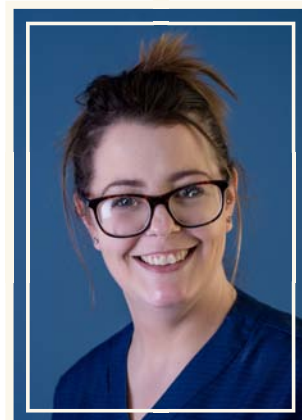


SHIRLEY LEAD DENTAL NURSE

Joined the Practice in June 2017. She has 12 years of experience and has taken further qualification for Dental Nurses. Previously she has worked in NHS and private practices including working with specialists. Shirley cycles and enjoys exercise in her spare time.

KORRIANNE DENTAL NURSE

Joined the Practice in November 2017. She has 6 years of experience working in both the NHS and private sectors of dental nursing. When not at work, Korrienne enjoys going to various exercise classes.



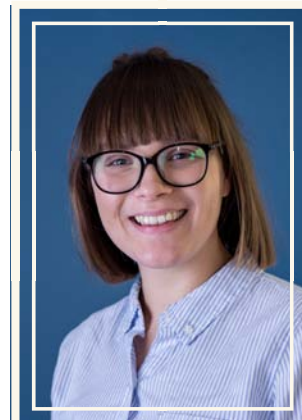
LUCY, DENTAL NURSE

Joined the Practice in February 2018. She has 2 years of experience and extended experience in implants. Previously she has worked in both private and NHS practices. In her free time, she enjoys going to the gym.



THEA, RECEPTIONIST

Joined the Practice in January 2018. Thea has been working in customer service for the past 8 years, her previous role being cabin crew. In her spare time, Thea enjoys going to the gym and baking.



FLO, RECEPTIONIST

Joined the Practice in December 2017, she has two degrees in marketing and business. She moved to England in 2014 to improve her English. She worked as a waitress and after that as a supervisor. She loves good food and wine just as much as going to the gym.



REDECORATION & REFURBISHMENT



The aim of our recent refurbishment was to improve the patient journey from the moment they make contact with the Practice and walk in through the front door, to every room of the Practice beyond.

Have you noticed the etched glass with our logo on it?



Walls and Carpets

Every colour around the Practice now reflects our logo and branding.

Wall Art

The art works were created from professional photographs of specific buildings in Wiltshire.

Flag

We wanted a focal point for all our patients to find our Practice with ease, so we designed the flag for this purpose.

REDECORATION & REFURBISHMENT

Our strategy for the redecoration & refurbishment was to ensure we met all relevant compliance regulations set by the Care Quality Commission, that we focused on improving working conditions for our staff and that we created a more aesthetically pleasing environment in the Practice.

There are three particular areas of refurbishment where clinical and non-clinical functional design improvements were implemented:

Centralised Decontamination Room

By sacrificing a small office in the staffing area, we freed up a room which we converted to a decontamination room; this improved instrument handling and management, thus reducing the risk of cross contamination between patients and between patients and staff

Patient Washroom

To improve access and hygiene in the patients' washroom we redesigned it using the Equality Act (2010) guidelines. We made all reasonable efforts to enable less able patients and visitors to remain independent and safe in the washroom, we designed a wash station which consists of a large full width mirror above a new porcelain handbasin, with a hands free soap dispenser attached to the mirror and a towel dispenser within easy reach, without having to move away from the basin for either. We replaced the suite with a wall mounted toilet and toilet-brush and fitted a grab rail by the toilet for less able patients and visitors.

Inner Hall Mirror

The glass inner door at the ground floor entrance/exit has been etched with the Practice logo, which has been strategically positioned so that when the door is opened the logo appears to fit precisely within the frame of a large quirky mirror, which in turn reflects the style of the branding. The etching appears to look double in the display box.



ARTWORKS TO SUPPORT WILTSHIRE HERITAGE

Do you recognise any of these buildings and have possibly walked past them without even noticing? There is much more behind the artwork than a piece of art. Some of you must have thought: what are these buildings and why are they on the walls of a dental practice?



A village lock up or 'blind house' is a small structure with a single door and narrow window. Most lock ups still in existence were built in the 18th and 19th Centuries and feature a dome or spiral shaped roof. They were commonly built from brick, large stones or timber, and used for temporary detention of people in rural parts of England and Wales. They were typically used for the confinement of drunks or to hold people being brought before the local magistrate.

This collection of artworks is inspired by a passion to start a campaign to raise awareness of the need to conserve these beautiful buildings, in and around Wiltshire, not only for the enjoyment of our generation but for future generations. If you recognise any of these buildings and are potentially interested in supporting this campaign, please leave your contact details with Reception and you will be contacted in due course with further information.

We are currently in Phase 1 of the campaign, which is to raise awareness within our local community. Phase 2 is to raise enough support for the campaign to repair and maintain these buildings. We recently joined the Wiltshire Building Records, which is a non-profit organisation funded by Wiltshire Council, and the Chippenham Civic Society Charities

WHY SHOULD I VISIT THE HYGIENIST?



Hilary



Diane

We asked Hilary and Diane to answer some common questions that might come to mind when you think about your hygienist visit.

Why should I visit the hygienist?

Visiting the hygienist is an important part of maintaining healthy gums and teeth. They will teach you how to clean in between your teeth and how to look after your gums, by using the correct floss, interdental brushes and mouthwash suited to you.

Many people may know what plaque is, but how does it form?

Plaque is a soft and sticky bacterial deposit that forms on the teeth. It can not be prevented from forming, but careful tooth cleaning every day will help remove it.

How can it be prevented from building up?

By brushing your teeth properly twice a day with fluoride toothpaste, and cleaning in-between your teeth with floss or tepes.

What if I don't remove the plaque?

If not removed with proper brushing and flossing, it can combine with minerals in your saliva, which hardens to cause tartar. Once tartar is formed, then it can only be removed by professional cleaning.

If left untreated, you could develop gum disease, where the gums become inflamed and there is loss of bone around teeth.

Why are my teeth sensitive?

Sensitivity is caused when the dentine of your tooth is exposed, due to erosion of the enamel, overbrushing your teeth or an injury.

How do you treat tooth sensitivity?

A range of toothpastes such as Colgate Sensitive Pro Relief, are available at the Practice or in most supermarkets/chemists. Ask your hygienist which is suitable for you.

**Sometimes we forget that a hygienist visit is just as important as a dental visit.
See our receptionists to arrange your next hygienist visit today.**

WHY SHOULD I VISIT THE HYGIENIST?



'The benefits of seeing a Dental Hygienist'

by Lindsay Rogers BDS, a Dental Surgeon who limits her practice to providing hygienist services

Seeing one of the Practice's Dental Hygienists and taking part in good oral hygiene could possibly save you money!

Have you heard of 'biofilm'? It sounds very technical but actually we all get to see the result of biofilms regularly in our day to day lives. For example, the slime that appears on the roots of flowers when they have been left in a vase for a few days, this is caused by a biofilm.

What does this have to do with dental hygiene? Dental plaque, which is known to be bad for our teeth and gums, is actually a biofilm (where 95% of bacteria occurring in nature do exist). Biofilm enables disease causing bacteria to easily start and speed up this process.

Dental plaque biofilm that builds up on the surface of teeth can cause tooth decay, and within the gum crevice can cause 'periodontal' (gum) disease.

Periodontal disease starts with inflammation of the gums, known as gingivitis, which is caused by the bacteria living in the biofilm. If this is not treated and the biofilm is not disturbed daily by effective daily oral hygiene, the disease can gradually progress to periodontitis, which is where there is destruction of the ligament and bone holding your teeth.

This leads to receding gums and loose teeth.

Due to their genetics and certain lifestyle/health factors all people have different susceptibility to developing gum disease.

This means that for some people a tiny amount of plaque left on their teeth each day can have very detrimental effects.

By cleaning where the biofilm forms you will upset the environment where the bacteria live, upsetting the bonds between them: a bit like knocking down some scaffolding which the bacteria have to then start to rebuild, therefore reducing their ability to cause as much harm.

Here at the High Street Dental Practice, as a part of your dental examination, your dentist checks your gum health and will discuss their findings with you. Depending on their findings they may refer you for hygiene treatment (the number of visits depends on the amount of debris present on your teeth, together with the presence of any gum disease and its severity). If you have very advanced or aggressive gum disease your dentist may refer you to see a periodontal specialist.

During your hygiene visit, the calcified plaque deposits (calculus) are removed to allow you to clean your teeth more effectively. The teeth are also polished, so they look and feel much cleaner. Oral hygiene advice is given to allow you to remove/disrupt the biofilm daily to improve gum health. By learning to clean your teeth effectively at a hygiene visit, you will reduce your risk of gum disease and tooth decay, whilst enjoying fresher breath and a more attractive confident smile.

FIRST AID COURSE WITH ST. JOHN'S AMBULANCE



THEA AND KORRIANNE

20th April 2018.

Thea our receptionist and Korrianne, one of our dental nurses, participated at First Aid course at the St. John's Ambulance centre.

The course is a requirement for the High Street Dental Practice to ensure we follow and meet all the regulatory requirements.

The content of this course provides for basic life saving first aid and workplace health and safety regulations, covering the following:

- the role of the first aider
- health and safety (first aid) regulations
- managing an emergency
- resuscitation (adult CPR)
- communication and casualty care
- seizures (adult)
- bleeding (minor and severe)
- shock burns
- unresponsive casualty
- choking (adult) and blocked airway using an automotive defibrillator



This course supplements our annual Basic Life Support Training. Training in Basic Life Support is a requirement of GDC and the CQC.

AT ST. MARY'S CATHOLIC PRIMARY SCHOOL

CHIPPENHAM



In March Zoe and Florencia attended St. Mary's Catholic Primary School.

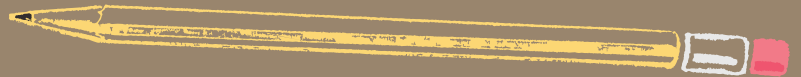
We attended the school and spent an hour with the two reception classes where we discussed the importance of oral health and how we achieve this.

The children had come up with a number of questions for us which was brilliant and so refreshing to hear.

The staff at the school were so welcoming and accommodating and we cannot thank them for enough for their interest in our practice and requesting our presence in their school. The children are a testament to St Mary's School and we thoroughly enjoyed our visit there.

HARESFIELD CHILDREN'S HOME

LACOCK



In March Claire and Flo attended the Haresfield Children's Home in Lacock, another lovely experience and was a pleasure to visit the children on the day.

The staff at the residential home were there to greet us. They look after three really sweet children from the age of 10 and 15, with disabilities and complex needs. Claire, our lovely hygienist, introduced herself and asked the children's names.

We took masks, uniforms and latex free gloves which all clinicians use. It was evident they loved this and enjoyed pretending they worked in a dental practice.

Claire took a large demonstration mouth and tooth brush for them to practice tooth brushing techniques on and then gave them small tooth brushes for them to show us what they learnt from today's lesson.

Lovely experience again.

We have had a good feedback from the staff at Haresfield, so we are really pleased to have helped.



○ *Private patients are welcome!*

○ *We offer the option to join one of our Membership Plans:*

Membership Plan 1, £18.21 per month

- Regular examinations and two hygienist visits as recommend by our dentist
- x-rays (as necessary)
- 10% discount (excluding elective and advanced treatment)
- diet and oral hygiene advice
- all your preventive dental care is included
- guaranteed registration with the Practice and - continuing access to your dentist
- appointment times to suit you whenever possible
- membership card with 24 hour helpline for dental emergencies at home or abroad
- eligibility to request assistance from the woldwide Dental Emergency Assistance Scheme

Membership Plan 2, £27.30 per month

- all Membership Plan 1 benefits plus
- regular examinations and four hygienist visits as recommended by your dentist



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How to find us



Any queries please ask our Reception team
Thea and Flo will be more than happy to help!