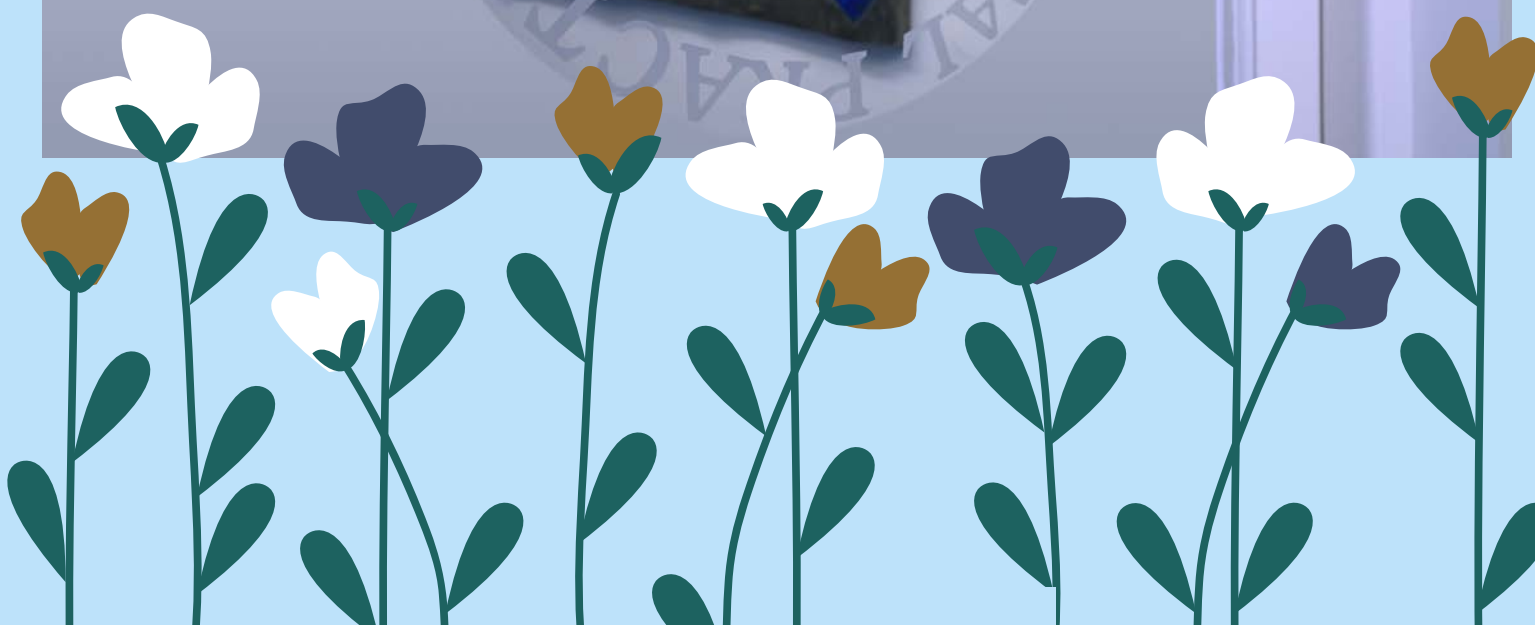


Newsletter  
Spring 2019



**17TH FEBRUARY  
AT THE  
WEDDING FAIR  
IN THE MARSH  
FARM HOTEL**



**THE HISTORY OF  
OUR BUILDING  
FROM 1932**



**ROOT CANAL  
TREATMENT IN  
SIMPLE WORDS**

# Wedding Fair at Marsh Farm Hotel

On February the 17th we were at the Marsh Farm Hotel for a wedding fair



On Sunday the 17th of February The High Street Dental Practice took part in the Marsh Farm Wedding Fair. We hosted a stand to meet with brides, grooms and their families.

Over the past year we have had an increased interest for last minute dental treatment and facial improvement treatments. Many of these are from engaged couples and relatives wanting to go to their wedding. The happiness they have shared after seeing the results has made us extremely proud. This is why we started to look into wedding fair events to give people the opportunity to get know us and the treatments we provide.

Our efforts were not just aimed towards brides but to the entire wedding party, because we all know how important it is to feel your best for a special day!

Our stand at the Wedding Fair was really simple: three photos of examples of "before and after" different treatments, no explanations required, we let our patient's pictures speak for themselves.

Another focal point of our stand was the large board behind us, with photos of two of our dentists, Dr Christopher Lambert-Rose and Dr Olivia Nixon, who were both at the Wedding Fair. The High Street Dental Practice believes in a personal approach, where patients can get to know their dentist and build a relationship based on trust.



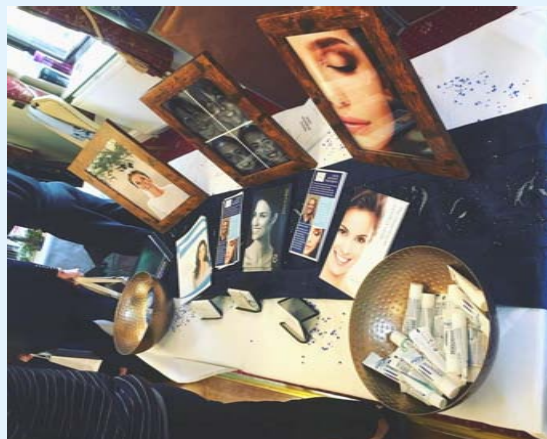
# Wedding Fair at Marsh Farm Hotel



The lucky participants at this Wedding Fair received freebies, information leaflets of treatment available at our Practice and a voucher with a 5% discount! It was a special treat for all the brides to be, from us.

Dentistry is not the first thing that comes to mind when you think about a wedding fair, but to our surprise we had many people approach our stand to consult with our dentists about the treatments we provide.

This time just two of our dentist took part at the event, Dr. Lambert-Rose and Dr Nixon but we proudly have two other dentists at our Practice, Dr Gerry Davies, who, in addition to general dentistry, has a special interest in implant treatments and Dr Lucy Pitman, who has a special interest in Orthodontics. Hopefully you will meet them at our future events!



# Wedding Fair at Marsh Farm Hotel

This is a happy bride who showed off her  
perfect smile for her special day!  
She had orthodontic treatment and whitening  
here at The High Street Dental Practice.  
No Photoshop needed!



# Root Canal Treatment in simple words

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OUR PRINCIPAL DENTIST, DR LAMBERT-ROSE HAS A MASTERS DEGREE IN ENDODONTICS (ROOT FILLINGS) AND REGULARLY ATTENDS TRAINING COURSES AND LECTURES TO KEEP UP TO DATE.

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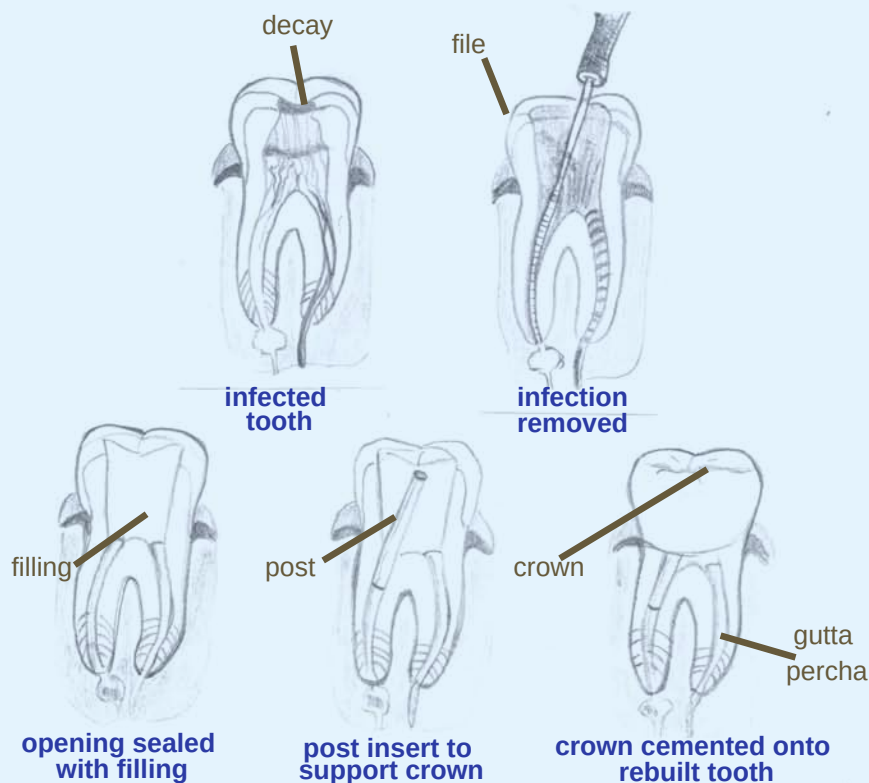
Most general dentists can undertake root canal treatment on uncomplicated forward cases. However frequently a tooth will have an unusual anatomy, such as curved roots, extra nerve canals, or the root filling needs replacing. In these circumstances additional skills and equipment, such as an operating microscope, are needed in order to undertake the root canal treatment successfully.

Dr Lambert-Rose has a Masters degree in Endodontics (root fillings) and he is a member of the British Endodontic Society. He runs a study club for local dentists.



# Root Canal Treatment in simple words

Root canal treatment, or endodontics, is the treatment of infected nerve canals. Through decay or treatment the nerve canal can become infected with bacteria, which frequently causes pain but can also be quite painless. As there is no blood supply to the infected tissue, the body's immune system cannot resolve the infection. Root canal treatment is the means by which bacteria are removed from inside a tooth, the tooth is then disinfected and a special filling placed inside the root to prevent the bacteria from returning.



Root canal treatment is generally completed over one appointment, although replacing a root filling usually requires two appointments. The appointment length can run from 50 minutes to 2 hours.

To provide high quality root fillings requires three main elements: training, equipment and time. The appointments are relatively long, training and equipment are both expensive and considerable capital investment is required. This is reflected in the treatment fees for root canal treatment, which actually provide extremely good value given the underlying costs and investment of offering this advanced service.

Costs of treatment can be spread over two visits or alternatively interest free credit is available.





## Evening Lectures at The High Street Dental Practice

On Tuesday the 22nd of January Dr.Lambert-Rose held an evening lecture for local dentists about root canal treatment. This is not the first time Dr. Lambert-Rose has shared his knowledge with colleagues; in previous lectures he has covered various other topics in Endodontics. His next planned evening will be in the Autumn.

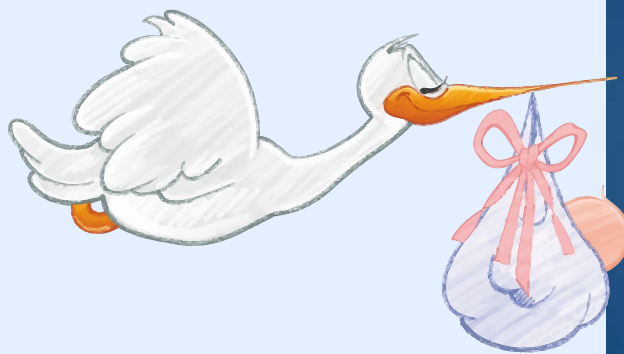




## Korrienne and Zoe: it is a boy!



Zoe



Korrienne

You probably won't see two of our nurses for a little while now.

Korrienne, a nurse here since 2017, has had a baby at the end of March. His name is Jasper and he is a very healthy little boy. Here at the Practice we are all excited to meet him! This is Korrienne's first child and she and her partner are now getting ready for their next chapter together as a family. Zoe, a nurse at The High Street Dental Practice since 2011, is in maternity leave too and expecting a baby at the beginning of May.

Zoe has a four year old son so this will be her second child. She and her husband are very excited with their new addition.

We would like to wish Bump One and Bump Two (we like to call them this) all the best!





# THE HISTORY OF THE HIGH STREET DENTAL PRACTICE

BY FLO



Photo from 1939

We find it fascinating that we are working in such a beautiful historic building which is why I started researching the history of it and the people who worked here; to honour it and them.

The building you come into for your dental check-up is not just a dental practice but also a building with heritage. It is a grade II listed building, built in the 18th century and refaced in the early 19th century.

According to the Chippenham Museum, the Spinkes Directory lists number 10 High Street as a chemist from 1877; its proprietor was then J. Price and later, in 1879, Edgar Neale.

We wanted to know a bit more from the museum register about the upstairs of the building (where The High Street Dental Practice is located) but the only mention is of a Baby Boots (that could be us!).

We have been trying to collect information regarding the people who worked here in the past. We hope you can forgive us if you find any discrepancies in our information compared to your knowledge or memory. We are more than happy to hear from you if you know of anything different.

As far as we could find, everything starts with Swan and Hansford.



# THE HISTORY OF THE HIGH STREET DENTAL PRACTICE



Richard



Graham



Laurinda

Graham Swan and Colin Hansford, 1952-1979: they were the first dentists and owners of this Practice. We know some of you may have met them and it makes us really proud to have maintained the high standards of care that encouraged a lot of you to stay over all these years! I bet not many practices in the world can say the same!

Bendt Larsen, 1979: took over from Colin Hansford .

Richard Owen: bought the Practice in 1982, when he took over from Graham Swan.

Richard and Bendt were then partners for a short time.

The big year for this Practice was when, in 1986, Graham Walker came onto the scene and took over from Bendt Larsen. Graham and Richard shared the ownership of the business but that wasn't all. In fact they became really good friends; a friendship which is still going strong today.

In 1992 Laurinda Watt joined the Practice and became a Partner in 1994. She continued to work here for 26 years. In 2018, Laurinda decided to retire to enjoy family life.

Chris Lambert-Rose became a partner with Laurinda in 2012 as Graham and Richard retired.

In December last year Graham finally decided to retire, however he stayed on as an Associate for the past 6 years. This time it looks like he is enjoying his retirement for real!

Chris has taken on two new associates, Lucy and Olivia, and of course Gerry, also an associate who joined us in 2014.



# THE HISTORY OF THE HIGH STREET DENTAL PRACTICE



Another milestone in the history of the Practice: Dr Lambert-Rose became the sole owner of the Practice in 2018, as well as the Principal Dentist. He runs the Practice with the support of his wife, Jacqueline.

In the past, dental practices used to have the surname of the owner or owners as the practice's name, but after a little research we believe the first time we were given the name "The High Street Dental Practice" was in 1989. We can proudly say it is The High Street Dental Practice's 30th anniversary this year and 67 years since the Dental Practice was founded. We think this is amazing; we are still here looking after your teeth after all those years!

We would like to thank our long-term patients for taking the time to contribute to a history line for the Practice and its people, and also the Chippenham Museum who gave us information about the building.



Sebrina Korrienne Hilary Lucy Lucy Thea Gerry Flo Diane Olivia Jacqueline Chris Shirley Zoe Valerie

**Private patients are welcome!**



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

#### Membership Plan 1

- Regular examinations and two hygienist visits as recommended by your 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 worldwide Dental Emergency Assistance Scheme

#### Membership Plan 2

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



**Contacts:**

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www.thehighstreetdentalpractice.co.uk



**How to find us**



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