

# HAPPIER SMILES

A complete package for your beauty treatments

## Tell us about your business

Longwood House Dental Care is an award-winning private dental practice providing general and specialist dental services in a modern and friendly environment. We have a number of in-house dentists who are able to provide general and cosmetic dentistry, dental implants, root canal treatment, cosmetic dentures, clear braces, children's dentistry and sedation for nervous patients. We also operate an anti-ageing and beauty clinic within Longwood House which provides an extensive menu of age-perfecting and beauty treatments from Botox®, dermal fillers and chemical peels to laser hair removal, laser liposuction, hot stone massage and permanent make-up among other treatments.

## What plans do you have to develop your business in 2010?

The vision for the practice is to continue to provide coordinated care for our patients so that their entire dental, cosmetic and beauty needs are delivered under one roof.

## What are your hopes for your business during the next decade?

We hope to continue to provide world class dentistry and keep up with the latest advances in dentistry.

## What is unique about your business?

Longwood House Dental Care is able to provide coordinated care for its patients. We have succeeded in building up a strong support team composed of experienced dental professionals in fields that are much-needed in the region – in particular we are among the few private practices in the area to have an in-house



children's specialist. Our dentists emphasise a pain-free, patient-friendly and fully digital approach together with a patient-focused service, sparing no time or effort in helping our patients make well informed decisions which are best suited for their condition. We have been recognised by the dental profession as the Best Practice 2009 in the East of England and the British Dental Association has awarded us membership of its Good Practice scheme.

## How did you get started?

In February 2007 I made the brave decision of opening a private dental practice from scratch. The practice building was originally a neglected doctor's surgery in need of total conversion and modernisation. My aim was to design the practice to look modern, clean, comfortable and inviting for my patients where a broad range of expert dental, cosmetic and beauty treatments are offered.

## What do you love about your job?

The ability to provide my patients with a confident smile is the most satisfying aspect of my job.

## What has been the proudest moment in your career so far?

Winning the Best Practice 2009 in the East of England category at The Dentistry Awards. There were more than 1,000 entries for the awards which were created to recognise outstanding individuals, teams and practices. Also our membership of the British Dental Association's Good Practice Scheme means that our practice meets nationally recognised standards to provide the best possible care for our patients.

## What is your business mantra?

Creating healthier, happier smiles.

## What is best about doing business in West Essex?

Being able to serve a truly diverse community.

## What do you enjoy doing when you are away from the office?

Spending lots of time with family and friends.

### Behind the business

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