

ALEXANDRA

DENTAL CARE

Creating Smiles

www.alexandradentalcare.co.uk

practice**news**

Welcome to our practice newsletter. Our aim is to update you on the happenings at the practice as well as featuring key dental procedures to help improve your smile.



CEREC®

At **Alexandra Dental Care**, we endeavour to offer our patients the best patient care. CEREC® is one of the latest advances in dentistry using CAD-CAM technology to allow the fabrication of crowns, inlays and onlays in a single visit in little over an hour.

Why patients choose CEREC®

- No conventional impressions. Many patients detest the unpleasant feeling of impressions. CEREC® eliminates this stage by its 3D camera which scans the tooth in seconds.
- Single visits. As the CEREC® crown is made and fitted in one visit, you don't need two visits to prepare and then return for the crown to be fitted. This also means that only one injection is needed.
- No temporaries. No temporary crowns are needed as treatment is completed in one appointment.
- Better smiles. High-quality ceramics are used, resulting in metal-free highly aesthetic restorations.
- Safeguarding of tooth tissue. Onlays and inlays require less removal of tooth, therefore preserving as much of your natural tooth as possible. They are often used in cases of non-decayed fractures where teeth have broken down through wear and tear, becoming a more common occurrence as decay rates fall.
- Replacement of unsightly silver fillings.



Opening times

Monday:	8.00 am – 8.00 pm
Tuesday:	8.00 am – 6.00 pm
Wednesday:	8.00 am – 6.00 pm
Thursday:	8.00 am – 6.00 pm
Friday:	8.00 am – 6.00 pm
Saturday:	9.00 am – 1.00 pm

Award winning practice

In April this year, our practice was nominated for yet another prestigious dental award. We were invited to the bright lights of London to attend the glitzy Probe Awards ceremony. Members of our team glammed up and went along to the event to find that we were **highly commended** in the category of 'Best National Smile Month Event'. This is an excellent recognition for the team. A big thanks to you, our patients, for taking part with your excellent competition entries. Here's looking forward to next year!

Our new website - coming soon

We are delighted to announce the launch of our exciting new website. The new site offers a range of features and is very simple to navigate.

You can:

- View all the treatments we offer
- Obtain detailed information to help you choose which treatment is right for you

- Get involved with our frequently asked questions section and access useful links to other websites
- Send us an e-mail to help you organise your appointments.

Take a look and feel free to let us know your thoughts!

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More dental implant choices

In April 2010, George Savva invested in the latest Straumann implant kits. This means George and Yogi are able to offer two of the best implant systems, Straumann and Nobel Biocare, for all your dental implant needs. For more information, please ask a member of the team.

Our welcome additions to the team

We are delighted to welcome some new colleagues to our dental team. We wish them a warm welcome!

Our new dentist Sana

Sana joins us from Birmingham and has a keen interest in treating nervous patients, helping them overcome their fears. She also enjoys treating children. In her spare time, Sana enjoys the great outdoors with walking and swimming, she is also a keen reader. Sana has settled into Swadlincote well.

"There is a real sense of community spirit in this area and I am impressed with my patients' positive attitude to keeping a healthy and happy smile." Sana

Our new associate dentist Meera

Meera has recently completed her postgraduate training year and is joining us as a full-time associate. She is studying in her spare time to take further postgraduate exams soon.

She will be looking after patients who were previously seen by Jat Dhadli and Michael Shortt.

Continuing our education

As part of George Savva's commitment to postgraduate education, he has just completed his Certificate of Education at Sheffield Hallam University in September 2010. He is hoping to progress to the Postgraduate Diploma in the future. The practice would also like to wish Scarlet and Natalie good luck for their Dental Nurse exams in November 2010. Yogi will be attending the American Academy of Cosmetic Dentistry (www.aacd.com) conference in his official capacity as part of the editorial board of The Probe dental journal.

Interest-free credit available

National Smile Month

Once again, the practice had great fun celebrating this year's National Smile Month. To promote this year's campaign, we ran an exciting competition. Entrants answered dentistry-related questions and also had to complete the phrase "I like my dentist because...". Answers ranged from the reassuring "I feel at ease and the dentist gives me the confidence to have treatment" to the funny "he has a comfortable chair!".

The 2010 campaign message was 'teeth for life', which highlighted the importance of looking after your teeth and maintaining them for life, also stressing that a healthy diet can improve the quality of your life.

The three main points to remember were:

- Brush your teeth twice a day with fluoride toothpaste
- Cut down on how often you have sugary food and drinks
- Visit your dentist regularly, as often as they recommend.

At **Alexandra Dental Care**, we strongly support National Smile Month and believe it is an effective way of promoting the importance of oral health. When the first ever Smile campaign was launched more than 35 years ago, one in three people over the age of 16 had no teeth at all! Fortunately, these days the situation is a much happier one. Most of us expect to keep our teeth for life and indeed do so.



Our sponsorship of Hilton Cricket Club

Alexandra Dental Care has become the official kit sponsor of Hilton Cricket Club. This sponsorship has enabled Hilton Cricket Club to supply official club sports clothing at affordable prices to its growing and successful junior teams. Hilton Cricket Club fields three adult league teams and eight junior teams. Highlights this year have included the U12 team winning the South Derbyshire Collard Dawn Trophy, and the U13 team winning the Woodville Cup. The club has recently achieved Clubmark status from the England & Wales Cricket Board (ECB) in recognition of its excellence in junior cricket provision. For further information visit, www.hiltonderbys.play-cricket.com



British Dental Association Good Practice

At Alexandra Dental Care, we are extremely proud that our practice has been accredited as a member of the BDA Good Practice Scheme for the third year running. The scheme gives patients and other professionals reassurance about the quality of standards within our practice. This year, the British Dental Association invited us to enter their 'Practice of the Year' award. The award is given in recognition of outstanding and distinguished service to the association and to the dental profession, recognising the efforts of a whole dental team.

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