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"The NSK iClave mini is easy, quick and offers efficiency savings for handpiece processing."
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The Stafford Dental Practice

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*Data on file



The Probe's Anna Lambert speaks to Zoe Sharp, Practice Manager at **ALEXANDRA DENTAL CARE**, Team of the Year, Central, at the 2016 Dental Awards, to find out what she considers to be the secrets of their success...

ALEXANDRA DENTAL CARE, in Swadlincote, Derbyshire, won over the judging team at this year's awards with its unwavering commitment to offering the very best care with an exemplarily patient-centred approach. Said the judges in their citation on the night, "This outstanding team works hard to provide exceptional service and treatment, always putting their patients first. As a 'listening practice' the team at Alexandra seek to build great patient rapport and offer free consultations and treatment plans whilst being extremely active in the community."

Zoe Sharp has been practice manager at Alexandra Dental Care for the past three years – and the fact that she's been working at the practice for ten, having begun her career as a receptionist, says much about Alexandra's reputation as a workplace. Clearly, its staff are nurtured to do bigger and better things, and it's a place where people want to keep on working without resting on their laurels. Says Zoe, "We didn't enter the awards thinking we'd win, but, rather, to take stock of all we've achieved to date. Winning, then, was a complete bonus!"

What does she think makes Alexandra Dental Care so special? "As staff, we're united in wanting to offer the best possible service we can. We're very much a preventative practice that strives to show patients how they can best take care of their teeth. And we actively engage with our local community to tell them exactly what it is we can offer. Above all, we want our patients to know that we'll do everything they can, from the moment they enter the practice to the moment they're back out of the door, to make their

trip to the dentist as pleasant as it possibly can be."

Special anniversary

Later this year, the practice will celebrate its 20th anniversary, having been established by Yogi Savania and George Savva back in 1995. "Yogi and George provide terrific leadership," says Zoe, "and stress that much of dentistry is about relationship-building. Over twenty years, as you can imagine, many of our patients have become friends, and it's been extraordinary to see some, who were children themselves when they first came in, bringing their children into us." But it's not just about staff-patients relationships but staff-staff rapport, too. "We really are all friends here," says Zoe, "which of course makes coming into work even more enjoyable." The team runs to some 22 people, though flexible working means some are part time or work in shifts. "We socialise outside of work, too, so there are good opportunities to get to

know one another."

Patients' delight

The winner's trophy is currently on display in a glass cabinet in Alexandra Dental Care's reception area, and patients have been quick to congratulate the team in its success. How does Zoe think patients would describe the individuals they encounter at the practice? "I hope they'd say we're professional, friendly and always wanting to go that step further for them." The team haven't had an official celebration yet – though from the photos it's clear that those who attended the Awards themselves did plenty of partying. Says Zoe, "We're combining celebrating our award win with our 20th anniversary next January, which is when all the team will be free to attend. We're not sure exactly what we'll be getting up to, but we do know it'll be an unforgettable party!" ■

Find out more about the Dental Awards at www.dentalrepublic.co.uk/awards.



Yogi Savania



George Savva

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