

“ Keeping your smile healthy for life ”



Baby Isla (Neil's daughter)

## Tips for children & babies

- ✓ Choose a milk teeth toothpaste until your child is 6 years old, then move onto an adult toothpaste
- ✓ You're never too young to start brushing your teeth! Start brushing gently as soon as you see teeth appear to help them get used to it – you don't need to use toothpaste immediately. Teething babies like the contrast between the hard plastic handle and the bristles!
- ✓ Use a small, pea-size blob of toothpaste as early as you think they will accept it (tiny pea-size for babies)
- ✓ Always use a fluoride toothpaste
- ✓ Use mint toothpaste from the start, as adult toothpaste doesn't come strawberry flavoured and they don't like swapping to it at 6 years of age
- ✓ Don't use any additional fluoride toothpastes or supplements unless advised by your dentist



## PATIENT APPRECIATION DAY 12th August

We had a fantastic response to our Golden Ticket Day! We ran this with a Willy Wonka Theme with all patients who booked an appointment having the opportunity to pick a golden envelope (with ticket inside) and win a prize. Prizes included restaurant vouchers, Champagne, goodies bags, electric toothbrushes and many more.

We would like to thank all our loyal patients for the continued support and the kind referrals. We will be holding this event on a regular basis.

### PRACTICE NEWS

- Carrie Ann Taylor will be offering hygiene services on Tuesday, Wednesday and Thursday from the end of November.
- We will no longer be able to accept cheques at the studio. Methods of payment will be be Maestro, Visa or Mastercard. Sorry for any inconvenience caused.



# TREATMENT COORDINATOR

## What is a Treatment Coordinator?

Many people are unsure of the role of a Treatment Coordinator in a dental team. A Treatment Coordinator or 'TCO' is somebody in the practice that is responsible for:

- Meeting new patients for an initial consultation, prior to a visit with the dentist. This is free of charge and allows patients to discuss their concerns and for the TCO to help outline any possible solutions to their situation. This also acts as a taster session and gives the patient a feel of the practice and how we operate as a team.
- Organising treatment plans, consent forms and estimates.
- Providing quotes and financial options to patients.
- Participating in treatment presentations alongside the dentist.



Ashley Cox

Here at Clifton Dental Studio we are extremely privileged to have two TCO's. They are committed to ensure that our patients get the best information and guidance along their treatment journey.

Ashley Cox and Leanna Beresford work well alongside one another with great communication.



Leanna Beresford

When a new client visits the practice for a free consultation they will be greeted by either Ashley or Leanna. The client will then have an informal meeting with a TCO where they will be able to outline any issues that they have with their teeth, mouth and smile. This will allow the TCO to go ahead and discuss some potential solutions to the patient's problem. However the TCO is unable to 'recommend' or 'diagnose' anything for the client, this would have to be done by the dentist.

The role of a Treatment Coordinator does not stop with new clients; they welcome our existing patients also. Ashley and Leanna are always available to talk to patients about any treatment options desired or if they wish for any financial information. We have found from introducing this initial consultation, we are able to build a good relationship and gain trust; this is great for both the patient and the TCO. We want patients to feel completely at ease and pride ourselves on patient care by providing the best service we can for our clients.

Ashley and Leanna are both qualified dental nurses with twenty years experience between them. Both have worked in different fields of dentistry and collectively have a wealth of dental knowledge.

*Like us on facebook to keep up-to-date with news and special offers*



**facebook**

ENTER PRIZE DRAW FOR VOUCHERS TOWARDS

Hotel  
du Vin  
& Bistro

# A LUXURY OVERNIGHT BREAK WITH DINNER & BREAKFAST

## WITH HOTEL DU VIN AND BISTRO

Refer a friend or family member to Clifton Dental Studio and when they attend a combined exam and hygiene session we will enter you into the prize draw.



Like us on Facebook  
Champagne winner

Congratulations to Susanna Monahan winner of the like and review us on Facebook draw.

*This is no ordinary dental practice that I have experienced. I am currently undergoing treatment and have been amazed by the superb professional standards shown throughout the entire team at Clifton Dental Studio. I consider this to be a forward thinking, innovative practice that can be relied upon to provide honest advice and excellent treatment. The knowledge, experience and profile of Dr Neil Gerrard gave me the confidence to go ahead and improve my 'smile'. I would recommend this practice to any person wanting to do the same.*

### PLUS

#### + A free gift for you

You will also receive your choice of one of the following gifts when someone you recommend attends a combined exam and hygiene session.

- 1 Complimentary hygiene session worth £115
- 2 Electric toothbrush – minimum value £100
- 3 Gift voucher for Jamie Oliver's Italian restaurant worth £50

#### + £45 off for your friend

Any referred patient will save £45 on a combined exam and hygiene session until the **25th September 2014** – normal price £145.

**Please call 0117 973 1910 if you would like to refer a patient to us**

\* Prize draw to take place on 25th September 2014, offer valid until then. Not valid with any other offer. Terms and conditions apply.

Thank you

This month we would like to thank the following patients for referring their friends and family to us: Ann Robinson, Andy Bird, April Keefe, Nianh Birchall, and Thomas Webb.



**SPECIAL OFFER**

## Dental Implants

Save up to £1,490 with a **FREE** upgrade from our standard implant crown package.

We are also now offering 12 months hygiene maintenance, up to the value of £600, as part of the implant package.

The offer is only available to the first 5 people who register and pre-pay for treatment by the 30th September 2014.

**BOOK NOW, CALL 0117 973 1910**

\* Implant fees are based on one single implant and crown and do not include fees for bone grafting if required. Conditions apply. Not valid with any other offer.



## Training in Atlanta Part Two

The team will be visiting Atlanta Georgia USA for the start of part two of the very exciting training programme at the Scheduling Institute Training Centre. We will be attending workshops and conferences over a number of days. This training will further enhance our knowledge and skills and will be of immense benefit to the practice and our patients.

## Case of wine

Smile Care is our affordable dental membership plan. Members receive regular maintenance visits and x-rays, vital for prevention of tooth decay and gum disease in return for a regular monthly payment. Members also receive a 10% discount on all treatment fees and a five year guarantee on fillings, crowns and veneers, so long as they attend their prescribed hygiene sessions.

In addition to the regular special offers available to our Smile Care members, we also run a monthly prize draw. Each month we are giving away a case of wine to one lucky winner. This month the winner is **Alan Kelly**.



**If you'd like to join the plan and be entered into the draw, please call the practice on 0117 973 1910.**

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