

Platinum care

With a world-renowned reputation, practice principal **Bashar Al-Naher** reveals the secrets behind Care Dental Platinum's success



If the distance people travel to receive dental care is testimony to a practice's excellence, then Care Dental Platinum has certainly secured a world-class reputation for international patient appeal.

Renowned for empathetic engagement – particularly with those who are nervous – it draws people from around the globe, pulling in visitors from as far afield as Saudi Arabia, Qatar and the UAE, as well as closer to home from our European neighbours, Portugal, Germany and Spain, and, of course, from across the UK.

So evident is the practice team's patient-centred approach that it shone through to discerning judges for the Private Dentistry Awards, winning the team the title of Best Treatment of Nervous Patients London for the third year running.

Dr Bashar Al-Naher is its principal. A smile makeover specialist and senior implant dentist, he created the practice's ground-breaking 'Enjoyable Dentistry Technique', an innovative approach that he says offers 'dentistry as you've never seen it before'.

'Our strategy starts from the moment the patient calls us,' he says. 'We have highly qualified staff trained to spot degrees of anxiety, nervousness and phobia. If patients are extremely nervous, we offer the Enjoyable Dentistry Technique that allows nervous patients to experience a unique state of total relaxation and inner serenity before any dental treatment is carried out. In this way, patients get to experience our USP and realise the benefits.'

Enjoyable dentistry

The technique involves patients receiving nitrous oxide and oxygen sedation titrated precisely to their needs. This is combined with exacting instructions and relaxation and guided imagery, which takes them into a deep trance.

The combination of the nitrous oxide and oxygen sedation with the trance-inducing communication allows them to enter a 'very special state', which Bashar calls an 'enjoyable dentistry state'.

Scientifically proven with a masters degree thesis research he carried out at UCL while studying for a masters in clinical hypnosis applied to dentistry, Bashar is clearly proud of its successes. He explains: 'The patient feels in a state of total relaxation, which is maintained throughout the treatment by on-going communication and the continuation of the nitrous oxide and oxygen sedation.'

'It's an excellent way of eliminating dental phobias – often in one session. In fact, it allows all patients to have a positive dental experience.'

The practice's website shares the intricate details of this USP – promising 'care, compassion, professionalism and a state-of-the-art experience' – and the marketing of

this 'patient first' approach has been hugely effective in enticing new visitors from around the globe.

But Bashar is keen to point out that it's not just an exercise in great dental marketing.

'We make sure these words are embodied in everything we do. The passion shows in our attitude with the patients – from the moment they contact us to the time they are placed on our regular maintenance routine.'

'Because we are totally congruent in what we do, and because our Google reviews and Instagram profile supports this, it ensures a plentiful supply of high quality patients regularly and consistently walking through the door.'

For him, winning the Best Patient Care London award three years in a row speaks volumes about quality of care, especially for more nervous and phobic patients.

He says: 'It's a testament to the uniqueness of our approach and methods. It is also a fitting reward for the 370-plus Google reviews of 4.9 and 5-star ratings that our patients have given us over time.'

Key qualities

Empathy is a key defining quality for the team and, Bashar explains, forms a large part of their practice identity.

'We believe that the best team members are those who are naturally empathetic and, in our recruiting and selection process, we ensure we only pick highly empathetic staff. It allows us to gain patient trust and confidence.'

The setting also has a major part to play. With a waiting room more akin to a five-star hotel and spa, it features a beautifully lit marble fascia on its reception desk, pretty chandeliers and a scattering of luxurious sofas and armchairs.

Bashar says: 'The whole atmosphere totally distracts from the fact that it is a dental practice. Patients are greeted with a smile, and a hot drink is offered. They are never kept waiting for more than a few minutes so as to reduce the time in which they can grow more nervous. There is relaxing music in the reception area to help calm patients down, as well as relaxing aromas.'

This calming and comfortable ambience continues seamlessly into the surgeries, too, with furnishings and equipment all designed to maintain the serenity.

Bashar says: 'We have three Belmont chairs – all of them are the Compass model with extra comfortable cushioning. The comfort of the chairs allows patients to easily enter that perfect state of relaxation and bliss that is typical of the Enjoyable Dentistry state.'

'The accessibility of all the equipment available to the dentist makes treatment so much easier to deliver. The whole unit has been thought out in a very intelligent way to support supreme patient care.'

Calm communication

As well as the Enjoyable Dentistry Technique, the team uses extra quiet turbine and handpieces, while relaxing music is played – all aimed at making dental treatment more comfortable for an anxious patient.

While the patient is in the 'Enjoyable Dentistry' state, all efforts are aimed at keeping them there, so all communication between dental nurse and dentist is either by way of lip-reading or whispering so as not to disturb the patient.

Bashar comments: 'Technology goes a long way to help in the delivery of the highest quality of dental care to patients. Therefore, the equipment we use is uncompromisingly the best that is available on the market. This includes the dental chairs, digital scanners, cone beam CT scanner, suction units, laser units and all other dental equipment.'

To ensure continuity of this high quality care, the practice has a strong support system in place.

Bashar explains: 'We have monthly meetings with our team to inspire each other by sharing stories of amazing patient experiences and discussing ways in which our team members have used creativity and initiative to bring about outstanding results in patient care and empathy. These meetings also act as brainstorming sessions in which we discussed ways of improving.'

'Honesty, truthfulness and transparency are the three most important ways in which our team gains the trust of patients. We always tell patients the truth, arm them with all the knowledge they need and allow them to make the best decisions suited to them. At every step of the way, we make sure patients have understood exactly what the treatment plan is and where we are in that treatment plan.'

Sharing is caring

Looking ahead, he is keen to teach this technique to as many dentists and practices as possible. Through a series of training courses, Bashar will be sharing everything dental professionals need to know about the Enjoyable Dentistry Technique.

With patient care at the forefront of his vision, Bashar now wants to change the experience of thousands of other nervous patients. As he says: 'With this, comes great relief to many thousands of patients who are needlessly suffering out of fear of treatment'. **D**

TO REGISTER YOUR INTEREST for the Enjoyable Dentistry Technique training course, please contact bashar@thecaredentalgroup.com.

For more information, visit www.caredentalplatinum.com, call 0203 906 8499 or email info@caredentalplatinum.com.