

# ‘We bought a dental practice... just to tear it down!’

How **Loven Ganeswaran and Deepa Panch’s** unstoppable shared enthusiasm is driving impactful, joined-up healthcare at the reimagined Sunninghill Clinic

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**L**oven Ganeswaran and Deepa Panch drew inspiration for their business ethos from an unlikely source.

While dining out, an exceptionally proactive waiter suggested to the entrepreneurial couple that they simply share their preferred flavours rather than selecting their meals from the menu.

‘Attentive, accommodating and thoughtful,’ Loven observed.

Consequently, they invited the said waiter (Eric) to their newly launched clinic to train the team on ‘how to create those same feelings’.

And it is precisely this kind of five-star hospitality that gives their reimagined Sunninghill Clinic in Berkshire its magic touch.

Loven is a dentist turned tech founder and creator of Chairsyde, the award-winning AI-powered digital consultation platform.

Deepa is an NHS surgical doctor turned aesthetics practitioner, specialising in skin health and ageing.

It’s a complementary pairing that forms the engine room driving Sunninghill, which blends biomimetic

dentistry and advanced medical aesthetics with GP-led lifestyle and wellbeing medicine.

The couple has transformed the clinic into something ‘more holistic, more forward-thinking and more reflective of how health truly works as a whole’.

But there is another element just as intrinsic to this vision – and that is the profound belief that education is the beating heart of optimal patient care.

## **Greater sense of purpose**

Pull back a little, and this principle was also the foundation of Loven’s digital ‘baby’, Chairsyde, an idea born from the ‘life-changing experience’ of helping orphans when the conflict in Sri Lanka ended in 2009.

Those weeks spent radically improving the dental health of the forgotten children provided ‘a greater sense of purpose, a broader perspective on life, and immense gratitude,’ he recalls.

And it was a simple song he created to encourage kids to brush their teeth that sparked a lightbulb moment.

On his return to the war-torn country some time later, the song was being sung by children he’d never

previously encountered.

He realised that empowerment and ownership of health, along with access to care, are a powerful combination.

And so Chairsyde was born. A communication platform, it uses interactive visuals, AI notes and engaging follow-ups to help dentists increase case acceptance and boost patient understanding.

Since its inception, it has scooped multiple awards and accolades.

Given this huge success, why seek practice ownership now? After all, the journey is never without jeopardy, stress and the risk of overwhelm.

‘On occasion, it feels like 10 steps forward and five steps back,’ Loven admits.

‘Overnight, I was suddenly responsible for all the things dental school didn’t teach – hiring, budgets, tech, and making sure the patient experience actually works.

‘Sometimes, I’ve ended up leaning on my experience building a start-up and reapplying those learnings at Sunninghill.’

## **Building value**

Loven had been an associate at





Sunninghill since 2010 until taking full ownership with Deepa in 2023, rebuilding it from the ground up.

It bridges the healthcare-patient literacy gap with the team treating patients across the NHS and private divide to ensure equitable, accessible, comprehensive healthcare, all within a spa-like setting.

‘We create a health vision for all our patients, including assessments for oral cancer, tooth decay, tooth wear, and gum disease, which give them the prevention they need and help them understand what is important.

‘If they are at risk, they get blood testing, saliva testing and a deep dive into their overall wellbeing.

‘The most powerful thing is empowering people to make better decisions and to trust you. If they value what you offer, they will return.’

For the project, the couple engaged design-and-build experts Anglian Dental, which specialises in creating patient-centred clinics, and Vita Architecture, which aligned this ethos with a thoughtfully designed layout.

Excel Building Contractors brought the innovative ideas to life through precise construction management.

And every aspect reflects Loven and Deepa’s meticulous eye for detail. From ergonomic surgical layouts to cutting-edge equipment and premium cabinetry, the design features innovative decontamination systems and a centralised plant hub to optimise clinical efficiency.

The project was planned in two phases, with the first involving the ground and first floors of

the building adjacent to the existing practice.

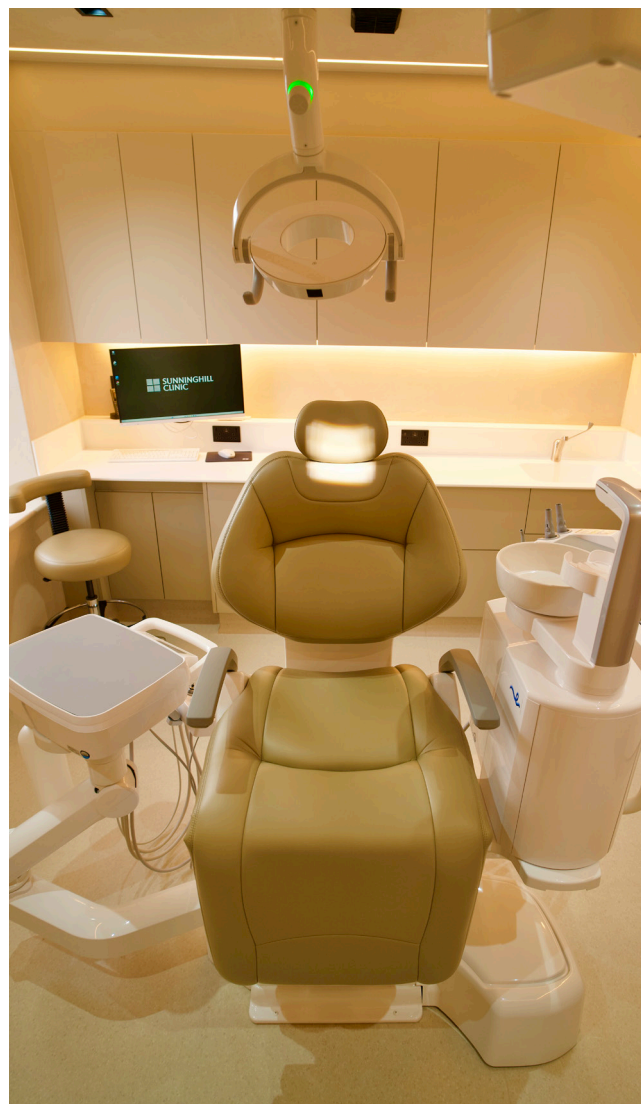
The second phase will see an extension adding five surgeries. The final outcome will be a practice that prioritises the patient experience.

#### Comfort and ergonomics

Nothing has been overlooked, and to ensure patient comfort, one surgery is equipped with a Belmont Eurus S8, while two other surgeries feature Eurus S6 chairs in Papyrus luxury-stitched Ultrasoft upholstery, and they even enjoyed a tour of the Belmont HQ to better understand how the treatment centres are built.

‘Belmont aligns perfectly with our ethos – not just visually but by offering comfort and superb ergonomics, enabling clinicians to deliver the highest quality care efficiently.





'The treatment centres support our work, integrate seamlessly into our approach, and feature ambient lighting and foldable leg rests that meet patient expectations.

'We can transition effortlessly from a consulting space (chair in an upright position, using Chairsyde of course) to a more clinical mode once we have consulted face-to-face.'

### **Paying forward**

Loven regularly shares 'the wins, the mistakes, and the behind-the-scenes of practice ownership' with those interested (and canny enough) to sign up for his monthly emails.

Full of honest truths and lived experience, he is paying it forward big time.

It is, he says, a real-time reflection of the week.

For both him and Deepa, sharing adds value for others who may follow their path to practice ownership, and they are relaxed enough about their success not to gatekeep these vital insights.

'One of the most fulfilling things is truly being able to explore who you are, why you want to do what you do, and understand that true north star,' they say.

'And if they can inspire others to find the courage to build what they want to create by doing so, then surely that's another win for patients wherever they might be.

## **Who was involved?**

### **Builders**

Excel Building Contractors

### **Designers**

Vita Architecture

### **Dental Software**

Dentally

### **Chairs/treatment centres**

Anglian Dental  
Belmont

### **Compliance**

Dentistry Compliance

### **Patient education supplier**

Chairsyde