

Woodberry Down

Neil Shah showcases Woodberry Down – a north London clinic that has grown from its NHS roots to a flourishing modern-day dental centre of excellence

Woodberry Down dental practice has cared for its local community for more than 40 years.

Located on one of the busiest main arterial routes through north London – Seven Sisters Road – it opened in 1983 as a small clinic focused on NHS services.

The practice was founded by the father of its current principal, Neil Shah, with a clear mission: to deliver reliable, high-quality dental care to everyone who walks through its doors.

Today, under Neil's leadership, that mission remains unchanged. The practice has been modernised and expanded to now offer private dental services in a beautifully renovated clinic. But its recent refurbishment is about more than just updated interiors.

With additional space came opportunities to install advanced technology and create a stronger team, elevating the clinic's service to new heights. Here, Neil shares his journey and how he continues to build on his father's legacy.

NEIL'S STORY

I graduated from the University of Manchester in 2007, completing my foundational training in London. When I joined my father's practice as its principal in 2008, I was determined to

WE OPTED FOR SOFT NEUTRALS, WOOD TEXTURES AND SOOTHING TONES TO REDUCE DENTAL ANXIETY, CREATE A WARM ATMOSPHERE AND REFLECT OUR BRAND VALUES OF TRUST, CARE AND EXCELLENCE

Step inside...

THE PRACTICE
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build upon his legacy and transform it into a modern, patient-centred and forward-thinking dental clinic.

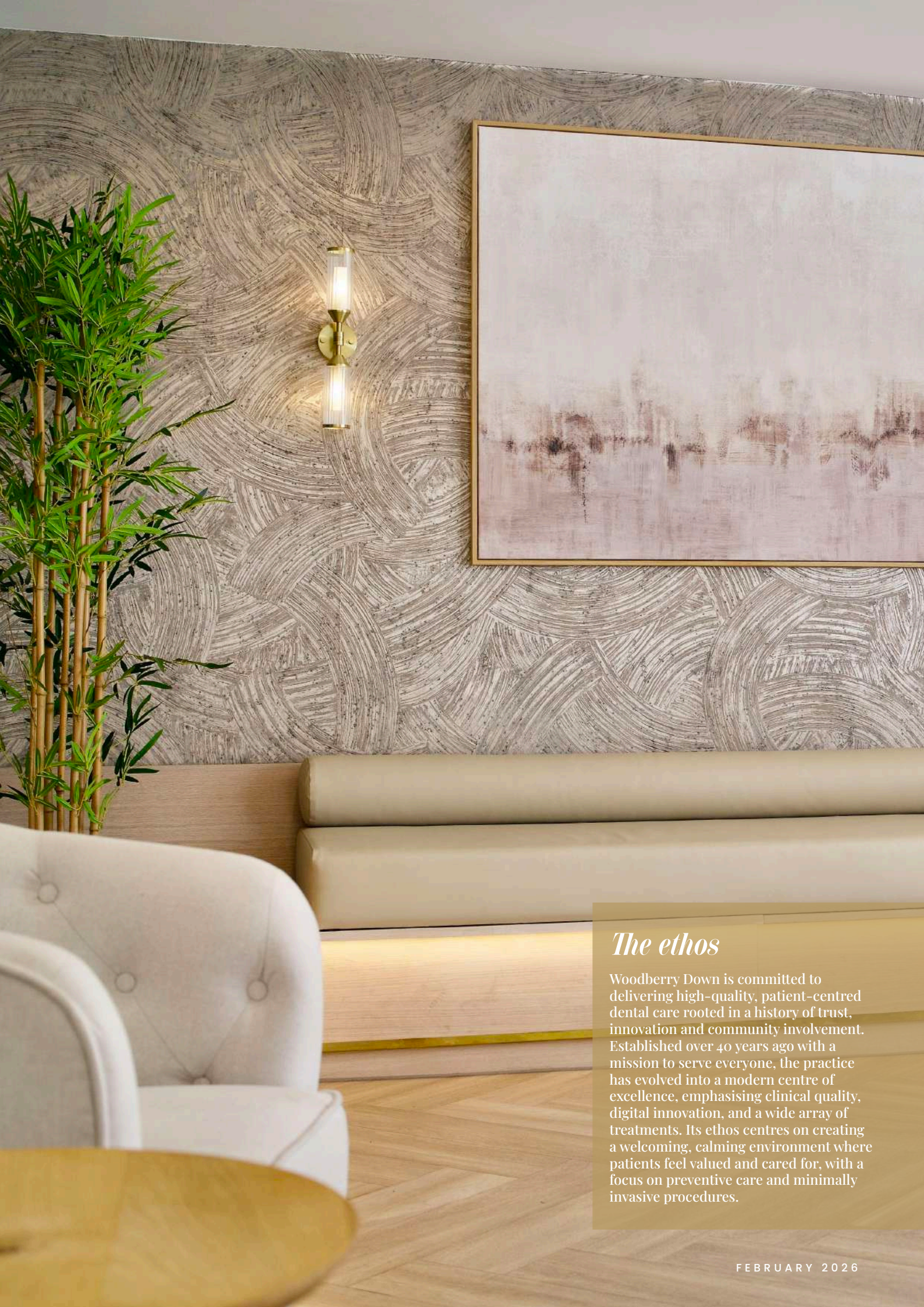
At the time, it was a three-surgery, mainly NHS-focused business, with only two surgeries fully in use. The building itself was dated, and although the practice provided good care, I could see potential for growth, innovation and a more contemporary approach to the patient experience.

My primary focus was to modernise workflows, ensure compliance and embrace digital technology while expanding our private services. So, the first step I took was to update the practice infrastructure: digitalising records, introducing robust computer systems and transitioning towards a paperless environment. We also invested in a CQC-compliant decontamination suite. These foundational changes laid the groundwork for our subsequent development.

FORM AND FUNCTION

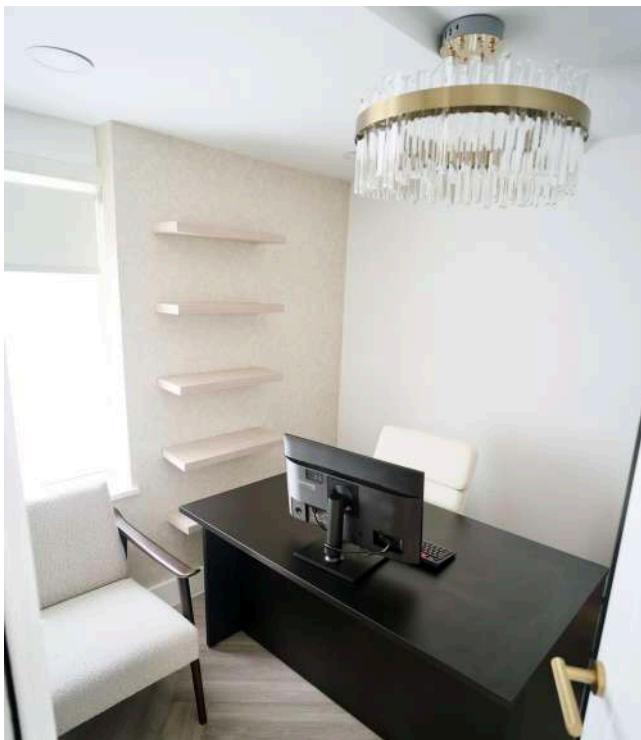
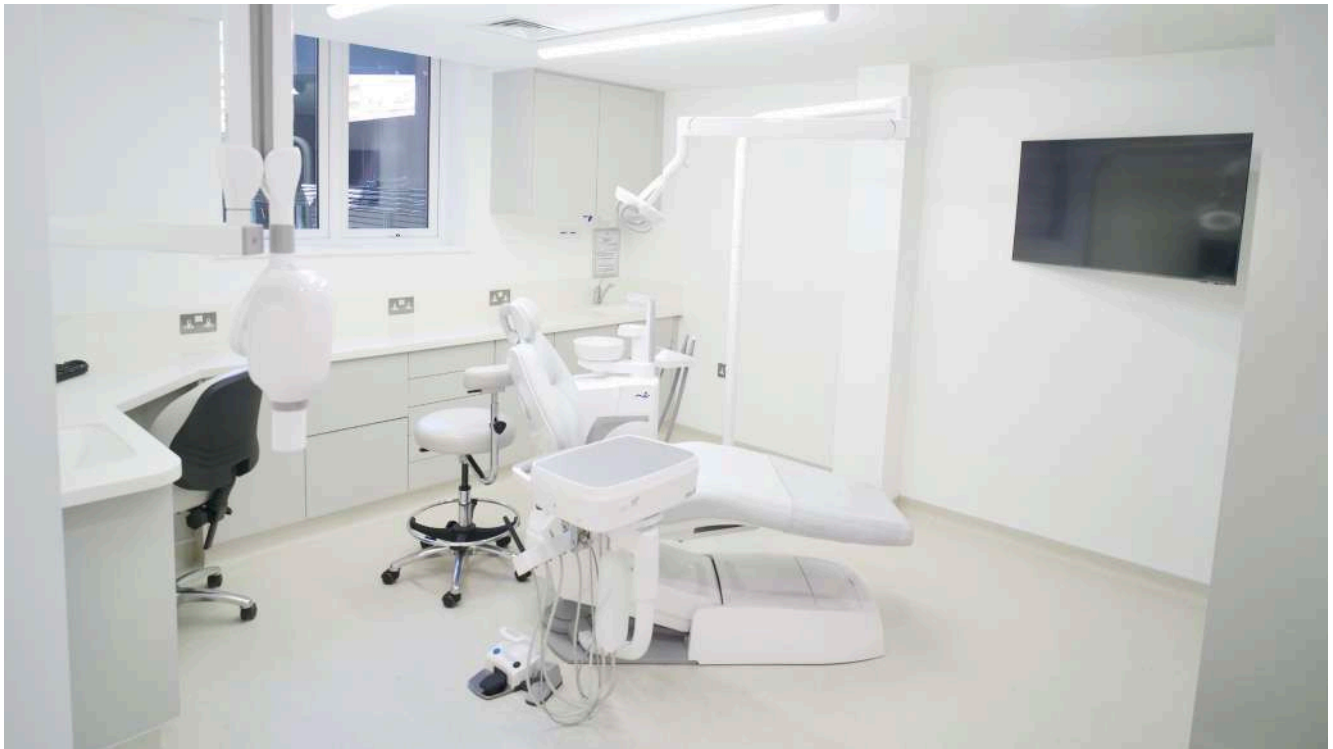
One of the most significant milestones in our journey was securing planning permission in 2020 to extend the practice from three to six surgeries. This allowed us to reimagine our practice design and create a space that truly reflected the quality of care we provide.

Among the key design features is a dedicated call handlers' room that



The ethos

Woodberry Down is committed to delivering high-quality, patient-centred dental care rooted in a history of trust, innovation and community involvement. Established over 40 years ago with a mission to serve everyone, the practice has evolved into a modern centre of excellence, emphasising clinical quality, digital innovation, and a wide array of treatments. Its ethos centres on creating a welcoming, calming environment where patients feel valued and cared for, with a focus on preventive care and minimally invasive procedures.



ensures patient calls are managed privately and without distraction, freeing reception to focus on face-to-face care.

We also created a treatment coordinator room, providing a comfortable and confidential space for patients to discuss treatment plans and finance options.

We installed state-of-the-art Belmont treatment centres in every surgery, designed to promote patient comfort and an ergonomic workflow. Additionally, our new CBCT imaging suite has been a game-changer.

The fresh design, which adheres to the latest standards in disability access, is not only functional but also aesthetically inspiring.

Business growth followed on from these improvements, and we diversified our services beyond NHS dentistry, steadily expanding private treatment options. As patient demand increased, turnover rates rose significantly.

Today, the practice is a thriving, predominantly private, dental centre of excellence. It boasts an expanded team of 18 highly skilled clinicians – including associates, hygienists/therapists, dental nurses, a treatment coordinator, call handlers, and management and a growing reputation within the community.

WELCOMING, PROFESSIONAL AND MODERN

This latest refurbishment reflects 21st-century expectations, featuring light-filled surgeries, digital dentistry and a seamless patient journey.

We collaborated with an architect and interior designer, drawing inspiration from luxurious residential design, such as the recently built Berkeley Homes opposite us. Our aim was to create a space that felt more like a boutique hotel or spa than a dental clinic. It is filled with natural light, features calming interiors and has a carefully considered workflow.

Our goal was to reduce stress for both patients and staff, creating an environment that feels welcoming, professional and modern. We opted for soft neutrals, wood textures and soothing tones to reduce dental anxiety, create a warm



The team

PRACTICE PRINCIPAL
Neil Shah

PRACTICE MANAGER
Deborah Henry

atmosphere and reflect our brand values of trust, care and excellence.

We installed Belmont Eurus S6 and S8 treatment centres for their ergonomic design, reliability and comfort, which also complement the aesthetics of our interiors.

We have also updated our website. It's now patient-friendly, modern and aligns with our brand values. Alongside this, we developed a dedicated recruitment website (www.wddpjobs.co.uk) to overcome nationwide difficulties in recruitment.

MISSION ACCOMPLISHED

For anyone looking to refurbish a practice, plan meticulously, allow for contingencies, and work with professionals who are knowledgeable in healthcare compliance. Involve team members early, as their insights are invaluable for workflow design.

The transformation of our practice has been a journey of persistence, vision and teamwork. Through investment in our people, facilities and the patient journey, we have created a practice that not only meets but exceeds expectations.

My father's mission was always to provide accessible,

high-quality care to the local community. I have honoured this, while at the same time innovating in private dentistry. I lead with a focus on patient experience and staff development, ensuring the practice remains both caring and forward-thinking.

Now, our six-surgery expansion enables the addition of new associates and services as demand increases, and ongoing staff development will ensure we remain at the forefront of cutting-edge dental delivery while retaining our caring ethos.

Who was involved?

Architect
Bellis Architect

Design
KTM Design

Builders and fitters
Anglian Dental