

# A blueprint for success

Does having a proven business model make it easier to open a second dental practice?  
**Moj Dehghanpour** has the inside edge

**O**pening a new dental clinic in an area bustling with fresh foot traffic can be a smooth process if you have prior experience.

This is especially true in cities where urban postcodes often share similar characteristics – from prestigious shopfronts and cultural amenities to demographics and socio-economic factors. Arguably, this makes it easier to tailor an approach in a new location to meet expectations and demand.

However, true success lies in the ability to both leverage the advantages and avoid pitfalls, while recognising that each pocket of potential has nuances that distinguish it from what went before.

## EXPANDING HORIZONS

Mojtaba 'Moj' Dehghanpour, a Londoner whose life experiences have spanned north and west London, took on the challenge of brand expansion. Today, he manages thriving clinics in both cardinal points of the capital compass – and has navigated it well.

His first venture was in July 2023, when the Yourdental Wellness brand was launched on Upper Street, Islington, a lively thoroughfare in north London.

This vibrant, artsy neighbourhood has slowly undergone gentrification over time, and the decision to open in N1



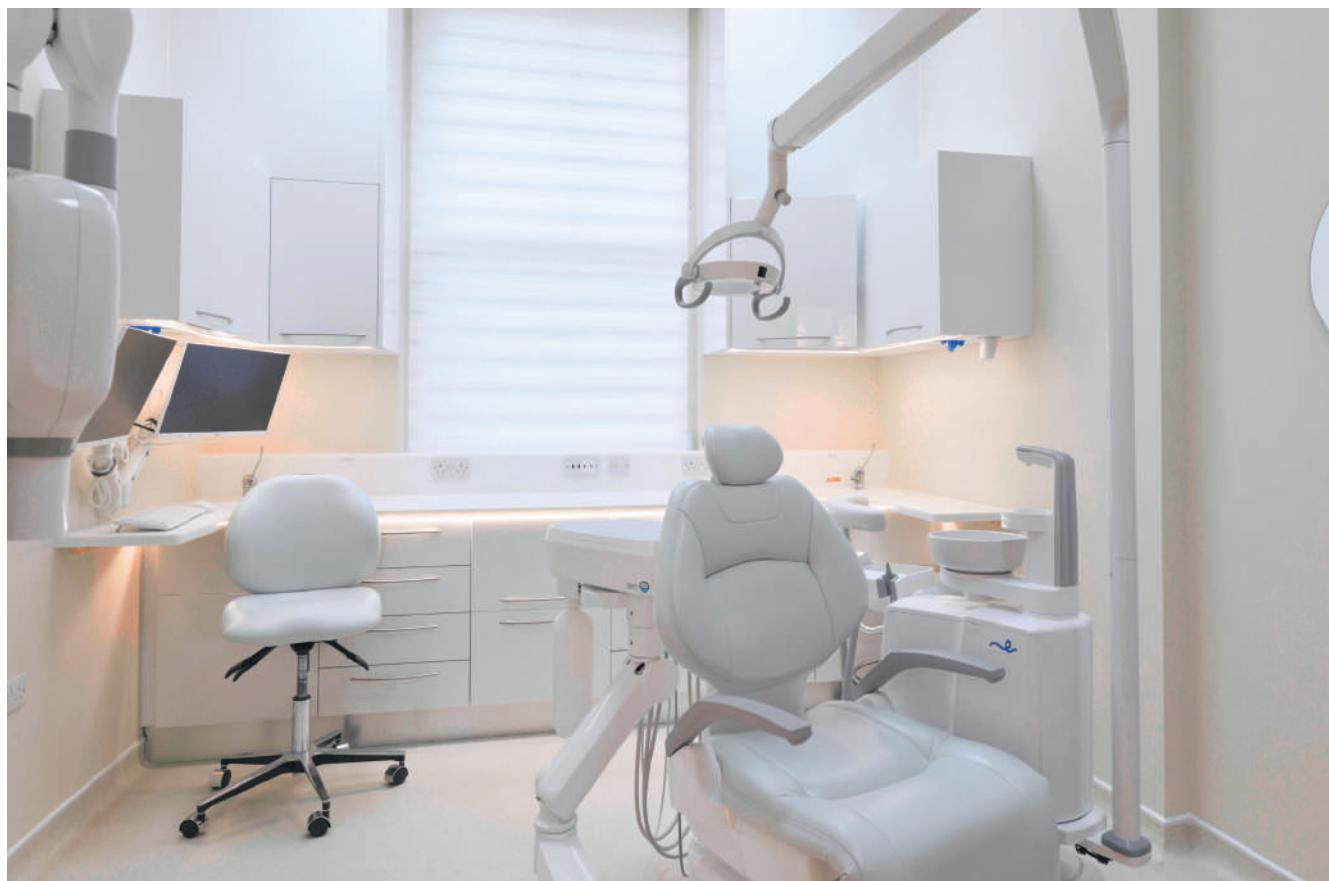
*Step inside...*

### THE PRACTICE

Yourdental Wellness Maida Vale  
 12 Clifton Road  
 London  
 W9 1SS

**TELEPHONE**  
 020 7123 8497

**WEBSITE**  
[www.yourdentalwellness.co.uk](http://www.yourdentalwellness.co.uk)



The appeal is evident in its high-end appearance but, more importantly, in the delivery of genuine, complementary treatments that attract specific clients to its doors. Dentistry, yes, but also skin and wellness treatments delivered in a unique environment.

Once confident he'd struck gold with this magic formula, Moj was ready to move forward – and westward – to Maida Vale.

#### BROTHERS – AND A SISTER SITE

Opening in March 2025, this second Yourdental Wellness is situated in the equally vibrant postcode of W9. Charming streets and small businesses, along with Little Venice on its doorstep, made this the perfect twin to Islington; the former optician site an ideal blank canvas for Moj and the build team to reimagine the space.

Its appearance reflects the aesthetic of its north London sister site, encompassing the look, feel, colour palette – and, of course, the premium-sounding name. Even the surrounding independent shopfronts share a similar vibe.

Moj explains: 'The Islington practice experienced enormous growth quickly. We began with only two surgeries in 2023 and we completed five surgeries by the end of last year.'

'The model operated effectively, and in terms of branding and marketing, it was successful. The plan was always to expand the brand to a second site, and Maida Vale ticked the boxes.'

'My brother (an endodontist) and I wanted to open a practice together. Maida Vale would allow me to oversee both practices and also have a partner on-site to help. That was the rationale – having the owners present on site.'

'We grew up not far from there, in St John's Wood, so were

familiar with the area. It's a favourable location in terms of patient demographics and demand, too. The only challenge was that, although there are many residential buildings, there were few commercial units available. However, we came across the site and were fortunate enough to acquire it.'

Once again, Moj chose a high street location.

'The site was previously a premium optician. In terms of challenges, we had to strip out the unit completely. We did encounter difficulties, such as damp and other issues that are common in basement projects. It is a ground-floor and basement unit. We started with two rooms, but have since extended into a third, and there is capacity for a fourth.'

He also had to seek planning permission for the project. He explains: 'There were residential neighbours involved, so we had to find some workarounds for our ventilation systems being placed outside. And as anyone familiar with dealing with the council and planning applications knows, that's always a significant hurdle in itself. But we ticked all the boxes, and luckily, everything got approved. Logistically, it's quite close to home, meaning both sites are an easy commute – and within a short journey of each other. This allows us the flexibility to interchange resources if needed.'

#### OPTIMISING SPACE

As with any challenge, it is always wise to draw on the lessons learned from past ventures. And when it came to the design, Moj now had a better understanding of how to maximise space and what types of rooms or surgery sizes worked best.

'Small tweaks in details such as chair positioning, cabinetry layout, and the location of the patient restroom within the practice, along with other considerations, made a significant difference.'

'We also knew, for example, that certain chairs are effective, which is why we have a mix of Belmont treatment centres – some with folding leg-rests (the Eurus S6) to help make the rooms feel more spacious and less cluttered, and the Eurus S8s, which are more traditional full-length chairs.'

'We gained experience in Islington by determining which chair suits particular surgery sizes, and this was helpful. They are highly comfortable, especially when enhanced by the ultra-soft upholstery, and look sleek and stylish.'

As with his Islington practice, and common to many London properties, space comes at a premium, so every inch counted.

'It's about finding ways to optimise the use of that space, maximise functionality, while also ensuring practicality and staff- and patient-friendliness,' Moj says.

'In line with our existing branding and design, we aimed to maintain a sleek, contemporary look, incorporating a non-clinical, spa-like communal area, while keeping the clinical spaces patient-friendly yet professional.'

Warm-coloured wooden doors and feature mirrors separate the treatment rooms. TVs, scented diffusers and other amenities make the space more inviting and less conventional.

Moj says: 'Much of what we have created at Yourdental Wellness Maida Vale was thoughtfully considered during the design of the Islington practice, making it a seamless experience. However, in addition to learning what worked, we were also in a better position to understand what didn't and how it could be improved.'

'The project also presented its own set of challenges, but we were able to address them effectively. You never know what to expect with new builds – so hope for the best and prepare for the worst.'



## Meet Moj and Morteza

Moj Dehghanpour has a special interest in restorative and cosmetic dentistry. He takes referrals for tooth wear and full-mouth rehabilitations. Moj has credentials from all three UK royal colleges, and more than 13 years of experience in dental implants.

Morteza Dehghanpour is a specialist endodontist. He takes referrals for complex root canal treatment procedures, diagnosis of dental pain, dental trauma injuries, and endodontic surgery. Morteza teaches endodontics to junior dentists across the UK.



## MOVING WITH THE TIMES

Looking ahead, plans are underway to develop the brand and expand services across London, but Moj is keeping this to himself for now. One thing he does understand, however, is the need to evolve.

'The dental market is changing, and patients are now paying attention to what their money delivers, particularly the overall patient journey. They value their experience not only during treatment but from the very first contact, whether it's a phone call or an email. We observe this trend across various sectors, including hospitality, hotels, spas, and retail, with a focus on delivering excellent service and customer experiences.'

'As a dental professional and business owner, I am dedicated to optimising this for everyone who walks through our doors. It fosters trust and confidence in the care they receive.'

'When patients see a clean, modern practice equipped with cutting-edge technology, comfortable chairs, and reliable equipment, it reassures them. Therefore, it is vital to excel, not just clinically, which remains paramount, but also in the environment where treatment takes place.'