

A FLEXIBLE APPROACH TO DENTISTRY

This month we talk to Maiara Ban her ethos and ODL's success at the Private Dentistry Awards

Maiara Ban is the award-winning practice manager of ODL, a private dental clinic in London situated in the city's busy work hub and financial institutions.

She scooped Private Dentistry's Best Practice Manager title at its 2021 awards and what won her this accolade was arguably her adaptability and unrivalled professionalism in the face of a pandemic. Going forward, she's committed the practice to a flexible approach to care and it is easy to see why the judges rewarded her.

Maiara has played a crucial role for over a decade in the practice's growth, managing all aspects of its expansion from two to 14 chairs, recruiting circa 80 professionals to make up the multicultural and diverse team, and increasing patient numbers from just a few hundred to a 30,000-plus registered patient base.

During lockdown, she worked with her practice principal, Dr Alex Seijas, on an extensive project to adapt the business to meet the demands of a constantly changing landscape. This included a full building renovation to increase its footprint to more than 5,000 square feet, liaising with suppliers to acquire new equipment, introducing an online patient portal to make the practice contact-free, a heavy recruitment drive to address staff shortages, the development of its SOPs all whilst managing the team remotely, with webinars to develop their knowledge and preserve that all-essential 'team spirit'.

With the UK government having announced its u-turn on the vaccine mandate for health



For her, practice management is more than just a job. 'It is a platform that empowers us to continuously make a difference. This approach, together with the experience gained working for 13 years in different roles in a successful practice and the incredible support of my team, enables ODL to deliver outstanding patient care.'

Indeed, you get the impression she's the archetypal swan – visibly calm and serene but beneath the surface is paddling like mad to maintain business equilibrium within an industry that has seen a catastrophic two years of challenges.

The practice itself is a busy clinic offering orthodontic treatments, cosmetic and general dentistry and facial aesthetics to city dwellers and workers, accommodating them with accessibly varied opening hours.

This flexibility is reflected in those people they attract through their doors.

Maiara explains: 'Some of our core values are diversity and inclusivity, and our patient base reflects those in full. Our patients come from different

backgrounds, ages, cultures, from all across the country and we also have patients that travel from abroad. Some of our patients are young professionals who work in the city, others are older adults who have been with us for years and have referred family and friends.'

To support this inclusive approach, she even designed, alongside Dr Alex Seijas, their website that can be translated into nearly 100 languages with the prime aim to offer

PRIVATE DENTISTRY AWARDS 2021 WINNER

**BEST PRACTICE MANAGER
BEST PATIENT CARE
PRACTICE OF THE YEAR**

LONDON

care workers in England, Maiara is once again having to contend with change.

As she notes: 'The important thing is to respect our patients and team members and remain flexible. The pandemic changed my life in so many ways and, like my colleagues across the profession, I have had to search for new ways to continue delivering the highest standards of care whilst keeping our patients and team safe and reassured.'

'EMBRACING DIVERSITY AND PROVIDING EQUALITY GOES A LONG WAY IN PROMOTING A WORK CULTURE

FACT FILE

NAME: Maiara Ban

PRACTICE: ODL

LOCATION: City of London

AWARD WON: Best practice manager, Best patient care London, Practice of the year



all dental treatments in different languages under one roof.

Like all practice managers, she has also had to adapt the patient journey.

‘Some of the changes have been very positive and we will definitely be keeping them permanently,’ she says. ‘COVID-19 has changed the way our team delivers dentistry but I could not be prouder for how quickly they adapted, how resilient they have been, and how they went above and beyond to support each other whilst continuing to deliver the best to our patients.’

There is also a bespoke practice app that enables patients to carry out a range of actions 24/7 whilst on the go, with Maiara responsible for the design, content and management of the project.

So, just how important is it for OD L to continue to adapt?

On this, she is unequivocal. ‘I think it is paramount and the only way forward. Working in uncertain and fast-changing times like these, it is crucial to be able to adapt to the circumstances. Patients’ expectations and needs are constantly changing and the only way we can evolve and continue to meet them is by remaining flexible.’

A multi-cultural clinic, Maiara is also very proud of the diversity of the team.

‘Embracing diversity and providing



equality goes a long way in promoting a work culture that helps people reach their potential by contributing their best beyond any prejudice – and this can only bring benefits to patients,’ she says.

‘Building relationships with our patients, and understanding their lifestyle from the start play an important part in tailoring oral health advice in terms of ensuring they are able to continue and carry out our recommendations after their appointments.’

Even the design of their surgeries takes account of differences, with flexibility that

supports the best in delivery of care.

‘We have all three major designs of Belmont chairs that reflects our all-encompassing approach to patient care. They include the Voyager, which is the ambidextrous treatment centre, the Cleo II, that allows for easier access for both clinician and patient, and the tb Compass, that is the ergonomic chair of choice allowing for better flexibility, efficiency and offering greater access for the dentist, dental nurse and patient alike.

The chairs are just a part of the state-of-art equipment at OD L that helps to ensure patients receive the best care.

Maiara says: ‘It is vital our team has the most advanced, comfortable, robust and safe equipment and that it can be easily adjusted to each individual clinician.’

She is evidently proud of OD L and the team who work with her.

‘I strongly believe that we would not be able to deliver the same standards and meet our patients needs in the same way had it not be for how quickly we adapted to change! ●

PD AWARDS ARE OPEN

The 2022 Private Dentistry Awards are open. Visit www.dentistry.co.uk/awards for all the information you need to put together an entry.