

# HOW I DID IT

## Holly House Dental Practice

It's all about making the best connections, says Sarah Hussain

I am under no illusions about the challenges dentistry has historically presented. It can be difficult for patients to make a well-informed decision when selecting a dental practice because there are so many factors to consider.

As owner of Holly House Dental Practice, a 30-year-old business based in Woodley in Stockport, I appreciate that information about the quality, credentials, skill and expertise of dental teams has not always been easily accessible.

But the digital world has changed all that. With social media, with our website and on screens in our waiting room, we have the ability to visually connect with our patients and to demonstrate the ethos of our team and the comfortable environment we offer.

We can showcase our clinical portfolio and give patients a library of recommendations and testimonials. We give information about our

clinicians, their services, and their patients and it is in these connections that we can make a difference to how people view a dental visit.

### MULTIPLATFORM APPROACH

Ultimately then, it is this multi-platform approach that helps to reassure patients of the team's commitment to making them feel welcome.

Holly House Dental



is a family-run general, cosmetic and specialist dental practice. My husband, Ehtesham, is its business development manager, and my brother, Khurram, the in-house specialist periodontist.

The alchemy of this family enterprise is what creates the strong foundation for other successful relationships, too. It is essential for our patients to enjoy a high level of trust and establish good rapport with all of us.

And with a recognisably strong branding – a colour palette of Pantone 234 that is evident everywhere [that's a medium dark shade of magenta-pink for those who don't know] – the whole business possesses a much warmer feel than those dental environments that opt for more clinical shades.

Even our Instagram posts are less formal than most, with introductions to the staff and team selfies breaking up patient testimonials and before and after photos.

60  
SECOND  
TOUR

### THE PRACTICE

**Holly House Dental Practice**  
105 Hyde Road, Woodley, Stockport, SK6 1NB.

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WEBSITE: [www.hollyhousedental.co.uk](http://www.hollyhousedental.co.uk)  
CONTACT: [info@hollyhousedental.co.uk](mailto:info@hollyhousedental.co.uk)

WE ACCEPT REFERRALS FOR: periodontics, endodontics, orthodontics and prosthodontics

### THE ETHOS

Our aim is to provide the highest quality specialist, cosmetic and general dentistry. Our team of specialty trained clinicians are experienced and enthusiastic about their field of expertise. We promote the practice of dental excellence within our dental community and hold regular training and teaching sessions to be accessible to local dental colleagues for hints, tips, case discussion and advice. Our in-house patients and our referred in patients all appreciate the open and honest discussions we have with them and the inclusion they feel in their treatment planning and delivery.

### THE TEAM

**PRACTICE PRINCIPAL**  
Dr Sarah Hussain

**ASSOCIATES**  
Dr Khurram Hussain  
(specialist periodontist)  
Dr Zohaib Ali  
(specialist prosthodontist)

Dr Zohaib Khan  
(orthodontics)  
Dr Tauseef Haq  
(endodontics)  
Dr Chris Lakin  
Dr Hemal Raval

Dr Nicole Wainwright  
Dr Maeve Flanagan

**HYGIENE THERAPIST**  
Natalie

**HEAD DENTAL NURSES**  
Grace and Helen

**DENTAL NURSES**  
Kim  
Georgina  
Chloe  
Georgia  
Leah  
Erika  
Beth

**PRACTICE MANAGER**  
Claire

**BUSINESS DEVELOPMENT AND OPERATIONS MANAGER**  
Ehtesham Hassan

## PRACTICE DESIGN

### WE'VE CREATED THE RIGHT CULTURE

To reflect our fun, happy culture, we chose a vibrant colour for our branding. We even included a smile in the logo. As with everything we do, a lot of thought went into the process with many drafts and developments until we were happy it represented us.

It is recognisable across all digital platforms, which means that patients immediately feel a sense of familiarity when they come to us. Allowing patients to have an insight helps to build trust and relieve any fears.

Aesthetics matter greatly to me and the team and, unusually, the practice even has a dedicated space specifically designed for filming and photographing patients to then share across social media.



### OUR SMILE STUDIO

All our clinicians have a keen interest in dental photography. Specialist periodontist, Dr Khurram, in particular, was keen to use the right professional lighting to produce high quality images. As the whole team developed their photography skills, we invested in the necessary professional equipment and training... and our "smile studio" was born.

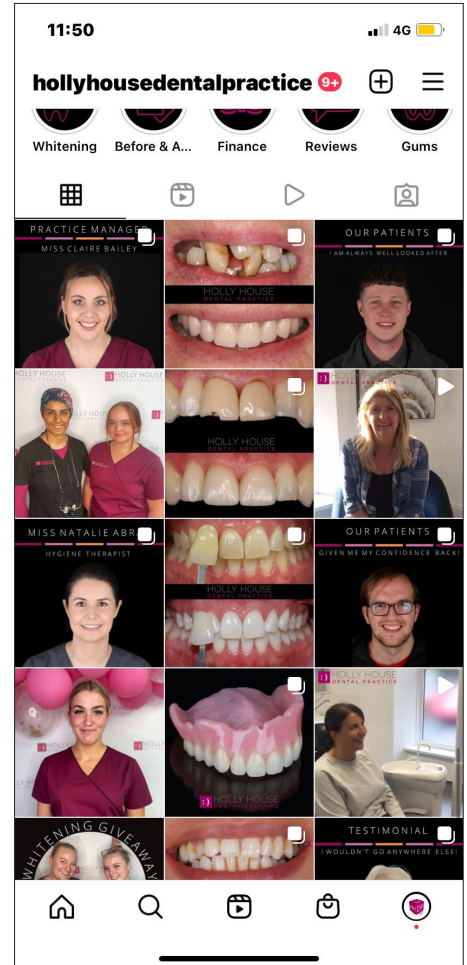
It allows the team to take professional standard photographs of patients, both intraorally and extraorally, which helps to record treatment journeys and ensure patients stay on track with their oral health. We also record patient testimonials in the smile studio, or in our relaxed patient lounge. Our patients have great confidence in us. They understand

 HOLLY HOUSE  
DENTAL PRACTICE





## PRACTICE DESIGN



**HOLLY HOUSE**  
DENTAL PRACTICE

that we want to reinforce a positive dental experience and they want to be a part of that.

It's critical that patients understand their role in managing their oral health. That's why our hygiene team, who work under Dr Khurram, is keen to get an Oral-B

toothbrush in a patient's hand, while they're with us, so that they know what to do when they get home. The inclusion of AI within the Oral-B iO reinforces the guidance given within surgery.

### INVESTMENT IN THE LATEST TECHNOLOGY

I am constantly updating the practice equipment and, in the last couple of years alone, the business has invested in digital scanning equipment, a microscope, a CBCT 3D X-ray machine, intraoral cameras and two new treatment rooms.

The most recent update has been the addition of our specialist treatment room. My husband has a computer engineering background and loves to update the technology. He also believes in doing his research. We decided to invest in Belmont chairs and digital X-ray unit – the Photo-X touch – which has a wall-mounted touch screen display pad. It can display relaxing images and acts as a distraction or wall picture when not in use. As this was our specialist treatment room, we opted for the high specification Belmont Compass chair with ultra-soft upholstery. And the icing on the cake was that we found a shade to match the branding, too.

Ultimately, the vibrant colour scheme of Holly House Dental Practice works to distract patients and bring fun into what can be a daunting entrance into a dental environment. ●

