

THIS IS HOW A LEGEND DOES IT

We look behind the scenes of the operation at Linda Greenwall's practice in north London

Linda Greenwall is a dentistry legend. A stalwart of the profession, she's an international lecturer, an authority on tooth whitening and cosmetic dentistry, and a committed advocate of raising public awareness of the risks in seeking enhancements outside of her profession. To all of this, she dedicates a huge amount of her time.

Her commitment to informing and shaping the general public's understanding of safe routes to brightening their smiles included the launch of the public-facing Tooth Whitening Information Group (TWIG) and the profession's British Dental Bleaching Society, which has campaigned long and hard for legislative clarity about whitening, while also training and educating dentists and their teams in effective delivery.

Atop of this, she is a charitable tour de force.

Having successfully provided tooth whitening treatment for more than 20 years, Linda Greenwall's name is now synonymous with bleaching. And there is no rest up. She continues to strive to perfect her own skills whilst adhering to the 'rising tide' aphorism, powering the profession to reach new heights by sharing her extensive wealth of knowledge and experience.

THE PRACTICE

All this whilst running her multidisciplinary private practice in Hampstead, north London, and committing to a more philanthropic approach in the form of the Dental Wellness Trust (DWT), a charity founded more than a decade ago to deliver dental care to those most in need – in particular and more recently, to children in the UK who have been adversely impacted by the cost-of-living crisis.

The award-winning Linda Greenwall & Associates is located in the bustling and wealthy NW3 area of London. A neighbourhood full of busy restaurants and shops, it is within easy reach of the leafy green spaces of Primrose Hill, Regent's Park and Hampstead Heath.

A stark contrast perhaps to the areas where Linda's charity does its best work. Given the current climate in dentistry, the DWT has certainly been tested of late. With children's oral health at an all-time low and access to dental care having worsened, the DWT has had to broaden its remit with oral health education at its core.

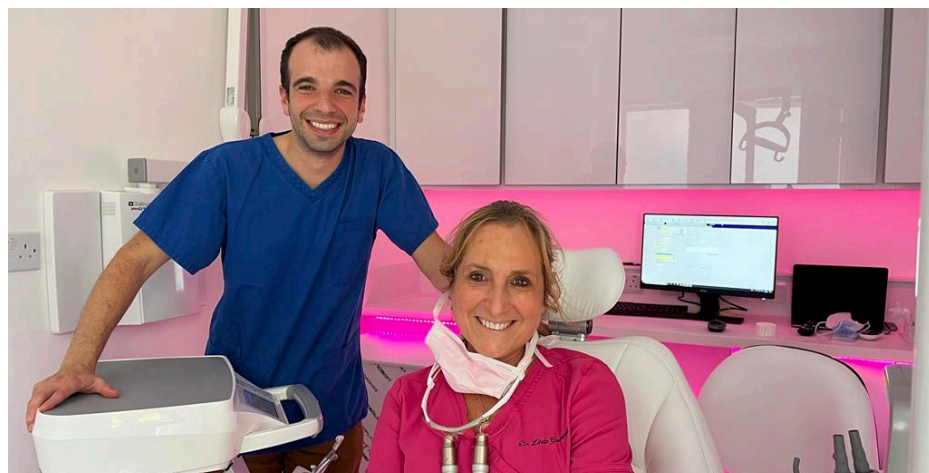
CHARITABLE EXPLOITS

During the pandemic, the charity expanded its toothbrushing programmes in schools and nurseries, helping nearly 10,000 children around England.

And earlier this year, it piloted a scheme to improve dental health among disadvantaged children with its launch of an oral health screening and varnish programme.

Linda explains: 'We set up a supervised

toothbrushing programme in schools so that children can brush their teeth after lunch. We now have over 12,000 children brushing in the UK and more than 16,000 in South Africa and Kenya. In 2022, we started screening and fluoride placement in the schools that are enrolled in our programme and we provide





Hand over with Eugene o Malley from Belmont and Chris Kriek from Henry Schein and my assistant of 20 years Rachel Richardson

emergency dental treatment to the refugee and asylum children entering the UK.

DWT held its seventh annual Saving Kids Teeth conference on 4 November 2022, offering delegates access to some of the leading voices within dentistry and focusing on preventative treatment and minimally invasive dentistry.

Money raised was donated to various children's charities.

THE PRACTICE RENOVATION

But away from these impressive charitable feats, it remains business as usual for Linda's clinic.

Her multi-disciplinary practice underwent a huge renovation in 2017, expanding to five surgeries, with a CT scan and OPG room. This helped to serve a wider scope of patients, with referrals plentiful.

Linda's professional eye for aesthetic excellence extends to the interior design of her clinic, too. She completely renovated the practice in the spring of 2018. White walls, airy walkways, large windows and eye-catching wall art provide an ambience that complements the high-quality care her and her team of clinicians offer.

The chairs too have been carefully chosen to look great and accommodate a multitude of clinicians and patients, all with varying needs and expectations.

'I have been a huge fan of Belmont chairs since I qualified due to their design and comfort,' Linda says. 'I was, therefore, never in any doubt that I would continue to use these chairs again.'

This year, she extended again to include a sixth surgery. Adding facial aesthetics to the



In the new treatment room with my son Joseph Greenwall Cohen

clinic's treatment options, it meant a rethink on surgery space.

SIXTH SURGERY

'Early this year, the need for a sixth surgery was evident. We started planning the renovation of a therapy room. We discussed the possibilities with Henry Schein and we were delighted when they mentioned that Belmont were bringing out a new chair, with digital features, a sleek look and a folding leg rest, making it an ideal size for smaller surgeries.

'We completed the surgery fit-out in six weeks, and the chair is a great addition. Not only is it beautifully designed and comfortable, but there are also great new features that take this chair to the next level. It is ideal for dentists who need to work in a relaxed manner, while also ensuring the comfort of their patients. Both considerations are particularly pertinent for lengthier treatments.

The therapy room is multifunctional and will accommodate whitening as well as general dentistry and facial aesthetics.

'The surgery has been planned as a multipurpose studio, with a wheel to pull out a trolley for additional workspace.'

For Linda, providing patients with access to quality dentistry is paramount. Her focus on their needs evident. And it is testimony to this awareness that sets her apart. Whether it is in a school hall or in a beautifully equipped surgery, she continues to strive to make that difference. ●



The amazing volunteers who help treat the child refugees to provide free dental care

FOR MORE INFORMATION
on the seventh annual Saving Kids Teeth about the Dental Wellness Trust, visit www.dentalwellnesstrust.org