

Time well spent

A look at one dentist's journey to being clinical director of her own clinic.

Despite headline-grabbing social media posts such that garnered global attention, dentist Shaadi Manouchehri remains pleasantly surprised by the extensive reach of her TikTok videos. As a passionate educator, she has amassed a massive following of 278.9k on the platform. Alongside her accomplishments as an award-winning cosmetic dentist, facial aesthetic practitioner and new clinic owner, she has committed much of her professional journey to educating a broad audience on the importance of good oral health. Her style is a refreshing and fun approach to dentistry, and her TikTok posts resonate with an audience seeking professional dental information.

In an era where social media often spreads misleading health advice and myths from self-proclaimed experts, she stands out as a trusted source. As a qualified dentist, her expertise lends credibility and clarity to a complex landscape.

Roll back to the first lockdown during the pandemic, and Shaadi suddenly found she had the time to devote her energy to creating a brand through social media. Hesitant initially about TikTok's suitability for professional content, she signed up to observe, curious about what it offered.

She explains, "TikTok was first introduced to me during lockdown. It was just another app that didn't seem like a professional platform. I was far more focused on Instagram but started seeing adverts, so I downloaded the app. It was a refreshing alternative to other platforms, and it lifted my mood. I started consuming trend-led content, which made me want to create a video. The first one was about my cat! Then I came across a post by a surgeon in the US explaining what he did to get where he was. So, I did a similar post about what I did to get into dentistry. It dawned on me that it was how people were getting information. I



initially focused on dental students, and there was much trial and error. There were many comments on what people wanted to see, and I began to appreciate what resonated well with an audience."

Later, switching to more patient-focused TikToks, her appeal seemed to be in the authentic raw state in which she presented invaluable dental tips. Her MO is simple: demystifying dental procedures, showcasing her personality and demonstrating a

genuine passion for her craft.

She explains, "Content creation can take up a lot of time if you allow it to, but I now create content between patients. Quite frankly, it is two minutes or nothing, so there are no fancy edits."

It's a tactic that works. By leveraging TikTok's spontaneity and accessibility, she has found a unique way to connect with an audience, both prospective clients and the general public. This has been partly

responsible for creating her patient base. And as her followers transition into her new clinic, she is growing her clientele.

Interestingly, the demographic was different from what she expected, "Patients often arrive and say they have seen my posts. At first, I thought the demographic was a younger audience. But there are medics, young professionals and lawyers who follow me. You never know who you are speaking to."

Shaadi opened the doors to SM.ART Dental & Aesthetics Clinic, a health-focused clinic located in London's Marylebone, in September 2023. But the journey was not without its challenges. As a self-confessed 'control freak', her vision did not make a great fit with the conventional route of buying an established clinic. So, she developed her clinic from a squat – not always the easiest option.

"I had a vision and didn't want to work for anyone else. I wanted to control the clinic and how I practised. I'm a bit of a control freak and wanted something that was all mine."

She initially found an existing practice in Chancery Lane. However, she realised that whilst the traditional two-surgery clinic was doing well in terms of numbers, she was not prepared to pay a premium only to run the risk of possibly losing 50 per cent of patients who might not like her new approach. Then, a unit came up in Marylebone. "It was a nice space in a nice area, and it simply felt right. I viewed it with my mum, and we had a coffee afterwards, and I told her I knew (and felt) it was the one."

Opting for a squat is a financially significant investment. But even without the income guarantee, she was determined to push ahead. The practice has 10 team members and three clinical spaces – two dental surgeries and an aesthetics room.

"I was expecting it to be quite small, but it is spread across two floors, and there is a lot of space considering the area."

Shaadi has made the most of this space. A cluster ceiling light serves as the focal point in the stairwell, complemented by burnished gold planters and verdant greenery



interspersed among plush sofas and armchairs in a warm taupe hue. The surgeries feature sleek, clean lines. For comfort and aesthetic appeal, she chose two Belmont Voyager treatment centres with luxurious, seamless upholstered surfaces in the same tranquil taupe shade that greets patients in the waiting area.

She explains, "I have used Belmont chairs in other clinics and know they are very reliable; they're like Nokia phones," she jokes. 'I had them customised to match the operator chairs. It is important to offer patient comfort with cutting-edge technology and plush, high-end premium surgery furnishings."

As the business attracts more clients, plans for another surgery are already in place for when it is ready to grow. Shaadi epitomises the essence of modern dentistry – an entrepreneurial spirit with a fusion of artistry, science, and innovation. So, what does the future hold?

She says, "I am proud of what we have done so far. My vision for the future is to do more of what we are doing now and develop the aesthetics side. I want the clinic to be a holistic dental and aesthetic hotspot. Growing a multidisciplinary team is also important to offer patients everything in-house."

Despite her busy schedule as a new practice owner, she maintains an engaging (and consistent) online



Dr. Shaadi Manouchehri.

presence. Although she is smart enough to see the need to adapt her content to align with current trends, she remains loyal to her professional values. It is this authentic approach that has proved pivotal in growing her business. With her expertise, vibrant personality and innovative use of social media, she has also helped to transform the perception of dentistry – for the better.