

# Elevating standards in specialist care

Moor Park Specialist Dental Centre houses nine specialties under one roof – find out more about director **Joe Bhat's** innovative approach

## Joe Bhat

Director, Moor Park Specialist Dental Centre



If the essence of a high-quality dental practice is its patient volume, then Moor Park Specialist Dental Centre has it bottled. A busy referral clinic in Northwood, it hosts nine specialties under one roof, offering a comprehensive range of specialist care to 'rival the best teams around the world'. With more than 2,000 referrals a year, it is akin to a mini teaching hospital.

Remarkably however, little of its online presence showcases Moor Park's extraordinary success. What sets this practice apart is an understated marketing approach that embodies the ethos of a 'quiet luxury' brand – elegantly demure while excelling in what it does without the accompanying noise.

While it does have a social media presence –

on Facebook and Instagram – this is without the usual bells and whistles. Meanwhile, solid old-fashioned word-of-mouth recommendations are actively sought, and greater emphasis is placed on those invaluable (and in Moor Park's case, glowing) Google reviews.

However, having recently won Best Referral Practice South at the 2023 Private Dentistry Awards, the spotlight may have just swung in its direction. The team's unwavering dedication to providing exceptional dental care clearly stood out, and it is understandable why the judges were impressed.

## The approach

At its helm is director Joe Bhat, a specialist in oral surgery and prosthodontics. Qualifying in 1992, he now focuses on complex restorative cases and dental implants. He is a highly sought-after speaker and respected authority on implant dentistry and education. Joe leads

Moor Park's implant training and mentoring programmes, which include study groups and customised courses.

His quiet modesty belies a fierce pride in what he has achieved. Applying the adage 'work until you no longer have to introduce yourself' to his everyday clinical work, another search online turns up little of his personal successes. Indeed, his latest Instagram post dates back to December last year, and even that was about his team.

Joe's practice ownership journey began more than 25 years ago. He recalls: 'The inspiration came from looking at multiple mono-specialty practices when I qualified as a specialist and wondering why various specialists could not be set up under one roof for the convenience of referral. So, Moor Park started as a concept that all specialisations should be under one roof.'

'It's now common practice to call centres "multidisciplinary" when only two or three

specialists exist. But we are proud to be one of the few with nine specialisations under one roof, which has been the case for two and a half decades.

'It has just grown and grown in success because dentists like the fact it's a one-stop shop. If the endodontic treatment cannot be done, we have an implant surgeon for placements or an oral surgeon for extractions and so on, making it an extremely straightforward process.'

## Teamwork

Coordination and teamwork at Moor Park are essential to what they do – and how they deliver. Clinicians are available outside of clinical hours (patients even have access to their mobile numbers), and opinions can be given immediately without patients having to go elsewhere, thereby reducing costs.

The practice often goes the extra mile to accommodate late and out-of-hours appointments and offers complimentary transportation home for those undergoing surgical procedures. It's a win-win scenario.

Practitioners attend monthly multidisciplinary meetings. Joe explains: 'We have a unique set-up with regular interdisciplinary meetings for all the specialists. We also have dental nurse team meetings and reception team meetings.'

'We are a 10-surgery practice that opens six days a week. The total workforce at the last count was 54, so it's a massive team. Therefore, coordinating it in sections and sectors is very important, with the correct lead taking on the team to inspire them to the next level.'

'Team bonding is also vital; we go abroad every first bank holiday of the year. We ensure all are included, and we take care of everyone.'

## Referral evenings

The practice also runs multiple referral evenings for referring dentists, during which they meet the team and tour the facilities. In doing so, they also gain CPD hours.

Joe says: 'We have developed a style of teaching called table clinics, whereby four different specialists speak simultaneously, and the participants are divided into small groups of four in each room. After 20 minutes, the bell rings, and they go to the next specialist.'

'By the end of the CPD event, the dentist has learned four different "tricks of the trade" from specialists in four different specialisations. That is how they see patients in their practice. Patients do not visit a practice one day to have veneers or composites done; they could be visiting for a variation of multiple treatments.'

'Therefore, we firmly believe their education should be along the same lines – varied on different specialisations, all on the same day. It's a teaching system we set up over 15 years ago and continues to go from strength to strength.'

## Technology

Moor Park's ongoing investment in technology and equipment reflects its commitment to delivering the best care possible, with patients at the heart of its approach.



'We are a modest yet tough working team that pushes the horizons of patient care as much as possible and keeps the patients in the best oral health using the most innovative technology, training and aftercare. The practice has used cone beam CT scans for the last 16 years and is already on its third-generation CBCT.'

'It has intraoral scanners; we have everything that technology can get in dentistry because, as a team of specialists, we must be seen as being at the forefront of dentistry.'

'Patients genuinely appreciate that because they know we are not just putting money in our pockets but spending it on their oral health.'

## Comfort

Practitioner and patient comfort are also crucial. 'The Belmont Cleo II treatment centres are workhorses. The upholstery and comfort they offer, especially during lengthy procedures, are unparalleled by any other brand.'

'In some of our smaller rooms, we use the Belmont model with folding leg rests. These

are particularly beneficial in compact spaces like the hygienist's room, allowing patients to move around easily once seated. They also make the room feel less intimidating and more comfortable.'

'When we advertise our practice, we advertise it as a "patients' practice". We say "welcome to your practice" rather than "our practice" because, realistically, we are just there to facilitate the service for them and their oral health.'

And finally, what would he wish his legacy to look like?

'My passion for dentistry runs deep, and my goal has always been to elevate the standards of dental care and support my peers in doing better dentistry. My background in a family of teachers means that education and knowledge-sharing come naturally, which is how I give back.'

'It is important to exchange insights with my colleagues and put in as much as I have received from this wonderful profession. I am lucky to have had such an amazing journey.' **D**