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# THE Dentistry AWARDS 2021

## Entry Guide

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**ENTRY  
NOW OPEN  
FREE TO  
ENTER**

**ENTRY DEADLINE**  
20 September 2021

**CEREMONY**  
19 November 2021

**ENTER TODAY**  
[www.thedentistryawards.com](http://www.thedentistryawards.com)

**Dentistry  
Awards**

Dentistry  
app

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## Dentistry's biggest party

The Dentistry Awards is the largest dental awards ceremony in the UK. Tagged as 'dentistry's biggest party', the occasion has become a well-respected ceremony, recognising excellence in dentistry across the whole of the UK.

### Reasons to enter



**Enter online for FREE now!**  
[www.thedentistryawards.com](http://www.thedentistryawards.com)

Just enter your details and select your categories

Entries must be submitted by Monday 20 September 2021

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## 2021 categories

The Dentistry Awards exist to recognise progress, effort and enterprise in general dental practice. The individuals and team members shortlisted represent the rising standards in UK dentistry, striving to provide a higher calibre of patient experience.

### Best patient care

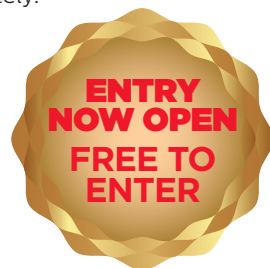
To give yourself the best chance of being recognised, simply send up to 750 words explaining why your patient care is the best through any, or a combination, of the following:

- Demonstrate a great team approach to patient care
- Show us how you are different to a regular practice
- Provide patient literature
- Include an image of the practice
- Describe how you go above and beyond regular care
- Provide credible and relevant testimonials
- Include examples of clinical excellence – clinical photography is an essential part of your submission
- Supporting evidence and pictures are welcome.

### Best practice

Simply send up to 750 words explaining why your practice is a contender for an award, including any, or a combination, of the following:

- Evidence of uniqueness in your practice and how you go beyond the regular duty of care
- Evidence of team leadership/happiness
- Marketing literature
- Demonstrate how you connect with the local community
- Examples of clinical excellence (eg, before and after pictures)
- Team training/development information
- Pictures/videos of your practice
- Patient testimonials
- Include an image of the practice
- Multiple practices must enter each practice separately.



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## Best team members – nurse, hygienists, therapist, technicians, practice manager and receptionist

This category is open to team members, nurses, hygienists, therapists, technicians, practice managers and receptionists. Submit up to 750 words including any, or a combination, of the following:

- Demonstrate your passion for the profession
- Tell the judges of anything outstanding you have done or been involved in
- Detail any hurdles you have overcome
- Provide evidence of excellent patient care or where you go beyond the regular duty of care
- Show how or why you are different to others
- Show evidence of connection with the local community or a charity
- Include relevant testimonials and supporting evidence
- Include an image of the team member.

## Best young dentist

Enter this category if you are a dentist aged 35 or under (while applying). Send up to 750 words explaining why you are

a contender for an award through any, or a combination, of the following:

- Show achievement in your career to date
- Detail any hurdles you have overcome
- Show how you are different to other young dentists
- Provide evidence of how you go beyond the regular duty of care
- Demonstrate your hard work and drive
- Explain how you are involved with the local community or a charity
- Show marketing literature, if relevant
- Training/development information
- Patient and colleague testimonials
- Include an image of the dentist.

## Best Dental Laboratory

Simply send up to 750 words explaining why your laboratory should win this award. Consider the following:

- Highlight how you maintain consistent high standards of work throughout the laboratory
- Provide evidence of how you go beyond the regular duty of client care
- Describe how the team is led
- Show how you keep the team happy
- Demonstrate how you connect with the

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- local community
- Include examples of clinical excellence
- Include pictures of the laboratory and team
- Include relevant videos if possible
- Show your marketing plan and demonstrate its effectiveness
- Give evidence of investment and development in your lab and your team
- Include a few relevant testimonials
- Financial progress: is the lab successful and a viable concern?
- Labs in a group must enter each lab site separately.

- Explain what measures have been taken to increase conversion rate
- Show the creative process that ensures the website doesn't look like a 'template' website
- Demonstrate the website's speed
- Explain what measures have been taken to make the mobile experience conducive to increased patient conversion
- Show SEO visibility and usage numbers
- Show website is GDC, CQC and GDPR compliant
- Explain anything that makes this website unique
- Explain how your website is different.

## Best Website

To enter this category simply submit up to 750 words explaining why your website should be award winning. Include screenshots to support your entry.

- Show how content is supportive of the website's conversion rate
- Show excellent structure
- Show excellent navigation
- Demonstrate how the website has been carefully designed to connect quickly with its target audience
- Explain what measures have been taken to reduce bounce rate



**#DentistryAwards21**  
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## Dentistry Award Winners



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## How to Enter

Go to [www.thedentistryawards.com](http://www.thedentistryawards.com) and click on 'Enter Now'.  
Add your details and select your categories.

Entries have to be submitted by Monday 20 September 2021 to be accepted by the judges.

Entries can be sent to us at [fmcawards.wetransfer.com](http://fmcawards.wetransfer.com) or  
[Dropbox.com](https://Dropbox.com) to [awards@fmc.co.uk](mailto:awards@fmc.co.uk)

You can also put your entry on a USB stick and post it to:  
The Dentistry Awards, FMC,  
1 Hertford House, Farm Close, Shenley,  
Hertfordshire WD7 9AB.



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