

MEDIA PARTNER

**IRISH  
DENTISTRY**

PRESENTED BY



EVENT PARTNER

**IRISH  
Dentistry  
SHOW**

**TOTALLY  
FREE TO  
ENTER**

**IRISH  
DENTISTRY  
AWARDS 2024**  
**ENTRY GUIDE**

**CLOSING DEADLINE**  
**3 July 2024**

**CEREMONY**  
**7 September 2024**

WITH  
THANKS TO  
OUR PARTNERS



ELEVATE DENTAL  
DESIGNS

**HALEON**



**PORTMAN**  
dental care

**Dentex**



# 2023 awards



WITH THANKS TO OUR PARTNERS



## **FMC is delighted to announce the launch of the Irish Dentistry Awards 2024.**

Now in its 12<sup>th</sup> year, the ceremony has fully established itself as a prestigious occasion, recognising and rewarding dental excellence throughout Ireland. Entering the Irish Dentistry Awards should not be taken lightly, but has the potential to reap huge rewards for you, your team and your practice.

### **Reasons to enter**

**1**

**Attract new  
patients**

**2**

**Build trust with  
your current  
patients**

**3**

**Boost team  
morale**

### **How to enter**

Go to [Irish Dentistry Awards](#) and click on 'Enter Now'.  
Add your details and select your categories.

### **Once your entry is complete**

Complete the online form and then upload your entry.

In an effort to simplify the process, this is now the only way to submit  
your entry for the Irish Dentistry Awards 2024.

Entries have to be submitted by Wednesday 3 July 2024  
to be accepted by the judges.

# 2024 categories

To give yourself the best chance of winning, simply send up to 750 words and include all the judging criteria in each category.

## New Practice

Have you started a practice from scratch or completely reinvented a redundant building? We want to reward the best developers and creators who have made significant progress in their business in a short space of time. Your practice must have opened after 1 January 2023.

Practices should enter either New Practice or Most Improved Practice, a practice cannot qualify for both.

In your entry, you must:

- Provide images/videos of the new practice, including before and after pictures, if appropriate
- Show evidence of uniqueness in your practice
- Explain how the business has grown since it opened
- Provide team training/development information
- Give evidence of how you go beyond the regular duty of care
- Tell us how you connect with the local community
- Provide testimonials and marketing literature.

## Most Attractive Practice

Is good design important to your practice? Do you have unique features that stand out among the rest? Do your patients comment on the look and feel of your practice? If you've put in hard work to make your practice look the part and put your patients at ease during

their visit, show it off and get the recognition you deserve!

In your entry, you must:

- Send before and after pictures, if appropriate
- Show any unique features, architecture, interior design excellence
- Explain your aims and objectives behind the look and design of the practice and what effect you were trying to achieve
- Show how your marketing, social media and website has been used to show off your practice and its design
- Provide marketing literature.

## Most Improved Practice

This is a great chance to demonstrate how you have developed your practice in the last year. A practice entering this category will have been through a refurbishment, seen significant changes or upgrades covering decor, equipment etc. Show us how you have improved business growth, patient referrals and developed a great team approach.

Practices should enter either New Practice or Most Improved Practice, a practice cannot qualify for both.

In your entry, you must:

- Send before and after pictures, if appropriate
- Explain how business has grown
- Demonstrate good team atmosphere, training and development
- Show how your social media use and/or website has been improved
- Include marketing literature
- Provide evidence of how you have improved your practice over the past year
- Include testimonials and supporting documentation.

WITH THANKS TO OUR PARTNERS





### Best Child-Friendly Practice

Can you demonstrate a great team approach to child dental health in your practice? Show us how you provide an innovative, excellent child-friendly practice to get the recognition your practice deserves.

In your entry, you must:

- Demonstrate your approach to child dental health
- Show how you are different to a regular practice
- Explain how you got involved in treating children and tell us how this impacts their experience
- Demonstrate how you use your social media and website to promote child dental health
- Provide testimonials, marketing examples, supporting evidence and pictures.

### Best Community/Charity Project

Is your practice actively involved in a charity or community project? Show us how you helped and what you were able to achieve.

In your entry, you must:

- Describe your charitable project and its cause
- Explain why you support your chosen cause
- Describe how you have helped to raise awareness to support the charity
- Show the benefits derived from your work
- Provide testimonials, marketing examples, supporting evidence and pictures.

### Best Team

Is your team special and is it time they should be recognised for their efforts? Do you have a great group of individuals creating a positive working atmosphere and supporting each other to enhance team performance? Give your staff the acknowledgement they deserve.

In your entry, you must:

- Demonstrate a great team atmosphere and approach to patient care
- Explain how your practice invests in team development and training
- Detail how your team is different to the competition
- Show how your team goes above and beyond the regular duty of care
- Provide testimonials, supporting evidence and pictures.

### Most Invaluable Team Member

Do you think a member of your team deserves recognition for their achievements? Demonstrate how your team member's hard work and drive have gone that extra mile and give them the praise they deserve. This category is open to team members, including dental nurses, hygienists, therapists, practice managers, receptionists and technicians.

In your entry, you must:

- Demonstrate hard work and drive
- Tell the judges of anything outstanding they have done or been involved in
- Show us how or why they are different to others
- Explain any hurdles they have overcome

**Enter Online Now**  
[Irish Dentistry Awards](#)

**Entry deadline**  
**3 July 2024**

PRESENTED BY



MEDIA PARTNER



EVENT PARTNER



# 2024 categories

- Tell us how they go beyond the regular duty of care
- Include any evidence of connection with a charity or the local community
- Provide testimonials, supporting evidence and pictures.

## Best Employer

**Does your employer go out of their way to provide a happy and safe working environment and invest in their team? Demonstrate your employer's commitment to the practice, its staff and patients.**

In your entry, you must:

- Demonstrate a great team atmosphere
- Give evidence of team investment/training
- Demonstrate your employer's kindness/consideration
- Show the effect their efforts have on your team
- Show where they go beyond the regular duty of care for the staff
- Provide testimonials, supporting evidence and pictures.

## Best Patient Care

**How do you care for your patients? Do you get a lot of recommendations? If you offer the highest standards of care and courtesies throughout a patient's experience, provide us with patient testimonials to support your entry and get the recognition you deserve.**

In your entry, you must:

- Provide examples of clinical excellence
- Demonstrate your approach to patient care
- Provide evidence of how you go beyond the regular duty of care
- Show how you are different to other practices

- Provide testimonials, supporting evidence and pictures
- Provide marketing examples.

## Best Referral Practice

**Tell us why your endodontic/orthodontic/implant/periodontal/aesthetic practice has loyal referrers who support you due to your clinic excellence. Demonstrate your high clinical standard and ethical practice with supporting testimonials.**

In your entry, you must:

- Show evidence of training undertaken to enhance knowledge in your speciality
- Show evidence of relationships with industry partners and referring colleagues
- Provide evidence of how you go beyond the regular duty of care
- Present evidence of team leadership and uniqueness in your practice
- Provide clinical evidence, testimonials, marketing collateral, supporting evidence and pictures.

## Best High Technology Practice

**This category is designed to recognise practices embracing the latest digital technologies available to improve clinical outcomes. This category will recognise the practice using digital workflows to provide the highest levels of patient care.**

In your entry, you must:

- Explain what latest digital technologies you have invested in and why
- Show how you have successfully integrated these advances into your practice
- Explain how its use has improved the patient experience

WITH THANKS TO OUR PARTNERS

- Show evidence of the benefits and profitability you are now seeing
- Provide clinical evidence, testimonials, supporting evidence and pictures.

### **Best Treatment of Nervous Patients**

**Do you have a strong approach to treating nervous patients? Do you go above and beyond to help patients to relax and feel more comfortable?**

In your entry, you must:

- Demonstrate your approach to treating nervous patients
- Show how you are different to a regular practice
- Explain how you got involved in treating nervous patients
- Provide evidence of how you go beyond the regular duty of care
- Explain how this impacts the patient experience
- Provide clinical evidence, testimonials and marketing examples, as well as supporting evidence and pictures.

### **Young Dentist**

**This category is open to those born on or after 31 October 1988. Send up to 750 words explaining why you are a contender for this award through the following:**

- Show achievement in your career to date
- Detail any hurdles you have overcome
- Show how you are different to other young dentists within your achievements, your academia, patient management and care
- 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
- Provide training/development information
- Provide patient and colleague testimonials
- Include an image of the dentist.

### **Irish Dentistry's Rising Star Award**

**We are looking to reward a newly-qualified dental professional under 35 (at the time of entering) who has shown significant achievement in their career to date or who continues to exhibit passion, drive and attainment. Have you achieved a lot already? Tell us about it and get the recognition you deserve.**

In your entry, you must:

- Demonstrate your hard work and drive
- Show achievement in your career to date
- Explain any hurdles you have overcome
- Detail how you are different to other young dental professionals
- Provide training/development information, if relevant
- Give evidence of how you go beyond the regular duty of care
- Provide clinical evidence, testimonials, supporting evidence and pictures.

### **Dental Laboratory of the Year**

**Simply send up to 750 words explaining why your laboratory should win this award.**

Labs that are part of a group must enter each lab site separately.

Consider the following:

- Highlight how you maintain consistent high standards of work throughout the laboratory

# 2024 categories

- 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 local community
- Include examples of technical 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 viable?



## Practice of the Year

For this regionally-judged award, we are looking to reward those practices that stand out from the crowd, those who truly care for the patients and are dedicated to providing the best in oral healthcare. Are you one of them?

To enter Practice of the Year, you must have entered at least one other category.

In your entry, you must:

- Include marketing literature
- Give evidence of a great team atmosphere and training/development
- Show any achievements or developments in your practice over the last 12 months
- Provide evidence of uniqueness or significant investment in your practice
- Show how you go beyond the regular duty of care
- Provide clinical evidence, testimonials, supporting evidence and pictures.



WITH THANKS TO OUR PARTNERS





# IRISH DENTISTRY AWARDS 2024

AWARDS  
PARTNER

**Dentistry**  
Awards

WITH  
THANKS TO  
OUR PARTNERS



**Dental  
Care**



ELEVATE DENTAL  
DESIGNS

**HAL=ON**

 **HENRY SCHEIN®**  
IRELAND LIMITED

*Dentistry  
Club*

**PORTMAN**  
dental care

**Dentex.**

**TOTALLY  
FREE TO  
ENTER**

PRESENTED BY



MEDIA PARTNER

**IRISH  
DENTISTRY**

EVENT PARTNER

**IRISH  
Dentistry  
SHOW**