

PRESENTED BY



# Dentistry

## AWARDS 2025

ATHENA  
LEICESTER

# ENTRY GUIDE

ENTRY DEADLINE  
**19 March 2025**

CEREMONY  
**6 June 2025**

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# Dentistry AWARDS 2025



## 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

1

Attract new patients

2

Build trust with your current patients

3

Boost team morale

### How to register

Go to [dentistry.co.uk/awards/the-dentistry-awards/](https://dentistry.co.uk/awards/the-dentistry-awards/) and click on 'Register Now'.

Add your details and select your categories.

Submissions must be received by closing date Wednesday 19 March 2025.

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## 2025 categories

The Dentistry Awards exist to recognise progress, effort and excellence 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.

**To be eligible for an award, you should not be subject to any ongoing FTP investigation by the GDC, or be practising under any conditions imposed as a result of such an investigation.**

*Simply send up to 750 words demonstrating why you or your practice is a contender for these awards, including the following...*

### Patient Care

Demonstrate a great team approach to patient care

- Show us how you are different from 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.

### Team Members – nurses, hygienists, therapists, technicians, practice managers, receptionists, apprentice of the year

- 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 from 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
- You can only enter one team member category i.e. hygienist OR therapist
- Please include the name of the practice you currently work at/for.

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### Young Dentist

**This category is open to those born on or after 31 May 1989.**

- Detail your professional credentials, achievements, training, and any accolades you have received
- Explain where you are different to other young dentists, or share your biggest achievement in your dental career to date
- Share any hurdles you have overcome in your life/career
- Provide evidence of how you go beyond the regular duty of care: pay specific attention to the fundamentals of dentistry such as caries management, periodontal care, tooth wear and oral cancer
- Explain your approach to diagnosis and patient communication, both in-surgery and on a wider scale if relevant
- Describe any work you do with charity or in your local communities
- Share examples (three/five cases) of your clinical work to showcase the breadth of your practice
- Supply any relevant patient and colleague testimonials
- Please include a high-resolution image of the dentist.

### Dental Laboratory

- 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 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 viable?
- Labs part of a group must enter each lab site separately.

**#DentistryAwards25**

**@dentistry.co.uk**



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## Website of the Year

- 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
- Explain what measures have been taken to increase conversion rate
- If you are entering on behalf of a dental practice/client. Each entry must be individual and personal to that practice.
- 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.

## Philips Rising Star

# PHILIPS

**Open to a newly qualified dental hygienist, dental therapist or dentist from any UK university – entrant must have qualified within the last two years to be eligible (31 May 2023).**

- Explain why you joined the dental profession, why you are so passionate about being part of it, and how these things shape your approach to your work
- Outline your career mission statement, detailing your ambitions and vision and how you intend to make them a reality
- Provide examples of innovative approaches you have implemented in clinical practice that have improved patient experience/outcomes
- Explain your approach to diagnosis and patient communication (both in practice and on a wider scale if relevant), detailing any novel approaches you implement in your care
- Demonstrate how you go beyond the regular duty of care to support your patients and colleagues
- Describe any outreach work you do with charity or in your local communities (if applicable)
- Detail your professional experience, achievements, training, and any accolades you have received
- Include a high-resolution image of yourself

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## Sustainable Business Award

Detail your commitment to operating a sustainable business, and how you've taken steps to examine every area of its environmental footprint. You must describe the actions taken and provide evidence of the commitments. The winning practice should also offer clinical dentistry in a great environment. Include the following in your submission:

- Why is being a sustainable business important to you? Why are you committed to this?
- How do you organise yourself to deliver on your sustainability commitments?
- How do your commitments filter into aspects such as procurement, waste management, decision making and communications?
- How have you sought to engage with patients and staff over your sustainability commitments?



## Specifics:

- **Single-use** - describe how you have sought to reduce single-use plastics and other materials in the practice, outside of HTM-0105 requirements
- **Carbon footprint and emissions** - 65% of the average practices carbon footprint is travel. Explain how you have sought to minimise your carbon emissions through your travel policy, initiatives and energy usage
- **Management** - explain who manages the sustainability and environmental aspects of the practice, how they are empowered and what they do
- **Consumption** - explain how you seek to reduce the consumption of natural resources, power etc
- **Biodiversity** - describe how you have used your grounds or window boxes/ planters to encourage biodiversity and support insect and bird life
- **Infrastructure and buildings** - describe how you have integrated sustainability into decisions on building refurbishments, equipment purchase etc
- **Communication** - explain how you have shared your commitment to sustainability with your patients and staff.



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## Team of the Year

- Demonstrate a great team atmosphere and approach to patient care
- How does your practice invest in team development and training?
- How are you different from the competition?
- Show where your team goes above and beyond the regular duty of care
- Provide evidence of connection with the local community or charity
- Must include an image of the team
- Teams from practices part of a group must enter each practice team separately.



## Practice of the Year

- 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 (ie, before and after pictures)
- Team training/development information
- Pictures/videos of your practice
- Patient testimonials
- Include an image of the practice
- Practices part of a group must enter each practice separately.



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## Submission Guidelines for the Dentistry Awards

Entries for the Dentistry Awards must be submitted in one of the following accepted formats: JPEG, PNG, DOC, DOCX, PDF, MP4, MOV, PPT, or PPTX. Each individual file must be limited to 100MB in size. While supporting images are welcome, they cannot be submitted as standalone files; instead, they must be incorporated into a single PDF to ensure seamless viewing by the judges. Videos can also be submitted but must be in MP4 or MOV format and adhere to the 100MB file size limit.

Please note that ZIP files, Keynote, and Pages files will not be accepted. The total combined size of all submitted documents, images, and videos must not exceed 1GB. Unlike previous years, the FMC awards team will not be able to compress or process your files or accept entries via WeTransfer to the awards inbox.

To maximise your chances of being shortlisted, ensure your entry is concise, but meets all outlined criteria. If you have any questions or queries, the FMC awards team would be delighted to assist. You can reach us at [awards@fmc.co.uk](mailto:awards@fmc.co.uk) or call **01923 851777**. All entries containing up to 750 words plus supporting documents must be submitted via the website at [dentistry.co.uk/awards/the-dentistry-awards](https://dentistry.co.uk/awards/the-dentistry-awards) by clicking the “Enter Now” button.

***The judges decision is final and no correspondence concerning the outcomes will be entered into. You must be currently practising in the UK or Republic of Ireland.***

### ***Multiple Entries for the Same Category***

If you are submitting multiple entries for the same category, you must use a different email address for each entry, regardless of whether the entries are for different practices.

For example, if you are submitting an entry for **Practice A**, **Practice B**, and **Practice C** in the **Patient Care** category, you must use three separate email addresses—one for each practice.

If the same email is used for multiple entries within the same category, the latest uploaded entry will automatically overwrite any previous submissions, and the earlier versions will be permanently lost.

To avoid losing any of your work, double-check your submission details before finalising your entry. If you are unsure, please contact the FMC Awards Team at [awards@fmc.co.uk](mailto:awards@fmc.co.uk) or call **01923 851777** for assistance.