

# Aesthetic Dentistry Awards 2021

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## SUBMISSION GUIDE

ENTRY DEADLINE  
9 April 2021

CEREMONY  
10 September 2021

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# Case Submission Guidelines 2021

The Aesthetic Dentistry Awards were created to recognise excellence in the delivery of aesthetic dentistry in the UK.

This guide is designed to aid you when submitting your entries. It outlines what you will need to include and what format to supply it in.

## Orthodontic Category Guidelines

### Who should enter this category?

Dentist or orthodontist

### What should be entered?

#### Child / teenager fixed

- The majority of the treatment was carried out using fixed orthodontic appliance(s). The patient was under 18 years of age at the start of treatment.

#### Adult fixed

- The majority of the treatment was carried out using a fixed orthodontic appliance(s). The patient was over 18 years of age at the start of treatment.

#### Removable

- The majority of the treatment was carried out using removable orthodontic appliance(s).

#### Invisalign

- The majority of the treatment was carried out using an Invisalign product.

Minor adjunctive restorative treatment (e.g., whitening, recontouring and composite edge bonding) may also have been carried out as part of the treatment plan.

### Covering letter / email

The entry should state the name of the dentist(s) who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

### Case report

- Please submit a case report in **Microsoft Word format**. The case report should be between 750 and 2000 words detailing the treatment carried out. The level of detail should allow the judges to understand what treatment was carried out and why. **Identify the patient by their initials only.**
- The case report should begin with a bullet point summary of treatment provided.

- The case report should discuss the patient's concerns and include details of diagnosis and the rationale for therapy, including different options presented to the patient, and a description of how clinical, technical and functional issues were addressed during treatment.
- Appropriate references to the literature should also be included.
- **Please do not embed photographs into the Word file – submit them separately.**
- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you are more than welcome to do so, but these are not substitutes for the Word file and image files.**

### Photographs & xrays

- Entries should include standard orthodontic views of the patient before and after treatment, as well as other relevant supporting documentation such as photographs of record models or digital planning files where available.
- Consistency of photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out.
- Photographs submitted should be sufficient to allow the treatment to be evaluated by the judges.
- Photographs should be organised into appropriate subfolders, e.g. "Before", "After" etc. For longer treatment plans, the stages of treatment should be presented in numbered folders so that the sequence is easy to identify.
- You may also wish to submit images in a Powerpoint / Keynote presentation, but please include separate image files as well.

- Please do not submit clinical images as a movie. They generally do not play and we will be unable to evaluate your entry.
- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

<p><b>Before / After:</b>          Full face, frontal &amp; lateral          Smile view, frontal &amp; left &amp; right lateral views          Retracted view, frontal &amp; left &amp; right lateral views          Upper &amp; lower occlusal views          Other relevant views as appropriate          X-rays as appropriate</p>
<p><b>Treatment views</b>          Appropriate key clinical stages e.g. wire changes</p>
<p><b>Models / setups</b>          Frontal, left &amp; right lateral views plus occlusal views, Clincheck or other digital planning files if available.</p>

## Implant Category Guidelines

### Who should enter this category?

Dentist and technician. If a dentist is entering alone, the technician should be named on the entry form - both the dentist and technician will be awarded. If different clinicians provided the surgical and restorative stages of the treatment, all should be named in the entry.

### What should be entered?

<p><b>Single tooth</b>          The treatment involved replacement of one or two anterior teeth using implants to support the restoration.</p>
<p><b>Multiple</b></p> <ul style="list-style-type: none"> <li>• The treatment involved replacement of multiple teeth using implants to support the restoration.</li> <li>• Implant-supported overdentures should be entered into this category.</li> </ul>

### Covering letter / email

The entry should state the name of the dentist(s) and technician who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

### Case report

- Please submit a case report in **Microsoft Word format**. The case report should be between 750 and 2000 words detailing the treatment carried out. The level of detail should allow

the judges to understand what treatment was carried out and why. **Identify the patient by their initials only.**

- The case report should begin with a bullet point summary of treatment provided.
- The case report should discuss the patient's concerns and include details of diagnosis and the rationale for therapy, including different options presented to the patient, and a description of how implant positioning was planned and managed surgically as well as details of how the implant site was made as ideal as possible, and how peri-implant soft tissue aesthetics were addressed.
- Appropriate references to the literature should also be included.
- **Please do not embed photographs into the Word file - submit them separately.**
- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you are more than welcome to do so, but these are not substitutes for the Word file and image files.**

### Photographs & xrays

- Entries should include standard clinical views of the patient before and after treatment, as well as other relevant supporting documentation such as photographs of surgical stages, models, restorations and case planning files where available.
- Consistency of photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out.
- Photographs submitted should be sufficient to allow the treatment to be evaluated by the judges.
- Photographs should be organised into appropriate subfolders, e.g. "Before", "After" etc. For longer treatment plans, the stages of treatment should be presented in numbered folders so that the sequence is easy to identify.
- You may also wish to submit images in a Powerpoint / Keynote presentation, but please include separate image files as well.
- **Please do not submit clinical images as a movie. They generally do not play and we**

**will be unable to evaluate your entry.**

- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

**Before / After:**

Full face, frontal  
 Smile view, frontal & left & right lateral views  
 Retracted view, frontal & left & right lateral views  
 Close-up views of treated teeth, frontal & left & right lateral views  
 Upper & lower occlusal views  
 Other relevant views as appropriate  
 Xrays as appropriate

**Treatment views**

(as relevant to treatment, if available)  
**Models:** frontal, left & right lateral views plus occlusal view  
 Surgical planning models frontal, left & right lateral views plus occlusal view  
**CAD-CAM:** Other surgical planning files (e.g. CAD-CAM implant planning): send original files if available plus screenshots / exports in jpeg format  
**Surgical sites:** frontal, left & right lateral views plus occlusal view  
 Integrated implants: frontal, left & right lateral views plus occlusal view  
**Waxup:** frontal, left & right lateral views plus occlusal view  
**Tooth preparations:** frontal, left & right lateral views plus occlusal view  
**Provisional restorations:** frontal, left & right lateral views plus occlusal view  
**Laboratory work on models:** frontal, left & right lateral views plus occlusal view  
**Xrays / 3D scans:** as appropriate

**Covering letter / email**

The entry should state the name of the dentist(s) who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

**Case report**

- Please submit a case report in **Microsoft Word format**. The case report should be between 500 and 1000 words detailing the treatment carried out. The level of detail should allow the judges to understand what treatment was carried out and why. **Identify the patient by their initials only.**
- For internal bleaching cases, a pre-treatment periapical xray of the bleached tooth should be included.
- The case report should begin with a bullet point summary of treatment provided.
- The case report should discuss the patient’s concerns and include details of diagnosis and the rationale for therapy, including the reasons why a particular product / bleaching regime was selected.
- Appropriate references to the literature should also be included.
- **Please do not embed photographs into the Word file – submit them separately.**
- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you can do so, but these are not substitutes for the Word file and image files.**

**Bleaching Category Guidelines**

**Who should enter this category?**

Dentist or Hygienist / Therapist

**What should be entered?**

**Bleaching**

The primary aesthetic treatment was tooth whitening.  
 Very minor orthodontic pre-alignment or very minor restorative treatment may have been carried out during the execution of the treatment plan, but the major change in the smile will result from the bleaching.  
 Cases with anything more than very minor adjunctive treatment should be entered in another category.

**Photographs & xrays**

- Entries should include standard clinical views of the patient before and after treatment, including shade tabs to demonstrate the colour change achieved.
- Consistency of photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out.
- Photographs submitted should be sufficient to allow the treatment to be evaluated by the judges.
- Photographs should be organised into appropriate subfolders, e.g. “Before”, “After” etc.
- You may also wish to submit images in a

Powerpoint / Keynote presentation, but please include separate image files as well.

- Please do not submit clinical images as a movie. They generally do not play and we will be unable to evaluate your entry.
- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

### Before / After:

Smile view, frontal & left & right lateral views  
Retracted view, frontal & left & right lateral views, including shade tabs

X-rays if appropriate - **note that xrays are essential for any internal bleaching case**

## Restorative Category Guidelines

### Who should enter this category?

Dentist and/or technician, as appropriate to the category. If a dentist or technician is entering alone, the other people involved should be named on the entry form - both the dentist and technician will be awarded.

Dental Therapists may also enter the Resin infiltration / microabrasion category.

### What should be entered?

#### Single tooth ceramic

The majority of the treatment was one or two crowns or veneers with adjacent natural dentition. Minor orthodontic pre-alignment may have been carried out before the restorations were placed but the major change in the smile will result from the ceramic restoration.

#### Single tooth composite

The majority of the treatment was one or two composite restorations with adjacent natural dentition. Minor orthodontic pre-alignment may have been carried out before the restorations were placed but the major change in the smile will result from the composite restoration.

#### Resin infiltration/microabrasion

A case where either resin infiltration (ICON) and/or micro abrasion or a combination, with or without other techniques. Note that in this category, "microabrasion" means techniques typically using an acid slurry and abrasion used to treat fluorosis or other superficial discolouration, not the use of a sandblaster.

**Cases which do not include resin infiltration (ICON) and/or micro abrasion should be entered into a different category.**

Bleaching, composite bonding and / or minor orthodontic realignment may also have been carried out in addition to one or more of the other treatments.

#### Composite smile makeover

A case where **direct** composite resin was applied to multiple teeth to improve the smile. **The composite should be directly applied into the mouth, not made via CAD-CAM.** Minor orthodontic pre-alignment or periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the restorations.

#### Dentures

The majority of the treatment involved a denture or dentures to replace missing teeth. Tooth-supported or implant-supported overdentures and partial dentures supported by crowns should also be entered in this category.

#### Ceramic smile makeover

The majority of the treatment employed **indirect restorations** (crowns or veneers or bridges (or any combination) to treat teeth in a single arch. There was little or no restoration of the opposing arch. **Indirect composite smile makeovers should be entered here.**

Entrants should demonstrate how they have kept invasiveness to a minimum.

Minor orthodontic pre-alignment or periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the restorations. Implants may have been placed, but were not the major component of the restorative treatment.

#### Full mouth rehabilitation

The majority of the treatment employed crowns or veneers or bridges (or any combination) to treat the majority of teeth in the maxilla and mandible. Minor orthodontic pre-alignment or periodontal plastic surgery may have been carried out before the restorations were placed but the major change in the smile will result from the composite restorations. Implants may have been placed, but were not the major component of the restorative treatment.

#### Covering letter/email

The entry should state the name of the dentist(s) and technician(s) who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

#### Case report

- Please submit a case report in **Microsoft Word format**. The case report should be between 750 and 2000 words detailing the treatment carried out. The level of detail should allow

the judges to understand what treatment was carried out and why. **Identify the patient by their initials only.**

- The case report should discuss the patient's concerns and include details of diagnosis, treatment planning and the rationale for therapy, including:
  - **for single-tooth categories:** the procedures that were carried out in order to ensure that an ideal colour match was obtained;
  - **for the MI category:** a discussion of the MI techniques employed and the rationale for their selection;
  - **for smile makeover / full mouth categories:** occlusal management of the case, and soft tissue management if bridges / implants were provided.
  - **for the denture category:** a discussion of how the smile was designed, how the teeth were selected and positioned within the lips and face. If the denture has additional retention from overdenture abutments / attachments / implant support etc., the case report should include a discussion on why these specific components were selected.
- **All case reports should begin with a tooth-by-tooth bullet point summary of treatment provided.**
- **All case reports should include appropriate references to the scientific literature.**
- **Please do not embed photographs into the Word file – submit them separately.**
- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you are more than welcome to do so, but these are not substitutes for the Word file and image files.**

### Photographs & xrays

- Entries should include standard clinical views of the patient before and after treatment, as well as other relevant supporting documentation such as photographs of waxups, models, restorations and case planning files where available.
- Consistency of photography is an important aspect of the submission to allow the judges

to evaluate the treatment carried out.

- Photographs submitted should be sufficient to allow the treatment to be evaluated by the judges.
- Photographs should be organised into appropriate subfolders, e.g. "Before", "After" etc. For longer treatment plans, the stages of treatment should be presented in numbered folders so that the sequence is easy to identify.
- For the denture category, if there are any supporting structures (e.g. remaining teeth (with or without attachments), overdenture abutments or implant-supported components), the intra-oral photographs should show the denture(s) both in and out of the mouth. For the avoidance of doubt this is not required for fully edentulous patients whose dentures have no implant support.
- You may also wish to submit images in a Powerpoint / Keynote presentation, but please include separate image files as well.
- **Please do not submit clinical images as a movie. They generally do not play and we will be unable to evaluate your entry.**
- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

#### Before / After:

Full face, frontal  
Smile view, frontal & left & right lateral views  
Retracted view, frontal & left & right lateral views  
Close-up views of treated teeth, frontal & left & right lateral views  
Upper & lower occlusal views  
Other relevant views as appropriate  
X-rays as appropriate

#### Treatment stages:

##### **Resin infiltration / microabrasion category:**

clinical stages of technique(s) employed, if available

**Composite category:** stages of layering of the composite buildup if appropriate

**Denture category:** stages of labwork and try-ins, as appropriate to the treatment plan. If there are any supporting structures (e.g. remaining teeth (with or without attachments), overdenture abutments or implant-supported components), the intra-oral photographs should show the denture(s) both in and out of the mouth.

##### **Other (indirect restoration) categories:**

**Waxup:** frontal, left & right lateral views plus occlusal view

**Digital planning files:** as appropriate  
**Tooth preparations:** frontal, left & right lateral views plus occlusal view  
**Provisional restorations:** frontal, left & right lateral views plus occlusal view  
**Laboratory work on models:** frontal, left & right lateral views plus occlusal view  
 X-rays as appropriate

## Interdisciplinary Team Category Guidelines

### Who should enter this category?

All members of the team – Dentist, surgeon, technician and orthodontist as appropriate to the treatment undertaken. All clinicians and technicians included in the entry will be awarded

### What should be entered?

#### Ortho-surgical

The treatment was carried out by more than one clinician, working as a team. The treatment must include an orthodontic component and an orthognathic surgery element.

The orthodontist and orthognathic surgeon must be different clinicians.

Some restorative dentistry may be included depending on the case – implants, periodontal plastic surgery, ceramic / composite restorations may have been carried out, but the major change in the smile will result from the orthodontic treatment and the orthognathic surgery.

#### Ortho-restorative

The treatment was carried out by more than one clinician, working as a team. The treatment must include an orthodontic and a restorative component. **The orthodontist and restorative dentist must be different clinicians.**

Implants, periodontal plastic surgery and other adjunctive treatment may be included depending on the case, but the major change in the smile will result from the orthodontic treatment and/or the restorations

### Covering letter / email

The entry should state the name of the everyone who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

### Case report

- Please submit a case report in Microsoft Word format. The case report should be between 750 and 2000 words detailing the treatment carried out. The level of detail should allow

the judges to understand what treatment was carried out and why. **Identify the patient by their initials only.**

- The case report should begin with a bullet point summary of treatment provided.
- The case report should discuss the patient's concerns and include details of diagnosis and the rationale for therapy, including different options presented to the patient, and a description of how clinical, technical and functional issues were addressed during treatment.
- The case report should also discuss how communication between members of the interdisciplinary team was handled and how progress towards the desired final outcome was monitored.
- Appropriate references to the literature should also be included.
- **Please do not embed photographs into the Word file – submit them separately.**
- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you are more than welcome to do so, but these are not substitutes for the Word file and image files.**

### Photographs & xrays

- Entries should include standard orthodontic / restorative / surgical views of the patient before and after treatment, as well as other relevant supporting documentation such as photographs of record models or digital planning files where available.
- Consistency of photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out. This is probably more important than the exact set of photographs submitted.
- Photographs submitted should be sufficient to allow the treatment to be evaluated by the judges.
- Photographs should be organised into appropriate subfolders, e.g. "Before", "After" and interim stage etc. For this category good organization of submitted material is essential. Each stage of treatment should

have a separate folder and it is strongly recommended that these are numbered to make it easier for the judges to understand the treatment plan and the different stages.

- You may also wish to submit images in a Powerpoint / Keynote presentation, but please include separate image files as well.
- Please do not submit clinical images as a movie. They generally do not play and we will be unable to evaluate your entry.
- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

**The following photographic views are suggested:**

<p><b>Before / After:</b>          Full face, frontal          Full face, lateral          Smile view, frontal &amp; left &amp; right lateral views          Retracted view, frontal &amp; left &amp; right lateral views          Close-up views of treated teeth, frontal &amp; left &amp; right lateral views          Upper &amp; lower occlusal views          Other relevant views as appropriate          X-rays as appropriate</p>
<p><b>Intermediate stages</b>          Similar to above, as appropriate to the treatment plan          Other treatment planning files (e.g. CAD-CAM implant planning): send original files if available plus screenshots / exports in jpeg format          Surgical sites, integrated implants: frontal, left &amp; right lateral views plus occlusal view          Models: frontal, left &amp; right lateral views plus occlusal view          Surgical planning models frontal, left &amp; right lateral views plus occlusal view</p>
<p><b>Waxup:</b>          Frontal, left &amp; right lateral views plus occlusal view</p>
<p><b>Tooth preparations:</b>          Frontal, left &amp; right lateral views plus occlusal view          Provisional restorations: frontal, left &amp; right lateral views plus occlusal view</p>
<p><b>Laboratory work on models:</b>          Frontal, left &amp; right lateral views plus occlusal view          X-rays as appropriate</p>

**Dental Therapist Category Guidelines**

**Who should enter this category?**

Dental Therapists. Note that Therapists may also enter the bleaching and Resin infiltration/

Microabrasion categories.

**What should be entered?**

<p><b>Anterior composite</b>          The majority or all of the treatment was one or two composite restorations with adjacent natural dentition.</p>
<p><b>Posterior composite</b>          The majority or all of the treatment was one or two composite restorations with adjacent natural dentition.</p>

**Covering letter / email**

The entry should state the name of the dentist(s) and technician(s) who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

**Case report**

- Please submit a case report in **Microsoft Word format**. The case report should be between 750 and 2000 words detailing the treatment carried out. The level of detail should allow the judges to understand what treatment was carried out and why. Identify the patient by their initials only. The case report should discuss the patient’s concerns and include details of diagnosis, treatment planning and the rationale for therapy.
- **All case reports should begin with a tooth-by-tooth bullet point summary of treatment provided.**
- **All case reports should include appropriate references to the scientific literature.**
- **Please do not embed photographs into the Word file – submit them separately.**
- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you are more than welcome to do so, but these are not substitutes for the Word file and image files.**

**Photographs & xrays**

- Entries should include standard clinical views of the patient before and after treatment, as well as other relevant supporting documentation such as photographs of waxups, models, restorations and case

planning files where available.

- Consistency of photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out.
- Photographs submitted should be sufficient to allow the treatment to be evaluated by the judges.
- Photographs should be organised into appropriate subfolders, e.g. "Before", "After" etc. For longer treatment plans, the stages of treatment should be presented in numbered folders so that the sequence is easy to identify.
- For the denture category, if there are any supporting structures (e.g. remaining teeth (with or without attachments), overdenture abutments or implant-supported components), the intra-oral photographs should show the denture(s) both in and out of the mouth. For the avoidance of doubt this is not required for fully edentulous patients whose dentures have no implant support.
- You may also wish to submit images in a Powerpoint / Keynote presentation, but please include separate image files as well.
- **Please do not submit clinical images as a movie. They generally do not play and we will be unable to evaluate your entry.**
- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

### Before / After:

Full face, frontal  
Smile view, frontal & left & right lateral views  
Retracted view, frontal & left & right lateral views  
Close-up views of treated teeth, frontal & left & right lateral views  
Upper & lower occlusal views  
Other relevant views as appropriate  
X-rays as appropriate

### Treatment stages:

stages of layering of the composite buildup if appropriate

## Facial aesthetics categories

### Who should enter this category?

Any clinician providing facial aesthetic treatments.

### What should be entered?

#### Botulinum toxin

The case will involve botulinum toxin treatment in the upper or lower face

#### Dermal Filler, Peri-oral

The case will involve treatment of the lips or nasolabial region and marionette region, or a combination of the entire perioral region.

#### Full Facial Treatment

The case will involve full face treatment, involving a combination of two or more treatments, including botulinum toxin, dermal fillers and / or platelet rich plasma (PRP).

#### Full Facial Treatment (Thread lift)

The case will involve full face treatment, involving a combination of two or more treatments, including a resorbable thread lift plus botulinum toxin, dermal fillers and / or platelet rich plasma (PRP).

#### Skin rejuvenation

The case should describe an assessment of the skin and the problems presented. It should explain how the skin condition was treated and could involve the use of chemical peels, micro-needling, PRGF, medical devices such as IPL, Radio-frequency, High Frequency Ultrasound, skin booster fillers and skincare products. Overall and close-up before and after photographs of the skin should be included.

#### Covering letter / email

The entry should state the name of the dentist(s) who completed the case, i.e. this should be separate from the material that will be viewed by the judges.

#### Case report

- Please submit a case report in Microsoft Word format. The case report should be between 500 and 1000 words detailing the treatment carried out. The level of detail should allow the judges to understand what treatment was carried out and why. **Identify the patient by their initials only.**
- The case report should begin with a bullet point summary of treatment provided.
- The case report should discuss the patient's concerns and include details of diagnosis and the rationale for therapy, including a description of how potential problems were addressed during treatment.
- Appropriate references to the literature should also be included.
- **Please do not embed photographs into the Word file – submit them separately.**

- **Avoid embedding your name in the case studies or using letter headed paper as the judges will judge entries anonymously.**
- **Please do not send the entire entry as a single pdf file. The resolution of a small pdf file is insufficient to allow the case to be evaluated well by the judges and your entry will suffer as a result. Please send a Word file and separate image files. If you wish to send a pdf / Keynote / Powerpoint file in addition, you are more than welcome to do so, but these are not substitutes for the Word file and image files.**

## Photographs

- Entries should include standard views of the patient before and after treatment, as well as other relevant supporting documentation such as photographs of appropriate facial expressions to demonstrate the effects of treatment.
- Consistency of photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out.
- Photographs should be organised into appropriate subfolders, e.g. "Before", "After" etc.
- You may also wish to submit images in a Powerpoint / Keynote presentation, but please include separate image files as well.
- **Please do not submit clinical images as a movie. They generally do not play and we will be unable to evaluate your entry.**
- The recommended photographs are just a suggestion. If you do not have all of them you can still enter.

### Before / After:

Full face, frontal and Closeups of areas treated using appropriate views, facial expressions & magnification if appropriate to show treatment undertaken

### Other

If relevant to explanation of treatment carries out

## Aesthetic Practice Award

### Who should enter this category?

The practice as a whole (not an individual clinician). To enter this category you MUST be shortlisted in one of the clinical categories or have been shortlisted in the last 3 years (i.e. in 2019, 2018, or 2017).

## What should be submitted?

This category recognises the efforts of an entire team from procedure to aftercare, focusing on practice environment as well as the clinical outcomes achieved and patient satisfaction.

Entries in this category will be accepted from practices not individuals, showing the practice and how its staff all pull together. Judges will be looking at the submission in its entirety rather than concentrating on individual elements.

Entries should consist of an portfolio of information, which is recommended to include the following:

### Written presentation (approx. 800-1200 words)

- **the practice:** the history, location, the appearance, feel & branding. How is a practice culture of excellence, both clinically and organisationally?
- **the staff:** who is there, what is their area of interest, what is their training and experience? How has practice investment in training and equipment benefited patients and aesthetic outcomes?
- **the marketing:** how do you attract the patients who are interested in dental / facial aesthetics? (examples of marketing materials should be included if available)
- **the patient experience:** what does your practice do to make the patient experience unique, from start to finish? How are people put at ease? How are treatment options explained?
- **patients' views on their experience:** testimonials from patients
- **the team:** how does everyone work together to make sure that the patient receives the best results as efficiently as possible?

## Photographs

- **the results:** a portfolio of before and after clinical photographs to show that the results are as beautiful as your premises! (suggested photos: frontal smile & frontal retracted, before & after - i.e. 4 photographs at a minimum per case. More pictures are better, as are more cases!
- **additional photographs:** the practice, the team, etc.

## Patient Choice Award

### Who should enter?

A patient who is delighted with their clinical outcome.

In this category we ask the patient to nominate their dentist who, through improvements to the patient's smile, have made a big difference to the patient's life. The form of treatment is not important – it is the patient's opinion that counts!

### What should be submitted?

Any form of treatment is acceptable.

### Covering letter / email

The entry should state the name of the dentist(s) who completed the case, i.e. this should be separate from the material that will be viewed by the judges. **Identify the patient by their initials only.**

### Written material

A brief description (up to 500 words) of the patient's concerns and the treatment provided. A bullet point summary of treatment provided is probably sufficient.

Testimonial from the patient, explaining how the treatment has made a difference to the patient's life.

### Photographs

Photographs of the patient's smile before and after treatment

Ideally, intra-oral retracted views of the teeth before and after treatment, if available, to demonstrate a high level of clinical skill

**Please place all the relevant before and after images onto a single slide which summarises the clinical aspects of the treatment provided.**

# How to submit your entry

## Submission guidelines

- Please submit high-resolution photographs, and a case report in Microsoft Word format
- The level of detail should allow the judges to understand what treatment was carried out and why. The case report should include details of diagnosis and the rationale for therapy. This should include a description of how clinical, technical and functional issues were addressed during treatment
- The names of the dentist(s) and technician who completed the case should be submitted separately
- Please do not embed your name in the case studies as the judges will judge your entries anonymously
- Photography is an important aspect of the submission to allow the judges to evaluate the treatment carried out
- You may wish to submit images in a Powerpoint or Keynote presentation, but this should be in addition to your word document.

### 1. Register

Choose the categories and enter online at [www.aestheticdentistryawards.com](http://www.aestheticdentistryawards.com) or you can call the awards team on **+44 (0)1923 851779** or email [awards@fmc.co.uk](mailto:awards@fmc.co.uk) to pre-register your details.

### 2. Submit

Start compiling your entry – but remember to follow the guidelines closely for each category.

#### Online

We suggest using [fmcawards.wetransfer.com](http://fmcawards.wetransfer.com). If you prefer to submit via email, use the address [awards@fmc.co.uk](mailto:awards@fmc.co.uk).

#### Postal

Upload your entry on to a USB stick and post to Aesthetic Dentistry Awards, FMC, Hertford House, Farm Close, Shenley, Hertfordshire WD7 9AB

We're here to help! Got a query or need to get in touch? Tweet us @FMCPPro or contact us below.

**+44 (0)1923 851779** [awards@fmc.co.uk](mailto:awards@fmc.co.uk) [www.fmc.co.uk](http://www.fmc.co.uk)

**ENTRY DEADLINE**  
**9 April 2021**

**CEREMONY**  
**10 September 2021**