

# PRIVATE

## DENTISTRY AWARDS

### ENTRY GUIDE

ENTRY DEADLINE  
20 September 2021

CEREMONY  
5 November 2021



ENTER TODAY  
The Private Dentistry Awards

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**Dentistry**  
Awards

PRESENTED BY



# WINNERS



# PRIVATE DENTISTRY AWARDS

The Private Dentistry Awards is a prestigious and well-respected dental awards ceremony in the UK and Ireland. Chaired by Dr David Houston, the awards recognise outstanding dentistry carried out by teams and individuals.

## REASONS TO ENTER

# 1

Attract new patients

# 2

Build trust with your current patients

# 3

Enjoy an amazing night with your team

## ENTER TODAY

### The Private Dentistry Awards

**FREE** entry until Friday 2 July 2021

Register for free until Friday 2 July 2021  
Standard fee is £50+VAT per category from 3 July 2021

Entries must be submitted by  
20 September to be accepted by the judges



#PrivateDentistryAwards21  
@Dentistry

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# 2021 CATEGORIES

Here are the 2021 Private Dentistry Awards categories. To compile a great entry, make sure to do the following:

1. Write between 750 and 1,000 words on why you are a contender for the award
2. Please do not go above the word-count
3. Please follow the judges' guidelines under each category
4. Add relevant supporting evidence, including photos, marketing material, testimonials and so on
5. Entries must be submitted by Monday 20 September 2021.

## BEST YOUNG DENTIST

Enter this category if you are a dentist aged under 36 at the time of applying

- Demonstrate your hard work and drive
- Tell us about any achievements in your career to date
- Discuss your training and development, if relevant
- Explain how you are different to other young dentists and how you go beyond the regular duty of care for your patients
- Give evidence of patient satisfaction
- Explain any hurdles you have overcome
- Describe your future goals
- Include relevant patient and colleague testimonials and pictures
- Include a photo of the candidate.

## BEST TREATMENT OF NERVOUS PATIENTS

- Demonstrate an excellent approach to welcoming and treating nervous patients
- Show how you are different in treating nervous patients
- Include marketing literature
- Provide evidence of patient satisfaction
- Include images and relevant testimonials.

## BEST CHILD-FRIENDLY PRACTICE

- Demonstrate your approach to child dental health
- Show us how you are different in treating young patients
- Include marketing literature
- Provide evidence of patient satisfaction
- Include images and relevant testimonials.

## BEST CHARITY OR COMMUNITY PROJECT

- Describe your charitable project and the benefits derived from it
- Explain why and how you support your chosen cause
- Describe the support you have provided and fundraising achievements over the year
- Give evidence showing how you have helped raise awareness for your chosen cause
- Include supporting evidence and pictures.

## BEST NEW PRACTICE

Your practice must have opened after 1 January 2020.

- Provide images/videos of the practice, including before and after
- Show evidence of uniqueness in your practice and how you go beyond the regular duty of care
- Explain how the business has grown since it either

- opened or changed hands
- Discuss team training and development
- Include examples of clinical excellence (eg before and after pictures)
- Include marketing literature
- Tell us if you work with charities or the local community
- Include relevant testimonials and photos.

## MOST IMPROVED PRACTICE

- Before and after pictures and videos, if appropriate
- Discuss the changes you have made and how the business has grown
- Examples of clinical excellence should be an essential in your submission
- Demonstrate team training and development
- Tell how your website or social media platforms have been used to show off your practice and include examples of marketing literature
- Show any unique features or design excellence that have been put in place to improve the patient experience and explain your objectives behind them
- Include evidence of patient satisfaction and relevant testimonials.

## BEST REFERRAL PRACTICE

- Examples of clinical excellence should be an essential in your submission
- Include marketing literature
- Explain the specialist services you provide
- Show us how the practice has been adapted to treat patients in specialist areas
- Discuss training/development information
- Provide evidence of patient satisfaction and relevant testimonials
- Include supporting evidence and pictures.

## BEST DIGITAL PRACTICE

- Explain what digital technology you have invested in and why

- Show how you have successfully integrated it into your dentistry and marketing strategy
- Explain the impact of technology on your efficiency and profitability
- Explain the benefits you are now seeing and how it has improved the patient experience
- Examples of clinical excellence using the technology should be an essential in your submission
- Include relevant supporting documentation and photos.

## BEST WEBSITE

- Show how content is supportive of the website's conversion rate
- Show excellent structure and navigation
- Demonstrate how the website design has been carefully put together to connect quickly with its target audience
- Explain what measures have been taken to reduce the website bounce rate
- Explain what measures have been taken to increase the website conversion rate
- Show the creative process that ensures the website doesn't look like a 'template' website
- Show website 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.



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### BEST HYGIENIST/THERAPIST, BEST RECEPTIONIST, BEST PRACTICE MANAGER AND BEST DENTAL NURSE

This category is open to all team members listed above - each award in the category will be presented separately

- Demonstrate their hard work and drive
- Tell the judges of anything outstanding they have done or been involved in
- Show why this person is special and explain any hurdles overcome
- Provide evidence of the excellent patient care
- Give evidence of any connection with the local community or a charity
- Include relevant supporting evidence, patient and colleague testimonials and photos
- Include a photo of the team member.

### BEST PRACTICE DESIGN AND BRAND

- Show evidence of investment in the design and branding of your practice
- Explain the idea and effect you are trying to achieve through the design of the brand
- Describe how you use your brand in all your marketing material and how this has benefited the practice
- What were the aims and objectives for the look
- Show any unique features, architecture, interior design excellence
- Explain your website and how you use this to further communicate your brand
- Include examples of marketing literature such as promotional material and online campaigns.

### BEST TEAM

- Demonstrate a great team approach and focus on patient care
- Discuss how your practice invests in team development and training
- Show how you are different to the competition
- Give evidence on how your team goes above and beyond the regular duty of care
- Include evidence of any work within the local community or a charity
- Include relevant testimonials and photos.

### BEST PRACTICE PRINCIPAL

Are you, or is your employer, doing a great job? This category recognises strong leadership of a dental practice

- Demonstrate your commitment to the practice
- Tell us about staff career pathways and advancement opportunities
- Discuss your great team atmosphere and how you go the extra mile for the staff
- Show the effect your employer's efforts and consideration have on the team
- Include relevant supporting evidence, patient and colleague testimonials and photos
- Include photo of the practice principal.

### BEST PATIENT CARE

- Demonstrate your great team approach to patient care
- Include marketing literature such as a welcome pack or aftercare leaflet
- Show how you are different to other practices
- Discuss how you provide continuity and consistency of care to establish trusting relationships with patients

- Provide evidence of patient satisfaction and relevant testimonials
- Examples of clinical excellence should be an essential in your submission
- Include supporting evidence and pictures
- Include examples of clinical excellence.

### PRACTICE OF THE YEAR

To enter this category you must enter at least one other category

- Examples of clinical excellence should be an essential in your submission

- Demonstrate your use of marketing through literature, social media and your website
- Give evidence of team training and development
- Discuss your teams approach to patient care and how you establish trusting relationships with patients
- Explain how you go beyond the regular call of duty for your patients
- Show any unique features or design excellence which has been put in place to improve the patient's experience and explain your objectives behind them
- Provide evidence of patient satisfaction
- Include supporting evidence and pictures.

## HOW TO ENTER

Go to [the private dentistry awards](#) and click on 'Enter Now'.

Add your details and select categories.

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

## ONCE YOUR ENTRY IS COMPLETE

**OPTION 1:** If your entry is below 5mb you can send direct by email to [awards@fmc.co.uk](mailto:awards@fmc.co.uk)

**OPTION 2:** Send your files via WeTransfer to [awards@fmc.co.uk](mailto:awards@fmc.co.uk)

**OPTION 3:** Upload your entry directly to FMC's servers - to use this option please contact [charlotte.knight@fmc.co.uk](mailto:charlotte.knight@fmc.co.uk) and a secure link will be forwarded to you. This option is particularly good if your entry file is very large.

**OPTION 4:** Load your entry onto a memory stick and post to The Private Dentistry Awards, FMC, 1 Hertford House, Farm Close, Shenley, WD7 9AB



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DENTALSCAN



PORTMAN  
dental care

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