

AWARDS PARTNER

Dentistry  
Awards

OralHealth  
Awards2021  
Entry Guide

ENTRY  
NOW OPEN  
FREE TO  
ENTER

ENTRY DEADLINE  
17 September 2021

GALA LUNCH AND CEREMONY  
12 November 2021

ENTER TODAY  
Oral Health Awards

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The logo for Oral Health Awards 2021 is a blue, multi-faceted circular emblem with a white center. Inside the white center, the text 'OralHealth Awards2021' is written in blue, with 'Oral' in a bold sans-serif font and 'Health Awards2021' in a lighter weight. Below this, the hashtag '#OralHealthAwards2021' and the Twitter handle '@Dentistry' are listed in a smaller blue font, with a blue Twitter bird icon positioned below the handle. The entire emblem is surrounded by a white glow and radiating lines.

# OralHealth Awards2021

#OralHealthAwards2021  
@Dentistry



## Celebrating the UK's vibrant preventive dental scene

The Oral Health Awards exist to recognise the progress, effort and enterprise amongst dental professionals in the UK. The individuals and teams shortlisted represent the rising standards in dentistry as a whole, and demonstrate the passion dedicated towards providing excellent patient care.

## REASONS TO ENTER

1

Inspire and  
reassure your  
patients

2

Celebrate  
excellent  
patient care

3

Be recognised as  
a champion of  
prevention

## How to Enter

Go to [Oral Health Awards](#) and click on 'Enter Now'.

Add your details and select your categories.

Entries have to be submitted by Friday 17 September 2021 to be accepted by the judges.

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# OralHealth Awards 2021

## Previous winners



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# 2021 categories

To give yourself the best chance of winning, simply submit up to 750 words and include the criteria for each of the categories you wish to enter.

## Best Hygienist

This award is for an individual working for a practice (or several practices). It is designed to recognise an empathetic, innovative and effective approach to clinical care and the promotion of oral health.

- Demonstrate your passion for preventive care
- Show innovation in educating your patients
- Show how you have inspired your colleagues to carry on the message of preventive care
- Demonstrate how you have carried the oral health message beyond the practice
- Clinical photography is an essential part of your submission
- Provide credible and relevant testimonials.

### Who should enter?

- ✓ Individual hygienists working for a practice (or several practices)
- ✗ Therapists/dentists/direct access DCPs

## Best Therapist

This award is for an individual working for a practice (or several practices). It is designed to recognise an empathetic, innovative and effective approach to clinical care and the promotion of oral health.

- Demonstrate your passion for preventive care
- Show innovation in educating your patients
- Show how you inspire your colleagues to carry on the message of preventive care
- Demonstrate how you have carried the oral health message beyond the practice
- Clinical photography is an essential part of your submission
- Provide credible and relevant testimonials.

### Who should enter?

- ✓ Individual therapists or dual qualified hygienist/therapists working for a practice (or several practices)
- ✗ Hygienists/dentists/direct access DCPs

## Best Recently-Qualified Hygienist

This award is for an individual who is starting out in their hygiene career. Anyone who has qualified within the last five years is eligible to enter. It is designed to recognise an empathetic, innovative and effective approach to clinical care and oral health promotion.

- Demonstrate your passion for preventive care
- Show innovation in educating your patients
- Show how you have inspired your colleagues to carry on the message of preventive care
- Demonstrate how you have carried the oral health message beyond the practice
- Clinical photography is an essential part of your submission
- Provide credible and relevant testimonials if possible.

### Who should enter?

- ✓ Individual hygienists who have qualified within the last five years
- ✗ Therapists/dentists/direct access DCPs

## Best Recently-Qualified Therapist

This award is for an individual who is starting out in their therapy career. Anyone who has qualified within the last five years is eligible to enter. It is designed to recognise an empathetic, innovative and effective approach to clinical care and the promotion of oral health.

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- Demonstrate your passion for preventive care
- Show innovation in educating your patients
- Show how you inspire your colleagues to carry on the message of preventive care
- Demonstrate how you have carried the oral health message beyond the practice
- Clinical photography is an essential part of your submission
- Provide credible and relevant testimonials if possible.

#### Who should enter?

- ✓ Individual therapists or dual qualified hygienist/therapists who have qualified within the last five years
- ✗ Hygienists/dentists/direct access DCPs.

#### Best Leader of Prevention

This award is for a business owner or team leader who personifies a passion for prevention in themselves and demonstrably encourages their team to follow in their footsteps.

- Demonstrate how you lead by example
- Demonstrate how you encourage your team to adopt a preventive ethos
- Show how your business champions oral health to your patients
- Show how your commitment to oral health forms part of your business plan
- Demonstrate your investment in training and educating your team
- Clinical photography – whether your own or the work carried out by your team – is an essential part of your submission
- Provide credible and relevant testimonials if possible.

This category may be judged regionally.

#### Who should enter?

- ✓ Direct access DCPs, practice principals (including dentists), business owners

- ✗ Hygienists/therapists

#### Best Care of Nervous Patients

This award is for a practice, team or individual providing innovative, effective, or demonstrably specialised oral healthcare to nervous or phobic patients.

- Show how you identify and meet the needs of nervous patients
- Explain any special techniques or approaches you apply
- Demonstrate your efforts in creating a calming environment for nervous patients
- Where you have invested in technology, explain how and why you did so, and what difference it makes to your patients
- Show how you have improved your patients' quality of life
- Provide credible and relevant testimonials if possible
- Clinical photography is not essential but may help your submission.

#### Who should enter?

- ✓ DCPs, dentists (associates or principals), practice teams, salaried/community dental services
- ✗ Anyone not tailoring care to nervous patients

#### Best Children's Care

This award is for anyone providing innovative, effective, or demonstrably specialised oral healthcare to younger patients. Child-specific events within the practice or initiatives to help local schools or community projects are also appropriate for entry into this category.

- Show how you tailor your approach for children
- Show how you make oral healthcare accessible and interesting for younger patients

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# 2021 categories

- Show your efforts to engage with younger patients in and out of the practice
- Demonstrate how you educate your child patients as well as their parents/guardians
- Clinical photography is an essential part of your submission
- Provide credible and relevant testimonials if possible.

This category may be judged regionally.

## Who should enter?

- ✓ DCPs, dentists (associates or principals), practice teams, salaried/community dental services
- ✗ Anyone not treating child patients

## Best Community Initiative

This award is designed to recognise the work being done to take oral health education outside the practice. Have you carried out outreach work in care homes, taken education to local schools or done something else to help the community while spreading awareness of good oral health? Then this is the category for you.

- Describe your project and the intent behind it
- Explain how you put your initiative into action
- Highlight the impact that your work has had on the community
- Include photographs, testimonials and other supporting evidence to help your entry stand out.

This category may be judged regionally.

## Who should enter?

- ✓ DCPs, dentists (associates or principals), practice teams, salaried/community dental services

## Best Oral Health Team

Effective patient care is built on a team approach. This award is for practices who take time and effort to support one another in the

knowledge that doing so improves the care they offer their patients.

- Describe a great team spirit and approach to patient care
- Detail your team's preventive ethos and how each member of the team lives and breathes those values
- Show evidence of structured team training, development and incentives
- Show how your team values one another and works together
- Provide credible and relevant testimonials if possible.

## Who should enter?

- ✓ Practice teams, salaried/community dental services
- ✗ Individuals

## Best New Patient Campaign

This award recognises innovation in attracting and retaining new patients, facilitating the improvement of oral health on a wider basis. You can't treat patients you've never met!

- Identify your audience and how you went about reaching them
- Provide examples of your marketing campaigns
- Demonstrate a return on investment for any marketing activity
- Demonstrate the systems you put in place to help make the new patient journey a positive experience
- Show how you retain these patients once they have joined your practice
- Consider including photographs, testimonials and other supporting evidence to help your entry stand out.

## Who should enter?

- ✓ Practices
- ✗ Individuals, salaried/community dental services

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## Philips Shine On Award PHILIPS

This award is designed to recognise and celebrate someone who is pushing the boundaries of the profession, creating their own career pathway and who demonstrates clear dedication to career development and success.

- Demonstrate your passion for the profession
- Show how you have gone beyond the usual career boundaries
- Show your dedication to career development and progression
- Provide credible and relevant testimonials where relevant/possible
- Entry does not need to, but can include, patient care cases.

### Who should enter?

- ✓ Hygienists/therapists
- ✗ Dentists

## Best Orthodontic Therapist

This award is for an individual working for a practice (or several practices). It is designed to recognise an empathetic, innovative and effective approach to clinical care and the promotion of oral health.

- Demonstrate your passion for preventive care
- Show innovation in educating your patients

- Show how you inspire your colleagues to carry on the message of preventive care
- Demonstrate how you have carried the oral health message beyond the practice
- Clinical photography is an essential part of your submission
- Provide credible and relevant testimonials if possible.

### Who should enter?

- ✓ Individual therapists or dual qualified hygienist/therapists working for a practice (or several practices)
- ✗ Hygienists/dentists/direct access DCPs

## Champion of Prevention 2021

The winner of this award will be selected from the most outstanding entries received across the board.

The recipient of Oral Health's Champion of Prevention award will be a true advocate of oral health, demonstrating an unwavering commitment to improving the mouths of their patients and a passion for preventive care that stands as a shining example within the dental profession.

This category is not open for entry – the recipient of this award will be selected from the winners of other categories.

## 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 Oral Health Awards, FMC, 1 Hertford House, Farm Close, Shenley, WD7 9AB

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