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# THE Dentistry AWARDS 2023

## Entry Guide

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ENTRY DEADLINE  
15 September 2023

CEREMONY  
17 November 2023

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# THE Dentistry AWARDS 2023



## 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 Friday 15 September 2023.

Entry costs £35+VAT per category.

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## 2023 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 the patient experience.



### Patient Care

To give yourself the best chance of being recognised, simply send up to 750 words explaining why your patient care is the best through any, or a combination, of the following:

- 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 and receptionists

This category is open to team members, nurses, hygienists, therapists, technicians, clinical dental technicians, practice managers and receptionists. Submit up to 750 words including any, or a combination, of the following:

- 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.

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## Young Dentist

This category is open to those born on or after 31 October 1987. 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 from other young dentists
- 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
- Training/development information
- Patient and colleague testimonials
- Include an image of the dentist.

## Dental Laboratory

Simply send up to 750 words explaining why your laboratory should win this award. Consider the following:

- 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.

## Website of the Year

To enter this category simply submit up to 750 words explaining why your website should win. 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

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- 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.
- 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.

## Sustainable Business Award

To enter this category, submit up to 750 words detailing 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?

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## Team of the Year

To give your team the best chance to be recognised, simply send up to 750 words demonstrating the following elements:

- 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.



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## Practice of the Year

Simply send up to 750 words explaining why your practice is a contender for this award, including the following:

- 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
- Multiple practices must enter each practice separately.

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# Dentistry Award Winners



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## How to enter

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## 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 Dentistry Awards 2023.



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