



# Goldsworth Road

DENTAL CENTRE

## Welcome to the Practice

Goldsworth Road Dental Centre is owned by Mr A K & Mrs C J Pritchard who work with associates. The practice originated in the 1960s and, after several moves, is now situated on the corner of Goldsworth Road and Kingsway in a two storey building with access suitable for disabled people. The practice is a modern, forward-looking practice which believes in continuous development of staff and services to provide the highest level of patient care. We are very much a family orientated practice and enjoy the interaction with three generations of some of our longest serving families! We warmly welcome suggestions from our patients as to how we might better meet their needs.

## Type of care

The practice is able to offer private treatment to adult patients as well as our own insurance based scheme which allows you to budget monthly for routine dental care (a leaflet is enclosed with further information). We are also able to offer treatment under the terms of the NHS to children aged 18 and under (under 19 if in full- time education).

## Meet the team

**Dentists:** Mr A K Pritchard BSc (Hons) BDS (Hons) (London) LDS RCS (Eng) Dip FOD  
Mrs C J Pritchard BDS (Hons) (London) LDS RCS (Eng) Dip FOD  
Miss N J Triffitt BDS (London)  
Miss F J Martin BDS (Hons) Cardiff  
Mr M O A Fahlstedt Leg. Tandl. (Stockholm)

**Hygienists:** Miss V J Bonilla EDH  
Mrs L Lord EDH  
Mrs K Rayner EDH  
Miss M Gaska

**Administration:** Miss J Stedman (Practice Manager)  
Mrs R Raines (Practice Administrator)

## Treatment available

In addition to routine dental care, the practice can offer the following treatments:

- Crowns, bridges and veneers
- Dentures
- Implants
- Orthodontics
- Oral surgery
- Cosmetic dental services
- Hygienist services
- Dental health education.

## Surgery hours

Monday:	8.00 am	-	5.00 pm
Tuesday:	9.00 am	-	6.30 pm
Wednesday:	9.00 am	-	5.00 pm
Thursday:	9.00 am	-	5.00 pm
Friday:	9.00 am	-	4.00 pm





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## General information

The practice employs stringent cross-infection control procedures, in keeping with the current best standards of practice. We are fully computerised and have recently enhanced the service with the installation of digital radiography.

## Practice nurses

All of our dental nurses are registered with the General Dental Council in accordance with the new regulations introduced in 2008. One of their most important roles is to help you feel comfortable during your treatment. Please do not hesitate to ask them if they can help in any way with your care or understanding. Please feel free to talk to them about any apprehensions you may have so that they may set your mind at rest. All have received appropriate training and the advice given by them is strictly in accordance with guidelines laid down by the principal.

## Receptionists

They will be your first point of contact with the practice. They are there to help you, and to ensure that you have all the information necessary for the success of your first and subsequent visits to the practice. You can make an appointment for an initial consultation via reception, either in person or by telephone. Prior to your appointment with the dentist you will be asked to complete a confidential medical questionnaire together with a new patient questionnaire. This will help us to understand your personal requirements with regard to treatment and allow you to identify any specific areas of concern, e.g. fear of dentists, gum problems or any dissatisfaction with appearance of teeth.

## Complaints

We aim to make your visit to us as comfortable as possible. However, if you have a complaint please arrange to talk to the practice manager, Miss Jo Stedman. We will listen to your concerns sympathetically and in privacy, and we will explain our complaints procedure to you.

## Practice payment policy

It is our practice policy to give patients full information about the cost of their dental work before any treatment is undertaken. A list of our private fees is enclosed.

A written estimate and treatment plan will be provided.

You may pay for your dental care by cheque, cash or credit/debit card. We also offer a range of flexible payment options to allow you to spread the cost of your treatment.

We try to make payment as straightforward as possible. Our normal policy is that patients are asked to pay a proportion each visit and the balance on completion of treatment.

Late cancellations or missed appointments may be charged for.

## Emergencies

In an emergency please telephone the surgery before 10.00 am to be seen that day. Patients in pain will be seen as soon as possible but it may not be possible to see your normal dentist.

When the surgery is closed our out-of-hours service will give details of our emergency arrangements and can connect you to our on call dentist who will be able to offer advice, or in extreme cases, arrange to see you at the practice, in which case a callout fee is applicable.

## The good practice commitment

Goldsworth Road Dental Practice is accredited by the British Dental Association as a member of the Good Practice Scheme. We operate according to the following principles:

1. We aim to provide dental care of consistently good quality for all patients.
2. We only provide care that meets your needs and wishes.
3. We aim to make your treatment as comfortable and convenient as possible.
4. We look after your general health and safety while receiving dental care.
5. We follow current guidelines on infection control.
6. We check for mouth cancer and tell you what we find.
7. We take part in continuing professional development to keep our skills and knowledge up-to-date.
8. We train all staff in practice-wide work systems and review training plans once a year.
9. We welcome feedback and deal promptly with any complaints.
10. Every member of the practice is aware of the need to work safely under General Dental Council guidelines.



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## Dental Care Plan

### Dental Care Plan £12.08 per month

- Regular dental appointments (two per year) to provide:
  - Clinical examination
  - Checking for signs of oral cancer
  - X-rays where clinically necessary.
- Regular hygiene appointments (two per year) to provide:
  - Scale and polish
  - Periodontal advice
  - Preventive techniques to reduce decay and gum disease.
- Assessment of emergencies and dental pain with any temporary treatment required, carried out at the practice during normal surgery hours.
- All treatment planning for your future dental needs.
- All subsequent remedial work within 12 months of recommended restorative work.
- 20% reduction off any laboratory-based treatments required, i.e. crowns, bridges and dentures (excluding dental implants).
- 20% reduction off any fillings.
- 20% reduction off other dental work (extractions, etc.).
- 20% reduction off any additional hygiene work.
- Worldwide Dental Trauma Insurance to protect against the cost of large unforeseen accidental damage.
- Emergency Callout Insurance, should you need a dentist in an emergency, anywhere in the world.
- Redundancy protection for your monthly plan payments for up to 12 months.

### Preventive Care Plan £17.90 per month

As for the Dental Care Plan, but members are entitled to four hygiene visits per year.

*Please note, discounts only apply to treatments carried out at the practice.*

# Join our **Dental Care Plan** and guarantee your registration with your dentist, budget for high quality dentistry and get **20% discount** on dental treatments.

Dental Care Plan £12.08 per month

Includes:

- Two examinations
- Two hygiene treatments
- X-rays where clinically necessary
- 20% discount on other dental treatments
- Worldwide Dental Trauma and Emergency Callout Insurance
- Redundancy protection for your monthly plan payments.



## Price comparison

	Dental Care Plan	Private
1st Examination	Inclusive	£29.95
1st Hygiene visit with the hygienist	Inclusive	£39.95
2nd Examination	Inclusive	£29.95
2nd Hygiene visit with the hygienist	Inclusive	£39.95
X-rays	Inclusive	£14.00
Registration and Insurance	Inclusive	£34.50
<b>TOTAL</b>	£12.08 x 12	
	<b>£144.96 per year</b>	<b>£188.30 per year</b>
	+ 20% discount on further treatment	No discount on further treatment

## Why join our Dental Care Plan?

- It's cheaper than 'pay-as-you-go'.
- You can budget for your dental care by monthly Direct Debit.
- You get generous discounts on other treatments.
- You are covered by Worldwide Dental Trauma and Emergency Callout Insurance.
- You have access to our priority appointment times.
- Guaranteed registration with your dentist.



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## Treatments

We are able to offer the majority of types of dental treatment at the practice, thus avoiding the need for referrals and allowing patients to have all their work carried out in familiar surroundings. These include:

### Preventive treatment

All evidence shows that the long term health of teeth and dental implants depends upon a high standard of daily tooth cleaning. Without regular professional monitoring the level of cleaning inevitably decreases. The majority of patients with a tendency for gum problems, and those with multiple dental implants, will require regular hygienist visits. Different dental situations require different types of tooth cleaning aids. Each patient will receive a prescription for their individual requirements.

Children can benefit from preventive treatment including diet advice, application of fluoride and fissure sealants, and provision of sports mouthguards to prevent damage.

Smoking, drinking and unhealthy diets increase the risk of mouth cancer. Screening for early detection increases survival rates, as does altered habits following professional advice.

Decay can be much more readily treated and spread can be prevented if detected at an early stage.

### Cosmetic dentistry

People are often unhappy with the appearance of their teeth, most commonly because they are discoloured, chipped, worn, crooked or because they have unsightly gaps. The use of advanced cosmetic techniques can change all this and newer, minimally invasive technologies are available at this practice.

One such technique is the use of porcelain veneers which are thin 'fingernails' of porcelain bonded to the outer surfaces of teeth. Veneers are strong and very natural looking and can significantly improve the colour, shape and alignment of teeth.

## Tooth whitening

If your teeth are discoloured and yellow from ageing or stained from coffee, red wine and smoking, then tooth whitening is able to rejuvenate your dental appearance without the need for expensive crowns and veneers.

Tooth whitening works by applying a safe and specially formulated peroxide gel to the teeth, either as a one visit stage at the surgery, or as a home procedure over a period of a few weeks.

## Implants

Dental implants have revolutionised the world of dentistry in the last ten years. They usually offer the best way of replacing missing teeth because they are stronger than teeth and avoid dental treatment to other neighbouring natural teeth. The titanium screws are placed under normal local anaesthetic via 'key-hole' surgery. Several months later, pillars are attached and crowns and bridges are fitted in the usual manner. Dental implants can be used to replace a missing single tooth, to support bridges when several teeth are missing and to provide the anchors to support whole rows of fixed upper or lower teeth. Although our patients are usually undergoing treatment to return to fixed teeth, they can also be used as anchors for loose dentures.

## Orthodontics

Orthodontics is a specialised branch of dentistry concerned with the treatment and improvement of crooked/crowded teeth and bite abnormalities. Its aim is to provide an attractive smile and a healthy and comfortable bite.

People of all ages can benefit from orthodontic treatment. An attractive smile with well-aligned and healthy teeth can be achieved at any age.

Fixed appliances are the most commonly used braces today, because they allow accurate positioning of the teeth. Other types of braces are also available that can straighten your teeth, sometimes without people knowing you are wearing a brace.

