THE DENTAL AWARDS 2018

@ British Dental Conference &
Dentistry Show
18th & 19th May 2018 / NEC Birmingham
www.thedentistryshow.co.uk  www.the-dts.co.uk
The Dental Awards

The original and most respected awards programme in UK dentistry, for the past 19 years The Dental Awards have recognised the outstanding individuals and teams whose commitment to patient care and professional development continues to raise standards throughout the profession.

Free to enter, the Dental Awards are supported by the UK’s leading dental magazine publishers and exhibition organisers, Purple Media Solutions, making them unquestionably the premier awards programme in UK dentistry.

Winning or becoming a finalist is a tremendous accolade and provides a massive boost to the profile of your practice. After all, who wouldn’t want to be treated by the Dentist or Dental Team of the Year?

The Dental Awards consistently recognise the very best in UK dentistry and the winners of the 2018 Awards will be announced on Friday 18th May 2018 at a sparkling gala dinner being held alongside the British Dental Conference and Dentistry Show at the NEC Hilton Metropole Hotel. This is always a wonderful evening, a great way to thank your team and celebrate all that is best in a profession that rarely gets the full credit it deserves. Presenting The Dental Awards alongside the British Dental Conference and Dentistry Show provides a brilliant opportunity to combine attending the awards with a visit to the show, the leading CPD-led exhibition in UK dentistry.

Why should you enter?

Being a finalist or a winner can do wonders for you and your practice. You know you have a great team, a brilliant receptionist or practice manager or your National Smile Month campaign has been a tremendous success – so tell our judges!

Nominating a team member is great for their morale. Nominating your team makes everyone feel even more valued. Nominating yourself shows you have confidence in your abilities and often leads to great new opportunities.

Previous winners have been amazed at the attention they have received from patients, the profession, local press and news programmes.

All individuals and staff from shortlisted practices will receive a free VIP delegate pass for the British Dental Conference and Dentistry Show 2018*

*Fast-track entry, complimentary refreshments, lunch and reserved seating in theatres
THE CATEGORIES

TO ENTER, PLEASE EXPLAIN IN NO MORE THAN 500 WORDS

DENTAL LABORATORY OF THE YEAR

• What sets your laboratory apart from the competition
• Commitment to quality and standards
• Approach to clinicians and patients
• Team ethics and training
• Details of any specific product development or innovation (if applicable)

In addition, the entry must include:
• Evidence of independent assessment (DAMAS)

BEST NATIONAL SMILE MONTH EVENT

• The name and description of the event or initiative and its stated aims
• The number of people involved and how they were encouraged to take part
• The details of the measures used to gauge the success of the event
• How the event performed against these measures
• Size of team undertaking the event

In addition, the entry must include:
• Feedback from participants
• Copies of press coverage and/or PR
• Promotional literature and/or samples
• Images of the event

DENTIST OF THE YEAR

To qualify for this award you must have been a practising dentist for a minimum of 10 years and be 35 or older on 9th February 2018 and must show evidence of the following:

• A commitment to the highest levels of patient care
• Leadership and people-management skills
• Dedication to self-training above and beyond that of statutory requirements
• Show the highest levels of clinical care and technical expertise within their sphere of practice
• A wider commitment to the dental profession (for example, association membership, involvement in mentoring/tutoring, dental committee participation)

In addition, the entry must include:
• Testimonials from patients and colleagues (maximum of five)
• A recent clinical case study
• An image of the person

YOUNG DENTIST OF THE YEAR

The entry requirements for this category are the same as for Dentist of the Year. The only difference being that only dentists who have been qualified for no more than 10 years and will be under 35 years old on 9th February 2018 may enter.
DENTAL THERAPIST OF THE YEAR

- Why the entrant chose dental therapy as a profession and how they make a difference to patients and the dental team
- How they motivate their patients to adopt better oral care routines
- Dedication to personal development above and beyond that of statutory requirements
- A wider commitment to the dental profession (for example, association membership, involvement in mentoring/tutoring, dental committee participation)
- Any other relevant material to support the entry
- Details of the main practice in which you work

In addition, the entry must include:
- An example of patient motivation technique
- An image of the person

DENTAL HYGIENIST OF THE YEAR

- Why the entrant chose dental hygiene as a profession and how they make a difference to patients and the dental team
- How they motivate their patients to adopt better oral care routines
- Dedication to self-training above and beyond that of statutory requirements
- A wider commitment to the dental profession (for example, association membership, involvement in mentoring/tutoring, dental committee participation)
- Any other relevant material to support the entry
- Details of the main practice in which you work

In addition, the entry must include:
- An example of patient oral care routine
- An image of the person

WEBSITE AND DIGITAL CAMPAIGN OF THE YEAR

This award is presented to a dental practice that effectively uses its digital communication platforms to improve the patient experience and increase its communication to a wider community.

The judges will be looking for:
- The quality of web site design and ease of use and navigation
- How treatment options and pricing is displayed (are they clear and concise)
- Examples of social media campaigns to the wider community
- Improvement in patient registration since implementation

In addition, the entry must include:
- Examples of testimonials and any reviews

DENTAL NURSE OF THE YEAR

- Why the entrant chose dental nursing as a profession and the difference they make to patients and the dental team
- Examples of how they balance empathy with patients with the demands of clinical care
- Dedication to self-training above and beyond that of statutory requirements
- A wider commitment to the dental profession (for example, association membership, involvement in mentoring/tutoring, dental committee participation)
- Any other relevant material to support the entry

In addition, the entry must include:
- Explanation of a typical working day
- An image of the person
PRACTICE MANAGER OF THE YEAR

• How the entrant became involved in practice management, and how they have made a difference to the practice
• Examples of time management procedures, knowledge of personnel issues and (if applicable) accounting
• Commitment to keeping up-to-date with relevant legislation and management trends
• Any other relevant material to support the entry

In addition, the entry must include:
• Explanation of a typical working day
• Details of any relevant training undertaken
• An image of the person

PRACTICE DESIGN AND INTERIOR

• The design brief and reasons for implementation
• Details of budget parameters and project costs
• Any specific challenges posed by this project
• Overview of the completed project, highlighting how regulations and compliance requirements have been integrated into the design
• A selection of good pictures of the project

DENTAL RECEPTIONIST OF THE YEAR

• Why the entrant is the ‘face’ of the practice
• How they deal with patients, either face-to-face or on the telephone/via e-mail
• A summary of organisational skills, which, in turn, benefit the patients/practice
• Any other responsibilities held in the practice set-up
• Any other relevant material to support the entry

In addition, the entry must include:
• Explanation of a typical working day
• An image of the person
• Details of any relevant training undertaken

PRACTICE OF THE YEAR

This award recognises an outstanding British dental practice that excels in all areas. To win this award you need to demonstrate and provide examples of how your practice:

• Delivers exceptional patient care
• Provides effective training and team mentoring
• Interacts with the wider community
• Encourages the team to contribute to practice development and growth
• Has positively responded to compliance
• Does things differently from others, and why this sets you apart

In addition, the entry must include:
• Testimonials from patients and colleagues (max three each)
• Images of practice team

DENTAL PRACTICE TEAM OF THE YEAR

• Why this team stands out
• Examples of how the team’s ethos improves the patient experience
• Examples of team working and how this improves patient care
• Any other relevant material to support the entry

In addition, the entry must include:
• Any press cuttings/testimonials about the team
• An image of the team

If the entry focuses on a specific event or project where a team approach was necessary, give full details of what happened and how the team worked together for the benefits of patients and/or the wider community.
Please note: Entries that do not meet the judges’ criteria are likely to be rejected.

**Very Important** - If you plan to enter more than one award categories you must submit separate entries for each category. Do not combine entries for different categories. For example if you plan to enter the Dentist of the Year and Team of the Year categories, you need to supply a complete entry for both. They must not be combined. Each must be supplied as two entirely separate, clearly marked entries, including copies as required. This is the same for email and posted entries.

**ENTRY DEADLINE**

9TH FEBRUARY 2018
ENTRY FORM

NB - If you are submitting a postal entry please make sure you include three copies (photocopies are accepted)

Category entered:  
Practice Name:  
Address:  
Telephone:  
Email:  
Contact name (if different from above):  
Name to be printed on certificate/trophy:  

If you are nominating somebody else, please complete this section with your details

Practice Name:  
Address:  
Telephone:  
Email:  

EMAIL YOUR ENTRIES TO: awards@purplems.com
POST YOUR ENTRIES TO: Linda Aitken, Dental Awards 2018, The Old School House, St Stephens Street, Tonbridge, Kent TN9 2AD  T: 01732 371 570  F: 01732 371 571  W: www.the-probe.co.uk/awards

NB - If you would like us to return your entry, please enclose a cheque for £45 to cover the cost of postage and administration.