

# THE DENTAL AWARDS 2019

@

British Dental Conference &

**dentistry  
show** 

17th & 18th May 2019 / NEC Birmingham

[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk)

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# THE DENTAL AWARDS

The original and most respected awards programme in UK dentistry, for the past 20 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 at the British Dental Conference and Dentistry Show

The Dental Awards consistently recognise the very best in UK dentistry and the winners of the 2019 Awards will be announced on Friday 17<sup>th</sup> May 2019 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 2019\***

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



# THE CATEGORIES

TO ENTER, PLEASE EXPLAIN IN NO MORE THAN 500 WORDS

## 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 8th February 2019 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 8th February 2019 may enter.

## DENTAL THERAPIST 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

## 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 website 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

## BEST OUTREACH OR CHARITY INITIATIVE **NEW**

This award recognises the special work that dental professionals and practices do to help others, whether it is one mega event or continuous work in the community.

- What is your initiative – your chosen cause, fundraising event or volunteering scheme – and why did you choose this?
- How have you made a difference to this project?
- What events have you held, how have you raised awareness or what support have you provided?
- What was the outcome?
- Describe how this links with your dental practice and why it is important.

## 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

## 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 policies/procedures put in place to ensure the maximum benefit to the practice
- Details 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

## 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.

## 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
- Details of any relevant training undertaken
- An image of the person

For information on how to enter, visit [www.the-probe.co.uk/awards](http://www.the-probe.co.uk/awards) or, alternatively, call Linda Aitken on 01732 371570 or e-mail [linda.aitken@purplems.com](mailto:linda.aitken@purplems.com)

# HOW TO ENTER

## ENTER BY EMAIL OR POST

Before sending your entry, please go through the checklist below.

### ENTER BY EMAIL

- ◆ **STEP 1: Entry Form**  
Fill in the entry form and attach it with your entry (scanned or photocopied).
- ◆ **STEP 2: Your Entry Submission**  
The same as for postal entries.
- ◆ **STEP 3: Entries**  
It is essential that you send each entry as a separate email. Multiple entries sent in a single email will be returned. Your entry should be attached as a PDF file. Please include only two images and ensure that your entire entry does not exceed 12MB. If you intend to include a video, only include the link DO NOT send the video file (your entry will not get through).
- ◆ **STEP 4: Emailing your entry**  
Email your entry to [awards@purplems.com](mailto:awards@purplems.com) (please note it is not necessary to provide duplicates of an email entry).

**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 category you must submit separate entries for each category. 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, including copies as required. This is the same for email and posted entries.

### ENTER BY POST

- ◆ **STEP 1: Entry Form**  
Fill in the entry form and attach it with your entry (scanned or photocopied).
- ◆ **STEP 2: Your Entry Submission**  
Check that your entry adheres to the criteria outlined in its category, including word count and specific information requested. This will enable the judges to make a fair assessment of the entry.
- ◆ **STEP 3: Additional Information**  
Please supply any relevant supporting material, for example, brochures and press cuttings.
- ◆ **STEP 4: Entries**  
You can submit entries for any number of categories. Multiple entries must be supported by individual entry forms for each category. Photocopies of this form are accepted.
- ◆ **STEP 5: If posting your entry please enclose**  
Provide three additional photocopies of your entry.

REGISTER YOUR ENTRY BY  
**7<sup>TH</sup> SEPTEMBER 2018\***

ALL ENTRIES MUST BE RECEIVED BY  
**7<sup>TH</sup> DECEMBER 2018**

\*(A fee of £45 will apply for each category registered after this date)

# ENTRY FORM

Registration is free before 7th September, 2018. A fee of £45 will apply for each category entered after this date. Final deadline for all entries is 7th December, 2018.

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: .....

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

**EMAIL YOUR ENTRIES TO:** [awards@purplems.com](mailto: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](http://www.the-probe.co.uk/awards)

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

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