

THE DENTAL AWARDS 2012



ENTRY DEADLINE
3rd February 2012

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The Dental Awards

The Dental Awards are the leading and most respected awards event recognising excellence throughout UK dentistry. Supported by four of the country's leading dental publishers, The Dental Awards are the premier awards program in the sector. Winning or being a finalist is a tremendous accolade and provides a massive boost to the profile of your practice and your team. After all, who wouldn't want to be treated by the Dentist or the Dental Team of the Year?

Launched in 1999, The Dental Awards have consistently recognised the very best in UK dentistry, and the winners of the 2012 Dental Awards will be announced on Friday 20th April 2012 at a gala dinner, held at the exclusive Lancaster London Hotel. This is always a great night, and is a wonderful way to thank your team and celebrate all that is best in a profession that rarely gets the full credit it deserves.

Why Should You Enter?

Winning or being a finalist can do wonders for your practice and your team. You know you have a great team, a brilliant receptionist or practice manager or your National Smile Month campaign has been a roaring success. Let our judges know about it.

Nominating a team member is great for morale. Nominating your whole team makes them 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 and the profession.

"The Dental Awards recognises individuals who make a practice a success. Winning has been overwhelming." **Monika Patel** - dental hygienist.

"We're all so proud of our achievement, we still talk about it to this day and so do our patients, which adds to our sense of pride." **Sharon El-Nashar** - practice manager at El-Nashar Dental Care.

"The evening was so full of emotion I don't think I will ever experience anything like that again." **Jane Armitage** - practice manager at Thompson & Thomas.

"I am absolutely delighted to be honoured with this award. I hope to use this to raise the profile of dental therapists and the profession as a whole." **Charlotte Wake** - dental therapist.

CATEGORIES TO ENTER, PLEASE EXPLAIN IN NO MORE THAN 500 WORDS

DENTAL LABORATORY OF THE YEAR

- What is it that sets the 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

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

In addition, the entry must include:

- Evidence of adherence to budget
- Regulation compliance (ie cross-infection control, disability access)
- Good pictures of the project

BEST NATIONAL SMILE MONTH EVENT

- How the idea for the event came about and was developed
- The number of people involved and how they were encouraged to take part
- The measures used to gauge the success of the event
- Description of the event
- Practice size

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

- 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

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

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 or 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 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:

- An example of patient oral care routine
- An image of the person

ORAL HEALTH PROMOTER OF THE YEAR

- The kind of patient groups the entrant works with (for example, pre-school children, asylum seekers, those with special needs)
- Involvement in local or national oral health campaigns (for example, National Smile Month, No Smoking Day)
- Dedication to self-training above and beyond that of statutory requirements
- A wider commitment to oral health promotion (for example, out of hours working, organising regional/national groups, mentoring other staff, seeking to establish or promote evidence-based practice, teaching oral health promotion, participation in working parties in addition to those required to job responsibilities)
- Any other relevant material to support the entry

In addition, the entry must include:

- A list of qualifications gained relevant to the oral health promotion field
- An example of needs assessment and evaluation
- An image of the person

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

CLINICAL DENTAL TECHNICIAN OF THE YEAR

- Why the entrant chose dental technology as a profession and how they make a difference to patients
- A description of how they work with practitioners for the best interests of patients
- Dedication to personal development above and beyond statutory requirements
- A wider commitment to the dental technology 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:

- A recent case study
- An image of person

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

Entry Form

Contact Celine Peacock, Dental Awards 2012,
2nd Floor, 207-215 High Street, Orpington, Kent BR6 0PF.
Tel: 01689 899170 Fax: 01689 899171 E-mail: celine.peacock@purplems.com

NB - You must enclose 4 additional copies of your entry - Photocopies are accepted

Category(s) entered: _____

Name: _____

Address: _____

Tel: _____

Fax: _____

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

Name: _____

Address: _____

Tel: _____

Fax: _____

E-mail: _____

Referees

Name two people the judges can call on to support your entry

Name: _____

Tel: _____

Name: _____

Tel: _____

Local media contacts

Please give the e-mail address of your local newspapers' newsdesk:

1: _____

2: _____

3: _____

4: _____

NB - If you would like us to return your entry, please enclose a cheque for £35 to cover the cost of postage and administration.

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

TEAM OF THE YEAR

- Why this team stands out
- Examples of how the team's ethos improves the patient experience
- Examples of team working/team building
- 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

Please note, 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.

HOW TO ENTER THE DENTAL AWARDS IMPORTANT INFORMATION

- Decide which categories you wish to enter.
- Read the entry criteria for each category carefully so you know what must be included in your entry. Ensure that your entry covers all the points requested. It must be concise and well-presented – As in life, presentation is important.
- Make sure you supply plenty of images. (Particularly in Practice Interior Design category). The judges need to see you, your team and your practice. Please note, all images must be supplied in hard copy. Images supplied only on memory sticks or CD-Rom won't be viewed by the judges. Only one set of hard copy images is required. Additional copies can be supplied digitally.
- Think about what additional evidence you can supply to support your entry. For example, evidence of further training or specific case details.
- When you have compiled your entry and completed the entry form, make 4 copies of the complete entry (photocopies are fine) and post them to us so they arrive before the 3rd February 2012 deadline.

Please note: Entries that do not meet the judges criteria are likely to be rejected.

For more information and guidance on how to enter, and what the judges are looking for, visit www.dentalrepublic.co.uk and click on the Dental Awards button on the homepage, or alternatively call Celine Peacock on 01689 899170 or e-mail celine.peacock@purplems.com.

YOUR ENTRY MUST ARRIVE BY FEBRUARY 3RD 2012

Send your entries to Celine Peacock, Dental Awards 2012,
2nd Floor, 207-215 High Street, Orpington, Kent BR6 0PF. Tel: 01689 899170 Fax: 01689 899171