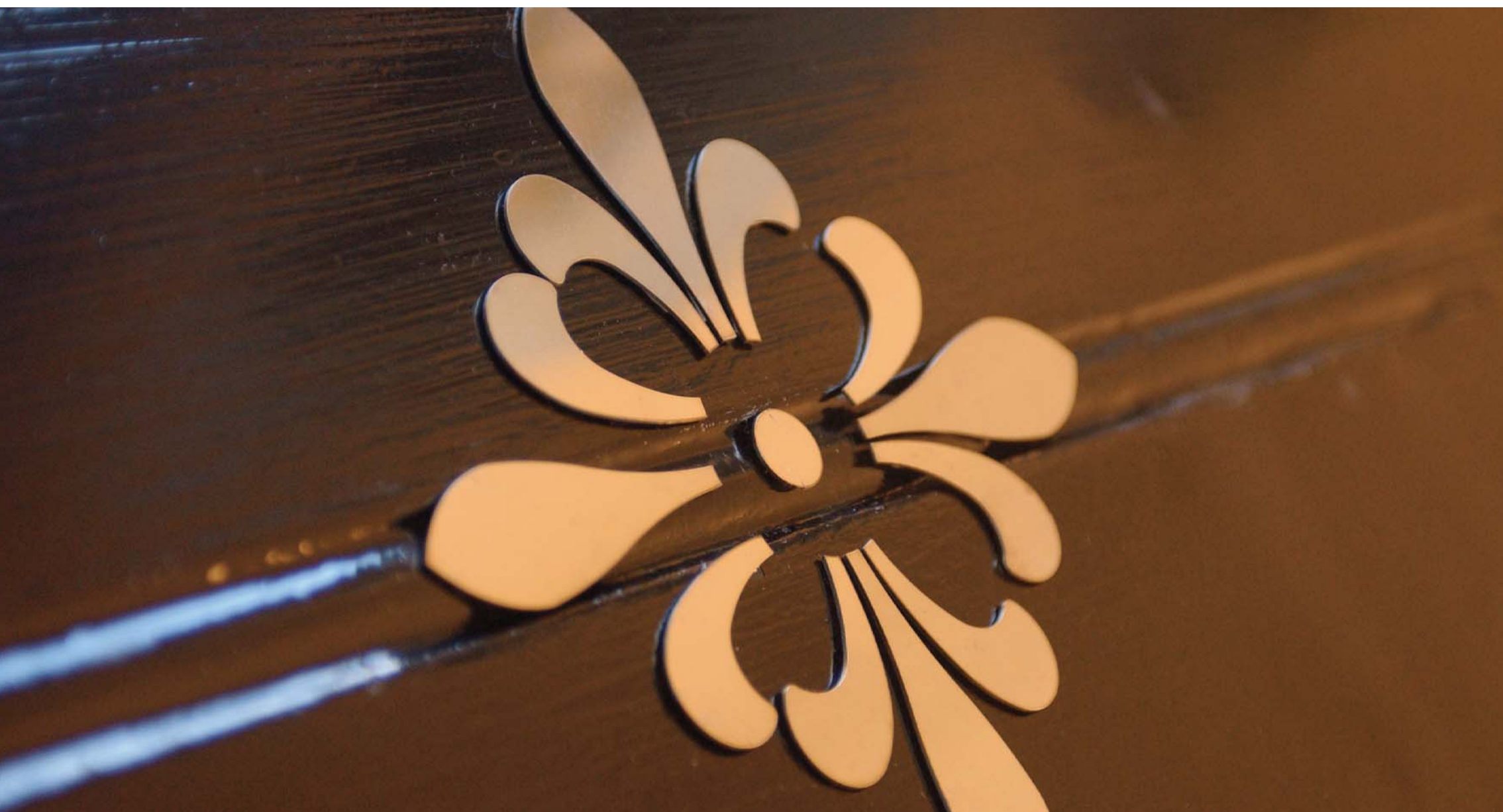




# STAFFORD STREET DENTAL CARE

Dentistry Awards 2008

**Best Practice Entry**





STAFFORD STREET DENTAL CARE



## **Stafford Street Dental Care, Edinburgh**

Stafford Street Dental Care is an exceptional dental practice, which is run by Yann and Gilly Maidment, who have now been established in the West End of Edinburgh for over 21 years.

### **Our Philosophy**

Our aim is to deliver the highest quality dentistry in an atmosphere that is friendly, supportive and relaxed. We like to take the time to get to know our patients personally to find out what they would really like in terms of their dental care. This could range from a full smile makeover to keeping some of our very old clients' very old restorations going.

### **Our Premises**

We have successfully transformed a traditional Edinburgh townhouse into a 21st century practice. There are comfy leather sofas, flowers, plants, and original art on the walls. There is a games zone for the kids and a drinks menu is offered.

The treatment rooms are all bright, spacious and uncluttered. There are separate seating areas for discussion away from the dental chair, and the colours are relaxing.





## **The Dentists**

Yann and Gilly Maidment are the key leaders and motivators of the team, who are respected by both patients and team members. Both set aside time to plan and manage the practice. They are members of Breathe Business Club which gives them direction and impetus in their continual striving for improvements. Robin Jeunet-Mancy is our Swiss associate who provides dentistry of the highest quality, including implants, to our existing and new patients.

## **Patient Care**

Taking great care of our patients is everybody's number 1 priority. The reception team have all attended Emma John's course "The Perfect Front Desk Team" they do their best to be perfect!

Our hygienists Lorna and Ann are actively involved in helping our patients gain fantastic dental health. The nurses are also very much part of things, by getting to know the patients, assisting closely in all procedures and working together to give patients the best experience.



STAFFORD STREET DENTAL CARE



## Other things we do together.

### **We have:**

Run a stall at the Scotsman Glamour fair with a tooth whitening demonstration.

We are members of Edinburgh Chamber of commerce and enjoy meeting other business people in the area.

We sponsored national smile month on Radio Forth

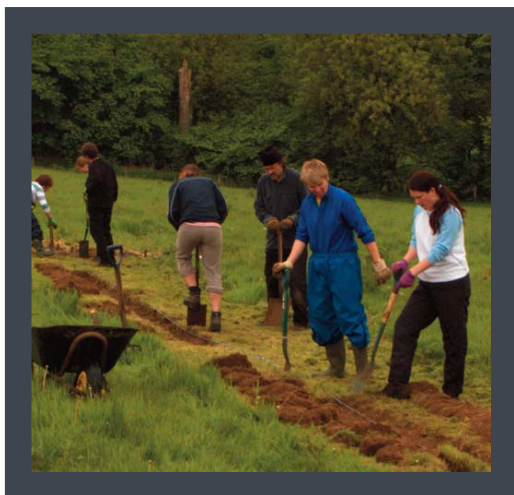
Having fun together has involved a self-defence lesson followed by gigantic ice-creams, and the best Christmas party ever, with games, in the practice.

- Charitable work – 3 team members took part in the Edinburgh Moonwalk and we all spent a day with the Cyrenians at their farm planting new hedgerows. We also hope to provide dental treatment for some of the young homeless men we met there.

## The future

We feel very excited about the future and aim to achieve great things for ourselves, our team, and most importantly our patients. The whole team are very positive and our patients are delighted with the premises and the standard of care offered.

Winning the best practice award would be a fabulous pat on the back for our team, and an incredible affirmation for our patients.





STAFFORD STREET DENTAL CARE

## **This is what our patients have to say...**

As someone who has had unpleasant experience with previous dentists, I was rather anxious about transferring to a new practice. I need not have had any inhibitions, however, because on entering your practice, I was immediately made most welcome by everyone and was particularly put at ease by Gillian Maidment. The level of personal attention, a first class appointment system, reception room comfort and brightness, and above all the professionalism and friendliness of all whom I have been involved. I sincerely wish I had been aware of your practice many years earlier! Regards to all.

I am pleased to comment that the dental practice at Stafford Street is a fabulous environment. The premises are relaxing and inviting. My treatment has been great and I am very pleased with my white smile.

I find the atmosphere in the new practice far more relaxing, which is just the ticket. The décor is fresh, light and airy with interesting art works and magazines for distraction. I find it quite enjoyable visiting the dentist! If this was the intention, it was very well planned.

I have been a patient for a number of years and have found the new practice to be exceptional. Since relocating last year the new practice is even more welcoming and accommodating to every requirement, and as a patient with a disability this is of the utmost importance.

I am very impressed with the new facilities at the practice in Stafford Street. The pleasant environment and improved services, together with the friendly and professional team ensure that a visit to the dentist is a more pleasant experience for this somewhat anxious patient.

What a difference the new practice makes! I used to go to the old practice premises, which were pretty old fashioned, and a bit dark. The new surgery in Stafford Street is wonderful! It is almost!! A joy to go to the dentist!

I would like to express my thanks for all the work that has been done to make me want to smile. I used to have a big fear of the Dentist and always put off going. Robin is very good at putting people at ease & explaining what he is going to do, I am extremely glad I joined this practice as otherwise I think my teeth would be in a bad state.

I have been a patient at Chester Street practice for many years and was very pleased with the treatment there so I was interested to see what would be different after the move to Stafford Street. The new practice is even better and much improved. It now offers teeth whitening and implants and has increased hygienist facilities which together with the additional dentists offers a much improved service all within a friendly and professional atmosphere.

A very friendly practice that puts you at your ease, very positive atmosphere. I have been very pleased with the practice's technical ability and the results of my teeth whitening. I recommend Stafford Street to anyone.





STAFFORD STREET DENTAL CARE



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## **This is what our patients have to say...**

The nursing staff have been fun and friendly and make you feel you are sitting with a friend. Through uncomfortable procedures I have felt completely at ease.

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Gilly has been amazing throughout my treatment. From the moment I walked through the door I've felt comfortable and relaxed. I've felt that there has been such a personal touch put on my service and would highly recommend her to anyone.

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Thank you so much for the fantastic service provided by all your staff! Your friendliness and efficiency have enabled me to complete my dental work that has been going on for 2 years, something my last dental practice made impossible.

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Throughout Robin has listened to all my requests, put me at my ease and provided fantastic dental care. I used to hate going to the dentist and he has made it, with the help of your fabulous dental nurses almost a pleasure...almost.

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First Class. The receptionists, Nurses and hygienists were helpful and friendly. The treatment from Robin was excellent. He is very professional and made me feel at ease. I am delighted with the work done. I shall recommend the practice to friends and family.

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Dear Yann, just a quick line to say thank you to you and all your wonderful staff (Gillian, Kirsty, Carole and Ann) most sincerely for relieving me of my toothache on Friday 2nd of May. I very much appreciate the team effort involved from rearranging your Friday morning schedule, to making me very comfortable in your calming and friendly environment. Your diagnosis and treatment worked wonders and I was painfree by Sat am. Very many thanks again to all.

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It really is a pleasure to write this note to say how delighted I am with the result of my treatment. I have had absolutely no problems with my denture and I cannot thank everybody enough. I would recommend the surgery to anybody.

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With skill and care Dr Yann Maidment has successfully carried out extensive dental treatment for me (2 capped teeth and three more on a plate). After this restoration work, I would certainly recommend you to his care.

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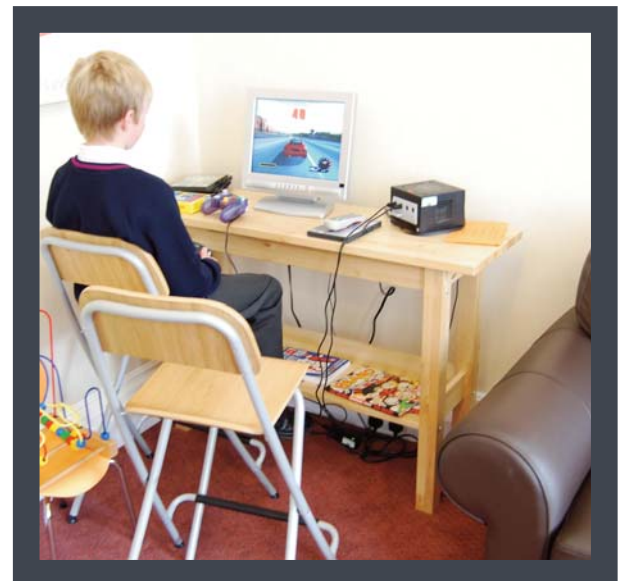
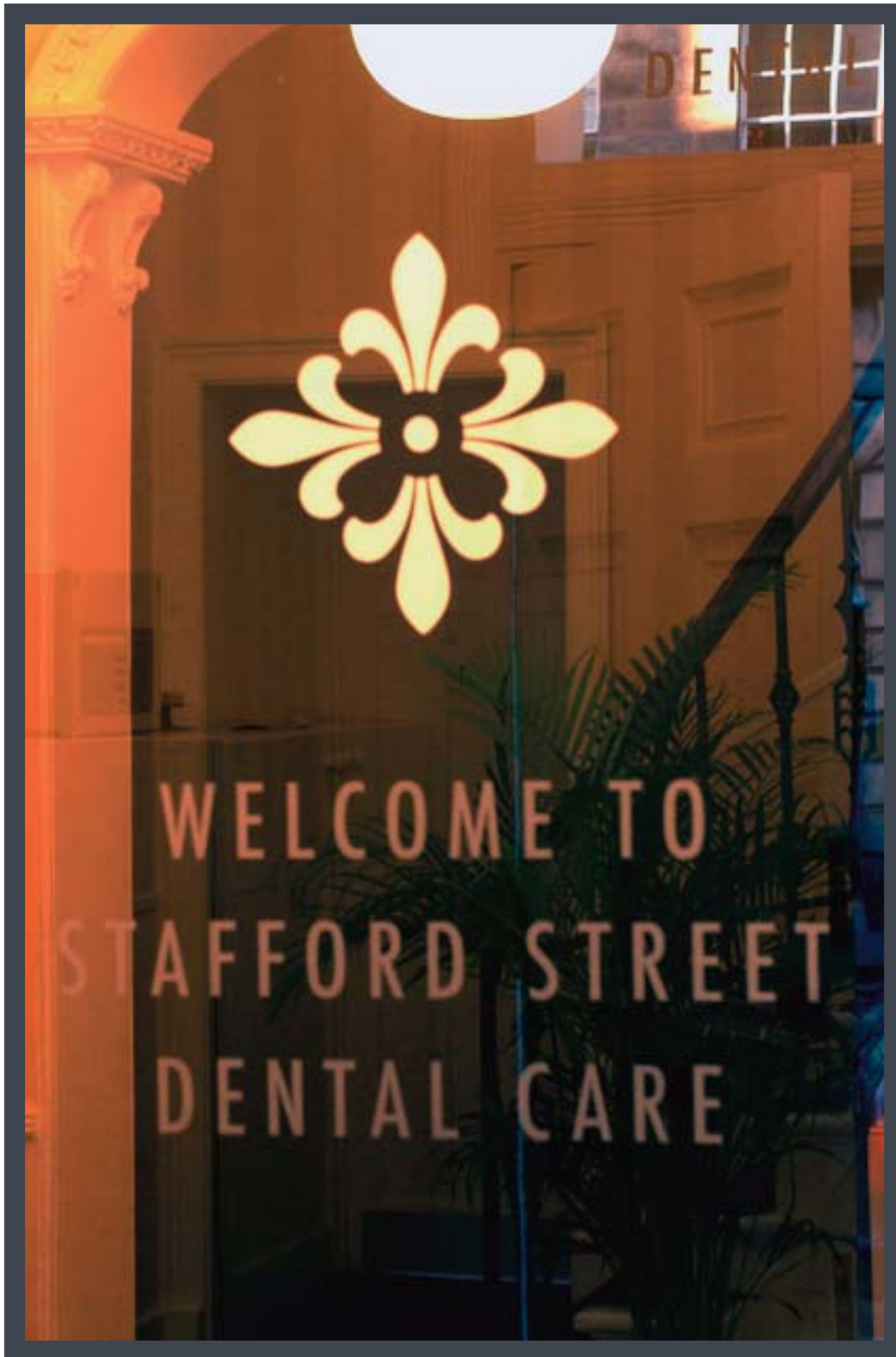
I would like to express my sincere thanks to you and your team for giving me back my smile! See you all in 6 months for another appointment.

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I would like to express my thanks for all the work that has been done to make me want to smile. I used to have a big fear of dentists and always put off going.

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Robin is very good at putting people at ease and explaining what he is going to do, I am extremely glad I joined this practice as otherwise I think my teeth would be in a bad state by now, I no longer fear going to the dentist! My teeth were also very crooked and I hated showing them. The veneers Robin has done are amazing, my friends and family can't believe it.



STAFFORD STREET DENTAL CARE



## From Chris Barrow

Stafford Street Dental have been clients of The Dental Business School and Breathe Business for two years.

During that time we have seen the practice evolve and fulfil its potential in many ways, including:

1. A specific business plan with overall vision, mission, goals and individual roles;
2. Accurate and prudent financial controls;
3. A robust marketing plan;
4. Excellent patient journey systems;
5. Strong operational systems and
6. A happy team.

None of this is relevant unless first-class dental provision is made to appreciate – and on that count Stafford Street can claim success.

My particular passion is for customer service – and in this regard Stafford Street continue to exceed normal expectations, from one of the best receptionists in the UK to a focused team of clinicians.

The practice is a beautifully presented environment in which 21st century dentistry and client care are delivered.

Chris Barrow



**The Stafford Street Team**



## **Contact us**

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