

THIS ISSUE

Dental care at the right time

Craigentinnny sponsors
another endangered animal

Summer Offers

Your views

Winter competition winners

Fraser

Summer or Not...We Bring You Dental Care at a Time That Suits You

New Dentist Joins Our Team Soon

Summer is always a time for the outdoors. It's also a time for going away to places where the sun shines every day. And yes. Everyone enjoys the sights and sounds of summer... But while everybody is out and about, at least so it seems; summer has always been a very busy period for us at the practice. We have managed well in the past and with your help, we will in 2009.

As usual we expect our appointment books to be very active. So we hope we can rely on you to be patient when booking appointments.

The good news for the practice is that we are close to signing another dentist to join our team. In fact, we are hoping the new colleague will join us later this year.

We believe that in the foreseeable future, an additional dentist will enable us to attend to the needs of all of our Dental Care patients...at a time that suits them.

We are proud sponsors of
Mancrillas Leucophaeus,
another endangered animal

Winter Competition

Winners

We are pleased to announce the winners of our Winter Newsletter Picture competition.

We asked how long it had taken to straighten and whiten one of our patient's teeth from their appearance in picture one and two-(right).

The correct answer is 62 days. Using an Inman aligner to straighten the teeth took x days and Craigentinnny Dental Care professional at home whitening took ?? days.

The competition was won by *******(First name) received a free natural Tooth Whitening.**

Well done ***** and thank you to all those who took part.

How is your Smile?

We've Just Sponsored Another Endangered Animal... Ever Heard of 'Drill'

The Practice has assumed sponsorship of another endangered African animal.

Regular readers will recall that for years, we have sponsored the endangered African Wild Dogs at Edinburgh zoo. But there has been tremendous growth in sponsorship support for the Wild Dogs. As a result we have decided to back efforts to save another animal, threatened with extinction. We consulted the animal adoption department at the zoo. www.edinburdhzoo.org.uk/support/adoption/index/html

They recommended a very rare West African monkey... *Mandrillus leucophaeus* or Drill as it is commonly known. It's Somewhat like a baboon, and one of Africa's most endangered primates.

New Tools for the Trade

If you have considered straightening you teeth but have been put off by the 18 month orthodontic treatment plan, start smiling and say welcome to the 'Inman Aligner' The Inman Aligner is among the latest additions to our treatment portfolio. It means that we can now straighten you front teeth in weeks.

Meantime by autumn this year we plan to have two of our team trained to provide a new orthodontic technique. It's called "6 month smiles". It allows adults to improve specific areas of their smiles and compared to traditional orthodontics is around half the cost of full orthodontics. Ask about it at the practice.

Picture 1



Picture 2



Summer Offers

This is Our Current Offer

'Combined De-staining & Whitening Packages'

In this our 20th year as a practice we want to say thank you to our patients who have supported and continue to support us.

Summer is a time for holidays, weddings, and socialising with friends and family. And we want to help you to smile and show your teeth with confidence. So what's on offer this summer?

1. Whitening Packages

2. Combined De-staining and Whitening Packages from £197(You Save £...)

3. Free Electric Tooth Brush (*Plan members only*)

Plan members who have whitening are eligible for this offer throughout the year and automatically join our whitening for life programme afterwards. Also, plan members who have tooth whitening done before the end of August 2009 will receive an electric tooth brush..

Competition

We strive to provide professional dental care, but with a human touch. Nevertheless, from time to time, we need you to let us know how we are doing. For instance; Are we fulfilling your needs? With this in mind we often ask our patients to describe their experiences in the practice in writing so that we can share them with patients who are about to start similar treatment.

Here's The Competition: We are asking budding poets (young and old) to write about their own experiences with us (as you'd expect: we are inviting only one entry per person). The winning poet can choose to receive a £200 voucher for use towards one of our whiter smiles packages or an Inman aligner treatment. Alternatively, the winner can choose a year's membership of Edinburgh Zoo.

Email your entry to office@

Alternatively you could post your entry to the practice or drop it off at reception.

Please remember to include your name and contact details with your entry.

Closing Date: the summer competition closes on 2009.

Feedback

Your Views are Important to Us

As ever we are keen know what you think about the service. Feel free to praise or raise concerns. No matter how big or small the issue we really want to hear from you. On the Web at www.. by completing a feedback form at reception or by mail to the practice

You are welcome to provide feedback anonymously.

At the end of each month the names of everyone who has helped us by providing their views will be entered into a draw for a Braun Electric Toothbrush and a years supply of toothpaste.

PLEASE DON'T KEEP US A
SECRET. WE GROW BY YOUR
KIND REFERRALS

A Typical Day In The Life of Your Craigentenny Dentist

7:30am: arrives at the practice. Spends the next half hour reviewing patients' notes and planning the days work

8:00: meets the rest of the team for the regular morning briefing and power meeting. We review the day's schedule; highlight perceived problems or anticipated pressure issues and work out solutions.

8:10: attends to first appointments of the day.

Mid-morning: time for a coffee break and seeing to urgent cases

Lunch time: time for a quick bite. Your dentist also uses the break to catch up with phone calls, e-mails and to liaise with dental technicians.

2.00pm attends to first afternoon appointments.

6.10: last appointments

End of day: reviews x rays and deals with incoming mail and messages.

Titbits

From Around the Practice

We are pleased to announce the arrival of Rosie and Conor.

Those who have seen Fraser recently may have got the feeling that he was not quite his usual self. Well we can now declare that if he looked a little fatigued it was on account of Rosie. However, we are also happy to confirm that being a father of 2 has NOT affected his sense of humour... his jokes are still just as 'bad' as ever.

Lesley Galway has been a mainstay of our nursing team for years so we were all very happy when Lesley had her first baby.

After a difficult start they are both doing well and we hope to see more and more baby photos over the coming months.

In May, John, one of our dentists, participated in Maggie's Bike and Hike and raised over £1000 for Maggie's Cancer Centres.

You could argue that his feat proved the old adage that there might be life in the old dog yet. But after completing 30 miles on a bike and then a 43-mile hike, I can confirm that there was very little life left in that particular old dog by the end of the hike.