

“I would recommend any practice to enter the awards! It is so nice to benchmark yourselves against other practices, we are all out there trying to do the best we can for our patients and you know what... the awards make a difference!”

**No 9 Dental Practice**  
Practice of the Year South & Best Private Practice



“It’s put us on the map with our referrers and given us some credibility. It’s expanded our referral basis especially as an orthodontic practice. We see it as extremely valuable and are really appreciative of what Dentistry Scotland Awards has allowed us to do.”

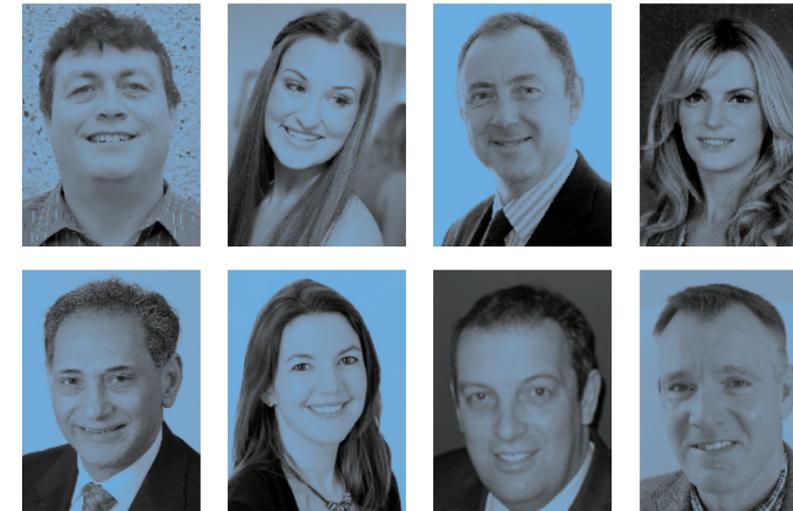
**Beam Orthodontics**  
Best Specialist Practice

**ENTER NOW**

Organised by:



## Dentistry Scotland Awards judges 2014



FROM LEFT TO RIGHT  
**Chairman:** Robert Donald, Heather Grimes, Mark Hector, Amy Scott, Arshad Ali, Elaine Halley, Derek Harper and Graeme Hannah.

## How to enter

Entry really is as simple as 1, 2, 3.

1. Choose the categories you want to enter and call Karen Sherwood on 01923 851743 to pre-register your details. Entry costs just £50+VAT (nominations are free of charge).
2. Start compiling your entry, remember to follow the guidelines closely for each category. Save your entry onto a USB drive and post back to FMC offices before the closing deadline of 25 July 2014.
3. Book your tickets to attend the prestigious award ceremony at the Marriott Hotel, Glasgow on 7 November.

### POSTAGE ADDRESS

FMC, Hertford House, Farm Close Shenley, Hertfordshire WD7 9AB  
Tel: 0800 371652 | info@fmc.co.uk | www.fmc.co.uk



Organised by:



# Dentistry Scotland Awards 2014

Glasgow Marriott Hotel  
Friday 7 November 2014



@hevpodders  
#dentistryscotlandawards



## Entry guide

Your official entry pack to the 2014  
Dentistry Scotland Awards

Thank you to our partners:



FMC, 1 Hertford House, Farm Close, Shenley, Hertfordshire, WD7 9AB

“I am delighted, over the moon with our win. The ceremony is a great chance to get the whole team together and I would recommend more practices come forward and enter themselves!”

## Bearsden Dental Care

Best Patient Care, Best NHS Practice and Practice of the Year 2013



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## The categories

# Dentistry Scotland Awards 2014

### AWARD OBJECTIVES

FMC's award schemes have been created to recognise progress, effort and enterprise in general practice dentistry. The winners and finalists epitomise practices and teams that are trying to better themselves and ultimately provide a higher calibre of patient experience. Their ideas and developments also serve as an example and inspiration to the thousands of dental professionals in the UK who either don't feel strong enough to enter or don't get the chance.

### PRACTICE OF THE YEAR NORTH/SOUTH

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your practice is a contender for an award including any, or a combination, of the following:

- Examples of clinical excellence (eg, before and after pics)
- Marketing plans and literature
- Team training/development information
- Pictures/videos of your practice
- Evidence of team leadership/happiness
- Evidence of uniqueness in your practice
- Evidence of how you go beyond the regular duty of care
- How you connect with the local community
- Patient testimonials
- Any other supporting evidence and pictures.

### BEST NEW PRACTICE

Your practice must have opened after 1 January 2013.

Send up to 750 words explaining why your practice is a contender, which can include any, or a combination, of the following:

- Images for the new practice, including before and after pictures if appropriate
- Explain how the business has grown since it opened
- Demonstrate a good team atmosphere
- Examples of clinical excellence (eg, before and after pics)
- Marketing plans and literature
- Team training/development information
- Pictures/videos of your practice
- Evidence of team leadership/happiness
- Evidence of uniqueness in your practice
- Evidence of how you go beyond the regular duty of care

- How you connect with the local community
- Patient testimonials
- Any other supporting evidence and pictures.

### MOST ATTRACTIVE PRACTICE

Send up to 750 words explaining why your practice is attractive and effective with particular focus on the two points below. Additionally, send in a good range of pictures and/or video evidence showing the practice to best effect:

- Show any unique features, architecture, interior design excellence
- Your aims and objectives behind the look of the practice, explaining what effect you were trying to achieve through the design.

### BEST NHS PRACTICE

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your mainly NHS practice is a contender for an award including any, or a combination, of the following:

- Examples of clinical excellence (eg, before and after pics)
- Marketing plans and literature
- Team training/development information
- Pictures/videos of your practice
- Evidence of team leadership/happiness
- Evidence of uniqueness in your practice
- Evidence of how you go beyond the regular duty of care
- How you connect with the local community
- Patient testimonials
- Any other supporting evidence and pictures.

### BEST PRIVATE PRACTICE

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your mainly private practice is a contender for an award including any, or a combination, of the following:

- Examples of clinical excellence (eg, before and after pics)
- Marketing plans and literature
- Team training/development information
- Pictures/videos of your practice
- Evidence of team leadership/happiness
- Evidence of uniqueness in your practice
- Evidence of how you go beyond the regular duty of care
- Patient testimonials
- Any other supporting evidence and pictures.

### BEST SPECIALIST PRACTICE

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your practice is a contender for an award including any, or a combination, of the following:

- Examples of clinical excellence (eg, before and after pics)
- Marketing plans and literature
- Team training/development information
- Pictures/videos of your practice
- Evidence of team leadership/happiness
- Evidence of uniqueness in your practice
- Evidence of how you go beyond the regular duty of care
- Patient testimonials
- Any other supporting evidence and pictures.



### BEST TEAM

To give your team the best chance to be recognised, simply send up to 750 words explaining why your team is a contender for an award through any, or a combination, of the following elements:

- Demonstrate a great team atmosphere and approach to patient care
- How does your practice invest in team development and training?
- How you are different to the competition?
- Show where your team goes above and beyond the regular duty of care
- Provide evidence of connection with the local community
- Provide testimonials
- Any other supporting evidence and pictures are welcome

### OUTSTANDING TEAM MEMBER

This category is open to team members including dental nurses, hygienists, therapists, practice managers, technicians. Submit up to 750 words including any, or a combination, of the following:

- Demonstrate hard work and drive
- Tell the judges of anything outstanding you have done or been involved in
- Explain any hurdles you have overcome
- Provide evidence of excellent patient care
- Show how or why you are different to others
- Show where you go beyond the regular duty of care
- Any evidence of connection with the local community
- Relevant testimonials
- Supporting evidence and pictures are welcome.

### BEST PATIENT CARE

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your patient care is the best through any, or a combination, of the following:

- Demonstrate a great team approach to patient care
- Show how you are different to a regular practice
- Provide credible and relevant testimonials
- Supporting evidence and pictures are welcome
- Clinical photography should be an essential in your submission.

### BEST TREATMENT OF NERVOUS PATIENTS

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your treatment of nervous patients is the best through any, or a combination, of the following:

- Demonstrate a great team approach to treating nervous patients
- Show how you are different to a regular practice
- Show how you get involved in treating nervous patients
- Provide credible and relevant testimonials
- Supporting evidence and pictures are welcome.

### BEST COMMUNITY OR CHARITY PROJECT

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your project for charity or the community (or both) is the best through either, or a combination, of the following:

- Describe your charitable project and the benefits derived from it
- Supporting evidence and pictures are welcome.

### BEST DENTAL LABORATORY

To give yourself the best chance to be recognised, simply send up to 750 words explaining why your dental laboratory is a contender for an award including any, or a combination, of the following:

- Examples of clinical excellence (eg, before and after pictures)
- Service and efficiency
- Marketing plans and literature
- Show how you are different to a regular laboratory
- Practice testimonials
- Any other supporting evidence and pictures.

### BEST EMPLOYER

To give yourself the best chance to be recognised, simply send up to 750 words explaining why you are the best employer through any, or a combination, of the following:

- Demonstrate staff career pathways and investment
- Demonstrate a great team atmosphere
- Show how you are different a regular practice
- Show where you go beyond the extra mile for your staff
- Show your kindness/consideration as an employer
- Provide credible and relevant testimonials
- Demonstrating the effect your efforts have on your team
- Supporting evidence and pictures are welcome.

### FREE NOMINATIONS

Do you have an invaluable team member amongst you? Someone who goes above and beyond their job role? Maybe a doting employer, a practice manager or receptionist you admire and salute? Perhaps your specialist referral practice or dental laboratory isn't getting the recognition they deserve in your region?

In all categories this year, you have the opportunity to nominate a colleague, team, practice or laboratory of your choice. Even better, nominations are absolutely free of charge.

For more details contact 01923 851743

Call Karen Sherwood on 01923 851743 to register your entry or visit [www.dentistryscotland.co.uk/awards](http://www.dentistryscotland.co.uk/awards) for more information.

Full closing deadline: 25 July 2014

VENUE DATE Glasgow Marriott Hotel Friday 7 November 2014

Thank you to our partners:

