

# THE HIGH STREET DENTAL PRACTICE

## MEMBERSHIP PLAN

The High Street Dental Practice has been serving Chippenham for over 50 years. Our three dentists: Dr Owen, Dr Walker and Dr Watt have together looked after their patients for nearly 20 years. We provide continuity and commitment to care while keeping abreast of advances in modern dentistry and our aim is to provide high quality treatment in a relaxed and safe environment.

Patients who are members of the Membership Plan will be registered with their own dentist who, with the assistance of the hygienist team, will personally provide all routine care and treatment. This ensures continuity of and encourages the development of a sound and trusting relationship between patients and the dental team.

Research has shown that much of dental disease is preventable and that regular advice and care will improve oral health and help to maintain a healthy mouth. We are firm believers in such an approach and have designed a dental care plan, which will encourage regular attendance preventive advice and early detection of dental disease, whilst also financially rewarding patients committed to the Practice and our philosophy.

When you join the High Street Membership Plan you can relax in the knowledge that all your preventive dental care is covered by a convenient monthly payment plan. In addition you will receive a 15% discount on any subsequent necessary treatment from your dentist. As an extra benefit

### YOUR BENEFITS

- ✓ All preventive dental care, including diet and oral hygiene advice.
- ✓ Regular examinations and hygienist visits as recommended by your dentist. Up to maximum of 2 per year.
- ✓ All small Xrays taken in the surgery.
- ✓ 15% discount on all treatment provided in addition to the cover by your plan.
- ✓ Payment by convenient monthly direct debit, allowing you to budget.
- ✓ Access to our 24 hour dental emergency helpline, every day of the year.
- ✓ Worldwide Supplementary Dental Injury and Emergency Insurance at terms not available elsewhere.
- ✓ Membership card with 24 hour helpline numbers for dental emergencies at home or abroad.
- ✓ Guaranteed registration with the High Street Dental Practice and continuing access to your dentist.

### WHAT DOES OUR MEMBERSHIP PLAN INCLUDE?

Our Membership Plan is only £13.00 per month.

	Membership Plan	Fee per Item
Examination	Included	£35.00
Hygienist Visit	Included	£45.00
Other Treatment	15% Discount	Full Fee

### HOW DO I JOIN THE MEMBERSHIP PLAN?

There is no need for assessment. All you have to do is complete a registration form and direct debit mandate. Our trained and helpful reception staff will be available to assist you and answer any further questions.

The Plan arrangement can be terminated with one months notice.

### WHAT HAPPENS IN AN EMERGENCY?

You will have access to a 24 hour worldwide dental emergency helpline. The helpline will assist you in finding an English speaking dentist where ever you are in the world.

### WHAT DOES SUPPLEMENTARY INSURANCE COVER?

The details of the insurance can be found on our web page at [www.thehighstreetdentalpractice.co.uk](http://www.thehighstreetdentalpractice.co.uk).



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# Summer Newsletter

Contents include:  
 National Smile Month 15th May - 15th June 2011  
 Raising funds for CLIC, Tongue cleaning, Hello my name is Rita

## National Smile Month comes to The High Street Dental Practice



National Smile Month 2011 is taking place between 15 May and 15 June under the tagline 'Smile Factor' and The High Street Dental Practice is helping to spread the message of good oral health.

The smile is commonly the first thing someone notices about a person, while bacteria in the mouth can cause bad breath, so poor oral hygiene can create a bad impression in our day to day lives and is a big turn off romantically!

**Diet and fitness:** studies show people leading healthy, active lifestyles are 40% less likely to experience gum disease.

**Brushing twice a day:** Before breakfast and before bed, for 2 minutes at a time with a fluoride toothpaste is an essential start to the routine. Flossing or brushing between the teeth is another essential, yet less well practised technique.

**Cut out tobacco:** Smoking or chewing tobacco products such as paan can make gum disease much worse. People who smoke are more likely to produce bacterial plaque that leads to gum disease. The gums are affected because smoking means you have less oxygen in your bloodstream, so the infected gums do not heal. Smoking can also lead to tooth staining, more teeth lost because of gum disease, bad breath and in more severe cases mouth cancer.

### Take up our 'Two minute, twice a day' challenge

The UK's top dental charity is urging people to follow the 'two minute rule' for brushing, to help prevent a range of oral and general health conditions.

Good brushing doesn't only keep our smiles looking their best - it can also help in the fight against serious conditions like diabetes, heart disease and strokes. A good brushing routine will not only help fight problems like tooth decay, bad breath and stained teeth it will also reduce the chances of developing gum disease - which has been linked to heart disease, heart attacks, strokes, diabetes and low birth weight babies.

Clinical research has found that, on average, people only brush for about 45 seconds and this is barely enough to skim across all of the teeth. **You can purchase a timer from us for just £1 ask at reception and make sure you brush for 2 minutes!!**

People should brush for 2 minutes twice a day with full fluoride toothpaste. Daily flossing, cutting down how often you have sugary foods and drinks and visiting the dentist regularly, as often as they recommend, will help considerably too.



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# Summer Newsletter

## The importance of Tongue Cleaning

The tongue is a powerful & important muscle - integral for taste, chewing & processing food & speech. The front 2 thirds of the tongue lies in the mouth & the back third in the pharynx (throat). The oral part is covered in bumpy papillae which comes in 4 types. 3 of the 4 have taste buds on their surfaces. The average human tongue has 2,000 to 8,000 taste buds. There are 5 sensations - sweet, bitter, salt, sour & umami which is often known as meaty or savoury.

The tongue often gets neglected in the pursuit of oral hygiene but it is important to make sure your tongue is both healthy & clean.

A tongue should typically be pink & relatively smooth.

A white tongue can indicate an infection present, while an overly dark tongue is often the result of diet, lifestyle or medications, such as antibiotics. This staining whether from coffee, cigarettes or medication should fade with brushing & time.

A bright or dark red tongue can be the result of nutritional deficiencies though a temporary red & painful tongue can also be a reaction to something consumed such as mouthwash, toothpaste or acidic food.

A yellow tongue is typically the result of a bacterial or fungal infection, though could also be attributed to gastric reflux.

An abnormally pale & smooth tongue can be a symptom of anaemia or iron deficiency.

An inflamed tongue can signify an allergic reaction so it is worth a trip to the doctor if this symptom persists.

Burning mouth syndrome describes a painful, burning sensation that can affect just the tongue or the entire mouth. This condition, which is not particularly well understood, often affects post menopausal women though both the causes & solutions are unknown.

It is a known fact that we have millions of bacteria in our mouths. They actively multiply & excrete sulphur based compounds as they die & decompose. These compounds are the main cause of halitosis (bad breath). It is estimated that approximately 70% of bacteria in the oral cavity thrives on the surface of the tongue, under the microscope it resembles a FILTHY plush carpet.

Oral bacteria are associated with a number of serious systemic conditions such as:

- Cardiovascular problems (heart attack, stroke)
- Pneumonia (from inhaling bacteria)
- Premature & low birth weight babies
- Increased risk for Diabetes

In the past several years daily tongue cleaning has been recommended by the medical scientific community, dentists & hygienists. It removes millions of bacteria (up to 500 different types), decaying food debris, fungi & dead cells. It promotes general health & is a real solution to bad breath.

The tongue can be cleaned with your toothbrush - some have specific tongue cleaners on the back of the head or the bristles are just as effective, or you can buy a tongue cleaner/scrapper. It is recommended that you brush your tongue before, not after eating so the bacteria does not get swallowed. It takes a minute of your time twice a day.

The benefits of taking 2 minutes a day to ensure your tongue is kept clean & healthy are obvious & as busy as we all are nowadays - we all have 2 minutes, it really isn't long.

Lisa Flynn RDH  
Dental Hygienist.



## RAISING FUNDS FOR CLIC

Our Practice Manager's husband is Captain at Bowood Hotel Spa and Golf Resort this year. On 17th July, Clive is hosting a charity golf day at Bowood to raise funds for CLIC.

Very sadly a few years ago their daughter lost a school friend to Leukaemia and therefore whenever possible the family try to raise funds for CLIC. The High Street Dental Practice has agreed to sponsor the par 3's and make a donation to this very special charity.

If you are playing golf that day, we hope you enjoy the competition, good luck and thank you for helping us to raise funds for CLIC.



### Hello my name is Rita .....

Hello my name is Rita Cunningham-Jones, I expect you all know my face if not my name. I joined The High Street Dental Practice in June 1990. Things have certainly changed over the last 21 years. I started work here as a Receptionist when my youngest child started school, he is soon going to be a dad! I will then have 6 grandchildren! I am now Senior Receptionist, very senior!

In 1990 we were an NHS practice and the waiting room was full all day, every day, sometimes it was standing room only and patients even waited on the landing at reception.

We didn't have computers and the appointment system was a large board on the reception wall, with 6 weeks of 5 days per dentist laid out horizontally with a piece of thin card representing a patient and their treatment type, yellow card for Graham Walker, blue for Richard Owen and in 1992 pink was added for Laurinda Watt.

The timing was broken down in to 5 minute durations, each examination was for 10 minutes and the piece of card for that would be about 1/3 inch long, on this we would write the patient name and treatment type, we even used the back of it. You had to have very good eyesight. When a patient arrived the piece of card was removed from the board. If someone bumped the board or if there was a strong gust of wind and the card fell out, it was anyone's guess who was coming in when!

Each patient had to have an NHS form completed by hand, at every appointment, it took ages. The forms were sent to the Dental Practice Board and then the payments received by the dentists were reconciled with the entries we made in a book of every form sent off. Each patient addressed a post card to themselves and 6 months later we sent it to them with an appointment for a check up. Everything was very labour intensive. We worked very long hours and the nurses and dentists often worked straight through lunch breaks. We had a Hygienist and she saw 3 patients in an hour.

When Paula Downing joined the practice in 1995 as our Practice Manager, she worked very hard to convince the dentists to let us use appointment books, which eventually happened in 1996! We converted from NHS to a Private Practice in January 1996 and became computerised. We then had 3 Hygienists join the Practice and we increased

the support staff. We started to offer capitation plans through Denplan and then in 2000 we set up our own capitation plans and instructed DPAS to collect and administer the payments and insurance element on our behalf. We even obtained the Investors in People accreditation in 1998.

My daughter Jeanine joined the practice as a trainee dental nurse/receptionist in 1997; she qualified in 2000 and now is senior dental nurse in the oral surgery department at the Royal United Hospital Bath.

We have about 12,000 patients and although we are a very busy practice, you may not believe it, but it is a lot more relaxed and efficient than when we were an NHS practice.

Since Paula has been here the fabric of the practice has been updated. We were all very pleased to see the awful pink Formica reception desk removed and the strip light running above it!, the decor is now bright and cheerful, with pleasant artwork and we have a TV to entertain and inform you all. We receptionists used to wear a very fetching floral blouse, now thank goodness we are provided with smart tunics, trousers and white clogs.

We have enjoyed 11 engagements, 8 weddings, 7 births, 3 retirements and 1 death within the staff over the last 21 years. Many of the ex employees still attend as patients, bringing their husbands and children with them. Although I have been here a long time and seen many of you grow from small children to adults, I still really enjoy working here. I have made lots of good friends from the staff and patients. Paula keeps pushing us along, bringing in new developments all the time, have you seen our webpage? The internet is still a bit of a mystery to me, but I will get to grips with it. She plans to see us paper free and texting reminders to our patients soon, we have come a long way since self addressed post cards and floral blouses!

This practice is not just a place of work to me; it is like a family, with ups and downs, falling outs, making new friends, planning for new exciting times, seeing people come and go. Having some laughs, shedding some tears. Every day is different.

I hope you all enjoy coming to visit our practice as much as we enjoy seeing you all and catching up on the developments in your lives and you experiencing the changes here. I may not be here in 21 years time, but I hope the practice will be and I hope you will still be making your regular check up appointments, may be even over the internet by remote access!!

By Rita Cunningham-Jones