

The Priors nominated for 30th Dentistry Award in 14 years



The Priors Dental Practice was announced as a finalist in the Private Dentistry Awards 2018 in recognition of the specialist implant, orthodontic, endodontic and cosmetic dentistry it provides for patients referred from more than 250 dental practices across the UK.

The 'Best Referral Practice' award recognises the exceptional service provided by dentists treating patients referred from other dental practices for particular specialisms or expertise that they may not provide themselves.

This event marked the 30th time The Priors have been named a finalist or winner in national awards for the dentistry industry.

"We were exceptionally proud to be a finalist for this latest national accreditation. We continually challenge ourselves to enter new categories so that we can demonstrate our credentials across different areas of the practice, year on year," Said Dr Mark Emms, our principal dentist and owner here at the practice.

Our team has previously received accolades including practice of the year, best implant practice, best treatment of nervous patients, and for best team at last years awards.

Dr Emms adds: "This year we focused our award entry on the work we do with and for our referring dentists, highlighting our specialist services, as well as the exceptional level of care that we extend to them and their patients.

Our highly experienced and professional team have the knowledge, advanced training and skills to treat often complex cases using the latest equipment in dentistry. Their care, dedication and expertise allow us to go the extra mile for every patient in our care."

The awards were announced at the Private Dentistry Awards ceremony in December at The Royal Lancaster Hotel in London and was attended by our very own Treatment Coordinator, Hollie, and Dental Nurse, Sophie.



Doing our best for you... our patients.



Our quality of service to you, our patients, is at the heart of everything we do.

We try our very best at The Priors to go above and beyond the service levels of general dentistry to make your dental experience the best it possibly can be. However, it is not just about our visible service levels that we offer to our patients. To achieve and excel, we care as much about what goes on behind the scenes.

In line with legislation, compliance, our commitment to excellence and professional approach to good practice, we pride ourselves on going for gold in all areas of the practice. From our cross infection measures and our dedicated instrument sterilisation systems, right through to our staff-to-patient ratios, staff training and CQC compliance, we strive to provide the very best.

Our membership of the British Dental Association (BDA) demonstrates an ongoing commitment to working to standards of good practice on professional and legal responsibilities. Our business and culture is patient centred. We have established systems to enhance the efficiency of our practice

and team working, as well as to improve practice communications. As an ongoing process, we have continued to reinvest in the practice with the recent provision of new treatment chairs for Mark and Daniel, and new advanced dentistry equipment for the hygiene surgeries. The patient experience is our highest priority to create a loyal patient base and drive personal recommendation.

We also care about our corporate and social responsibility, which has a positive impact on our team, our patients and our reputation as a practice. Staff get involved with many initiatives to support our community, working towards stronger team ethics and a more emotionally healthy workplace. It also gives us something different to talk about!

We like to make a difference to those around us whether it be within our profession, to our patients, our staff or to those around us in the community.

The new and modern approach to hygienist services



Debbie Stratford, one of our resident hygienists at The Priors, is now fully trained to use our new advanced Airflow[®] equipment. Airflow[®] is pain free, minimally invasive and cleans and polishes in one single procedure, removing harsh stains and dental biofilm. Biofilm is the main etiological factor for periodontal and peri-implant infections. Periodontitis can increase the risk of systemic diseases, such as cardiovascular and respiratory disease, arthritis or diabetes. Ask for more information from our hygiene team on your next visit.

Staff news

Welcome back

We welcome back Charlotte Land to our nursing and admin team after her return from travelling and working in Australia. Louise Chambers, who initially came to The Priors for work experience and roles in the sterilisation room, now joins the team as a part time dental therapist after fully qualifying from Manchester University. Welcome back both!

Thanks again

to patients who have supported our campaign to help our Dental Nurse, Kerrie Gibbs, with her fundraising campaign for a life changing operation for her son Henry, who suffers from cerebral palsy. We are delighted to share the news that Henry underwent his surgery in November and is recovering well. Visit www.stopbeingtight.co.uk to follow Henry's progress and for more information and ways in which you can donate to his ongoing rehabilitation and physiotherapy treatment.

Financial options to fund your treatment

In addition to The Priors' Practice Plan enabling patients to spread the cost of routine dental care throughout the year, we collaborate with Medenta Finance, offering an interest free option to fund more complex treatments. With an initial £500 deposit, patients have the option to spread the remaining balance over a 6 or 10 month period at 0% interest rates.

Ask one of our team for more details.



Our opening hours...

Monday: 8.00 am – 5.00 pm
Tuesday: 8.00 am – 5.00 pm
Wednesday: 8.00 am – 1.00 pm

Thursday: 8.00 am – 5.00 pm
Friday: 8.00 am – 5.00 pm

Orthodontic clinics also run on Tuesday evenings.

