

NEWSFEATURE

Best in show

Jamie Newlands and **Mike Gow** chat to *Dentistry* about the Berkeley Clinic's success

What was the reason for moving to new premises?

Jamie: We ran out of room! We needed to create a space that was fit for purpose for the next generation of dental design.

We needed to expand our existing practice, which had a number of ergonomic issues and no natural light. We also wanted somewhere that had the space for teaching and labs all incorporated under one roof.

Mike: It was important to create a dedicated, phobic-friendly space as I had been building up this side of the business and we needed our premises to reflect that.

Tell us about the moving process and what you achieved?

Jamie: In 2008/9 we began by looking at four different buildings, with Newton Terrace being the first. We had originally only looked to buy part of the premises but as we were growing year on year, by the time we came to buy we needed the whole space.

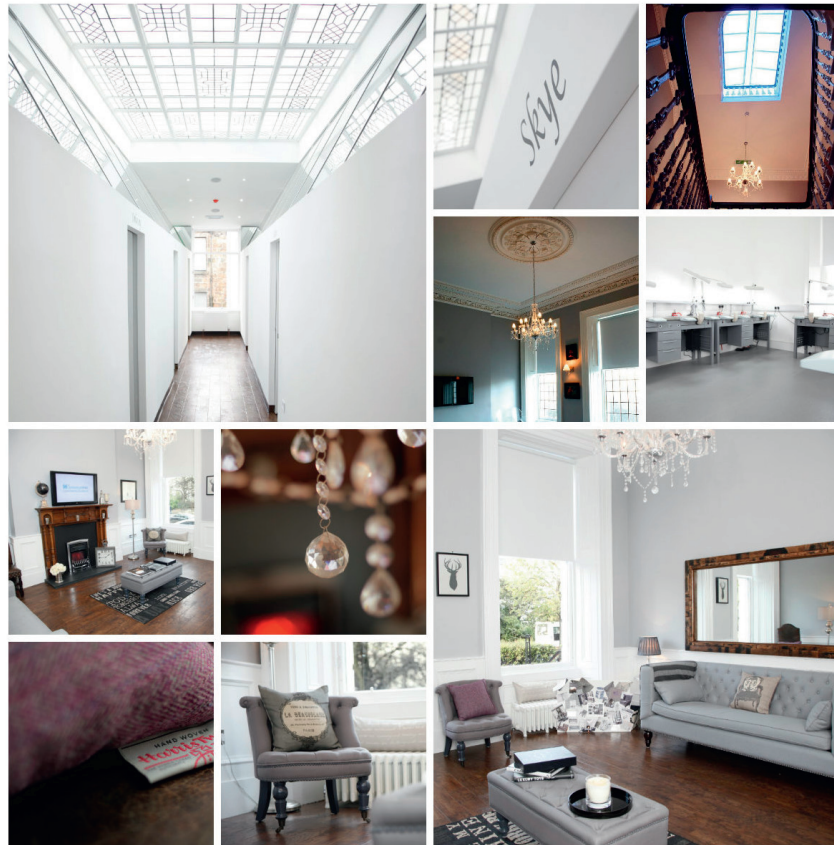
As the building is listed, it took another year and a half of hard work before we could move in. We replaced the roof, removed the asbestos and updated the plumbing – no mean feat with all the regulations surrounding a listed building.

Mike: We had a very specific brief and numerous designs were created before we settled on the right one. This design is aimed at our phobic patients. The first half of the building – from the front door right up to my office – has a hotel style to it, we kept the period features and used soft lighting and music. Walking in to the Berkeley Clinic there is no indication that it is actually a dental practice. There is no clinical smell and even the reception desk looks more like that in a hotel.

Jamie: The clinical space is behind closed doors, once inside the contrast is clear. We used white light and kept it open, airy and modern. The only period feature we retained is the glass ceiling, which lets in masses of natural light. The surgeries are uber clinical and super high tech. It is an all-round healthier space to work in and ergonomics plays a huge part in that.

The education space is a high-end inspirational space fit for Mike's ISDAM courses as well as surgical courses for general dental practitioners (GDPs). We incorporated TV links to the two main surgeries to show live demonstrations without having to crowd round a dental chair.

We also ensured the new clinic was fit for the staff. We didn't have a staff room before but now we've incorporated space for preparing lunch, lockers and comfortable seating. We also built-in a shower so that staff are able to visit the gym on their lunch breaks.



How long did it take?

Mike: From finding the right premises to moving in, it took around three years.

Jamie: We're actually about 80% finished. We still have some layouts to update and we plan to be the first UK clinic with a fully track and trace sterilisation process.

What do you love most about the new clinic?

Jamie: The feeling inside the place and the reactions we get from patients and dentists. We had no natural light in our old clinic so that's a big factor for me, it's generally a much healthier place to work. The technological advances we have put in place are also great – we have the Omnicam and an in-house lab technician, so, where it is appropriate, we are able to turn treatments around in one day.

Mike: It was a long time coming so I just love that fact that we're here. We didn't have a dedicated phobic area before, due to space constraints, I had to initially meet phobic patients off site so it was a great opportunity to put in place what I knew would really work.

What do patients love most about it?

Jamie: Patients have always come back to us because they know they get well looked after. That hasn't changed from the old



premises to the new. Now, the new clinic is more attractive for enticing new patients in but the way we make them feel once they're through the door is how we retain them. Having a beautiful clinic does make that job a little bit easier for us. We have always known that the most important factor for a patient is how they feel in the clinic, that is our priority and we set our standards very high.

What new treatments/technology do you now offer?

Jamie: Having a clinical dental technician means we can offer same-day implants, where appropriate. We have more implant surgeons on board, we can provide sonic welding and we have a dedicated hypnosis suite.

Mike: The teaching facility will offer lots



more courses in the future; I am currently planning a mentored sedation course that will launch in the autumn. This will mean dentists can complete all 20 mentored cases in three weekends, without having to travel to London for it.

Why do you think you did so well at the Dentistry, Dentistry Scotland and Private Dentistry Awards? What sets you apart?

Jamie: We are fully committed to everything we do and the awards are recognition for doing a job well. I think managing to tie in a listed building and super modern design set us apart, although we like to keep it about the dentistry. Having all the technology means nothing, unless the dentistry is right. Ultimately, we are passionate about what we do.

Why do you think industry awards are important?

Mike: It's an excellent way to help the staff recognise their efforts and know that we appreciate them. It really is great for the team.

Jamie: Preparing the entry forces us to take stock, it gives a yardstick for where we currently are. It's a good self-assessment and that goes for whether we win or not.

Obviously, we don't like it if we don't win but we can take the good out of it, it makes us recognise where we can improve, it's a great learning curve. Looking at what the winners are doing is an excellent way to measure where we are and what more we can do.

When we do win it makes us work harder to aim to stay at the top of our game. We are aware that winning doesn't allow us to presume we are the best, that's something that constantly has to be worked at. Ultimately, we're all only ever as good as the last case we treated.

What keeps you passionate about what you do?

Mike: The satisfaction of helping patients – creating the dentistry they need as well as the personal feat that it takes some people to even get through the surgery door. I never lose that buzz, it's what keeps me going.

The other aspect is passing that knowledge onto other dentists. I have been fortunate enough to meet dentists who have shared their knowledge with me and now I am able to give something back, too.

There is obviously a time commitment and sacrifice that comes with all of this, a regular 9am-5pm job would make life much easier, but I think it's all worth it.

What do you like most about working together?

Mike: We're both so busy that we pass like ships in the night most of the time! The synergy that we have is what I like most, it just works. Clinically, I have learnt a lot from Jamie and being able to combine his skills with my knowledge of treating phobic patients is great.

Jamie: Having someone I can trust and rely on, who shares the same vision as me. We help each other out with difficult cases and provide a sounding board for one another. Its wonderful being able to take someone from dental phobic to fully restored from start to finish.

How do you relax in your spare time?

Jamie: I spend a lot of my spare time in the gym, that's how I like to relax.

Mike: I have four children, what spare time?! My home is a very relaxing place to be, I have a river at the end of my garden so that I can go fishing without spending time away from my family. Travelling is also important. Sometimes we're able to mix business with pleasure, through work I've visited Arizona, Sorrento and Bremen, to name just a few! **D**





LITTLE sister

THE NATURAL SELECTION

THE NEW LITTLE SISTER
SES 3000B. EVOLVED
FROM OVER SIX DECADES
OF DEDICATION AND
EXPERIENCE.





Visit www.SES3000B.com
to see the new Little Sister

ESCHMANN IS EVOLVING

The Little Sister SES 3000B is the result of over 60 years expertise in the manufacture of bench top autoclaves. By evolving proven designs and technologies from successful autoclaves, like our SES 2000, we have produced a new world-class B-type autoclave, one that's easy to use, affordable to buy and maintain, with performance and safety you can rely on. Take the next step, talk to Eschmann.



VISIT: www.SES3000B.com OR CALL: 01903 875 787

