

## Statement of Purpose

### Introduction

Our aim is to provide high quality general dental treatment, while also offering additional cosmetic and alignment treatments. We offer evening and weekend appointments with online booking to offer convenience to our patients.

### Aims and Objectives

- To provide high quality dental care; including consultations, x-rays, treatment of periodontal disease, fillings, prosthetics (e.g. crowns, bridges, dentures), root canal treatment (endodontics), orthodontics and surgical treatments.
- To focus on prevention of dental disease by promoting good oral health to all patients attending our practice for care and advice.
- To provide patients with an experience and environment that is comfortable, friendly and relaxing.
- To understand and meet the needs of our patients, involve them in decisions about their care and encourage them to participate fully.
- To carry out twice yearly satisfaction surveys of the people who use our services and use the results to make prompt changes where required.
- To involve other professionals in the care of our patients where this is in the patient's best interests; for example, referral for specialist care and advice.
- To ensure that all members of our team have the right skills and training to carry out their duties competently.

### Location Details

The practice is based in Reading town centre which is primarily a shopping and business area. The practice is fully private, with affordable accessible pricing for the majority of the community.

There is local parking in the shopping centre car parks as well as limited off street parking. The practice is near Reading Station and has plenty of good public transport links. As we are on the first floor with no lift we can recommend local practices with more accessibility.

*Official Winner - 2016 Best New UK Dental Practice - Private Dentistry Awards*