



Autumn
2010
Issue 18



Dear Friends

A warm welcome to our Autumn 2010 newsletter.

Thankfully, the weather this summer has been one of the best on record and I hope you have all enjoyed and made the most of it. After a dreadful winter we certainly deserved it!.

This Autumn we are launching a new membership option for our patients. Read all about it in our lead article. We are also offering an interest free finance facility to all patients. Both of these schemes are designed to help you spread the cost of

your dental treatment throughout the year.

We continue to see children under the NHS system at no charge. At present, we do not have a waiting list and therefore, are happy to welcome new children to the practice. We always regard children as very special patients, and do everything to make their visits as pleasant and enjoyable as possible.

Please note that if your child is receiving orthodontic treatment he/she still needs to have regular examinations with their own dentist.

B E C O M E A M E M B E R
O F H O O K D E N T A L

And enjoy a host of member benefits



Becoming a member of Hook Dental is a fabulous way to spread the cost of your regular dental care throughout the year. Your regular visits to the dentist and hygienist will be free when you come and you only pay extra if you need further treatment. We have made signing up easy either at the surgery or securely online via our web site. Membership brings with it a number of significant benefits including

- A monthly budget for your routine dental care, including examination fees, hygienist fees and x-rays. Also covers all incidental consultation visits and emergency advice outside normal examination times.
- A simple pricing structure to cover the majority of patient needs. Adult membership is £17.50 per month and provides for up to two dental examinations and two hygienist visits per year. A children's membership is available at £5.00 per month. Please speak to your dentist at your next check up or call the surgery on 01256 762353.

- World wide emergency treatment insurance, if you have a dental problem while you are abroad. Policy details available on line or from reception.
- Accidental damage insurance as a result of external trauma. This is invaluable if you have expensive crowns bridges or dentures. Add on cover is available for dental implants.
- 10% discount on all our standard treatment fees.
- Children's membership is also available at £5.00 per month and covers all check-ups hygienist visits and preventative treatments.
- Special offer price on Tooth Whitening. Become a member and pay only £199 for a professional home tooth whitening treatment. A saving of £150 on our normal fees. Available until end December 2010.
- Simple sign up at the practice or online at www.hookdental.com with immediate confirmation by e-mail of your direct debit

Sign up today and start saving immediately

DID YOU KNOW THAT WE CAN DO THESE THINGS

- ◆ Replace any of your missing teeth with fixed dental implants. No more ugly gaps or loose dentures.
- ◆ Clean and polish your teeth for any special occasions: weddings anniversaries etc we can even whiten your teeth to remove the signs of ageing.
- ◆ Make you a custom fitted sports mouth guard to protect your teeth when you play sports. We believe all adults and children who play contact sports:

rugby, cricket, lacrosse, hockey etc should have one.

- ◆ Make you an anti snoring appliance to help you and your partner! Sleep more soundly.
- ◆ Replace your ugly metal fillings with tooth coloured cosmetic fillings.
- ◆ Use hypnosis to reduce your anxiety of dental treatment and manage other phobias and habits.

.....**MUST ASK US!**

Interest Free Finance

Would you like to have the treatment you need now and spread the cost interest free over 10 months. Finance is a great way to budget for the more expensive items of treatment, and at Hook Dental this facility is available on all treatment fees over £500. Interest bearing credit facilities are also available for longer 2 year repayment periods. Please ask your dentist or at reception. Finance is available to UK residents aged 18 and over and is subject to status.

Consumer Credit Licence Number 0636476

Specialist Periodontist

We are very pleased to welcome Claudia Brown to the practice. Claudia is a specialist in gum problems and will be working with us and our hygienists to provide a much more comprehensive in house service to patients. There is growing evidence of a definite link between gum disease and other common illnesses like heart disease, diabetes and even Alzheimer's. As we all live longer it is especially important to maintain good gum health



PYJAMA PARTY!!

Have you noticed our new uniforms yet?. Recent new cross infection guidelines mean that all clinical staff must wear uniforms capable of being laundered daily to help reduce the chances of cross infection. We have been introducing a whole raft of improvements to our cross infection control protocols but the most obvious is the brightly coloured scrub style uniforms. All the nurses and hygienists have chosen their favourite colours and the only stipulation was that they had to

choose a different colour for every day!. Our receptionists also look fabulous in their new outfits.



Surgery opening hours

Monday	8.30 am—6.00 pm
Tuesday	8.30 am—7.00 pm
Wednesday	8.30 am—6.00 pm
Thursday	8.30 am—6.00 pm
Friday	8.30 am—5.00 pm
Saturday	9.00 am—4.30 pm

Each dentist has a surgery from 9.00 am to 12.00 noon every fourth Saturday. The surgery is closed 12.30 to 1.30 pm on Saturdays for lunch. An answer phone is always available to take your messages out of surgery hours.

Emergencies



01256 762353

Whenever possible, please contact us about your emergency during normal surgery hours. If you need to be seen the same day, please get in touch as early in the day as possible. Out of hours, please phone 01256 762353 to leave a message for the on-call dentist via our paging service. If treatment is necessary we will do our best to arrange it within 24 hours.