



# AESTHETICS MATTER



Elleven recently received recognition for its combination of innovation and elegance when the practice won the coveted 'Most Attractive Dental Practice in the UK' award. Here, Sameer Patel shares with readers why and how interior design affects patient satisfaction and can help to increase revenue

The centre of Elleven's universe is the patient, who is entitled to the highest quality professional care at all times. At Elleven it is about the whole experience, from the moment the patient walks through the door to the smile they have once treatment is finished. To achieve this, we have revisited every aspect of our building and business. The practice has been up and running for eight years, and

during the early years we offered predominantly orthodontic services. Over the last two years, my partner, Anthony Lam, and I have expanded from one floor to two, transforming five surgeries within a Grade II listed building in the heart of London's healthcare district.

Creating a modern practice within Grade II listed building guidelines was quite the challenge!



To achieve the highest standards we are constantly reassessing what we do and how we do it



to the level of comfort of the seating in the waiting room, everything mattered to us.

As for the equipment we have invested in and the materials we use for clinical treatment, only the very best will do for our patients. Our practice includes its own on-site lab for a quicker turnaround, as well as digital X-ray capability and treatment rooms at the cutting edge of healthcare.

When patients are happy in their surroundings and feel well looked after, it helps them to enjoy the progression of their treatment and look forward to each appointment. Leading on from that, our patients frequently compliment us on our interior design and state-of-the-art technology, as well as quality results, doctor accessibility, friendly staff and convenient hours. Then they tell their friends, relatives and colleagues about their great experience at Elleven, meaning our values have helped us to build a great core of patients who do a lot of our marketing for us!

#### SEEK EXCELLENCE AND THE REST WILL FOLLOW

To achieve the highest standards we are constantly reassessing what we do and how we do it. There is always something more that can be done, and by keeping the lines of communication open between ourselves, our patients, peers, colleagues and external agencies we will continue to grow and develop the brand to present a new and refreshed Elleven.

Just as a good, healthy, straight smile can make a positive difference to someone's appearance, thoughtful refurbishment and/or remodelling can make all the difference to how a healthcare business is perceived. With this in mind, we have tried to ensure that we have all the systems in place to become a super-premium London practice providing outstanding care for our patients who deserve to have straight, beautiful smiles.



Just as a good, healthy, straight smile can make a positive difference to someone's appearance, thoughtful refurbishment and/or remodelling can make all the difference to how a healthcare business is perceived

That said, we persisted and are now able to offer comprehensive multi-disciplinary care in a family-friendly environment under one roof.

#### PATIENT PERSPECTIVES

Our combination of first class service delivered in the most attractive, luxurious surroundings ensures that patients feel special and at ease. Elleven's style and interior design combine the historical needs of a beautiful building with the latest dental technology seamlessly. We considered the potential impact of every detail during the refurbishment. From the neutral palette of the walls and floors, and how best to set them off against the beautiful, ornate details of the original building,

**Sameer Patel** BDS, MFDS, RCS(Eng), is clinical director at the award-winning Elleven dental practice. He qualified from Birmingham University, having been awarded the Centenary Prize and nominated for the Clinical Excellence Award. He then completed his postgraduate studies at Oxford University and Guy's Hospital, London, while working in dental practice. After his training, Sameer was awarded, by examination, Membership of the Faculty of Dental Surgery at the Royal College of Surgeons in London. Fully trained to perform general dentistry and cosmetic work, including dental implants and providing invisible orthodontics for teenagers and adults, Sameer is committed to providing patients with high quality dental care using the latest clinical techniques.

**Shivani Patel** is a Consultant Orthodontist and qualified as a dentist at the United Medical and Dental Schools in London (Guys Hospital) and then studied orthodontics at the Royal London Hospital. Since qualifying, she has worked in a variety of dental facilities including maxillofacial and oral surgery. As part of her Masters qualification, she was awarded the European Orthodontic Society's prestigious William Houston Award for research in Sleep Apnoea. She was awarded a Fellowship in Orthodontics by the Royal College of Surgeons after her further clinical and academic training at Guys Hospital and the Queen Victoria Hospital, West Sussex. This is where she gained experience in treating patients requiring multidisciplinary care such as Orthognathic Surgery and children with Cleft Lip and Palate, as well as teaching postgraduate students. Her special interests include multidisciplinary clinics (hypodontia) and snoring/sleep apnoea. Shivani is a Clinical Lead in the UK for Suresmile which is exclusively available at Elleven Orthodontics.