

CHANGING THE FACE OF MODERN DENTISTRY

Interview with Amir Hosseinzadeh



Clinical director of The Banning Dental Group Amir Hosseinzadeh explains why they want to bring affordable private specialist and advanced dental care to patients



The Banning Dental Group is a revolutionary dental care provider which aims to change the face of modern dentistry. The concept is Scandinavian in style and allows for a spacious and comfortable dental experience for the patient. Clinical director Amir Hosseinzadeh is a specialist in oral surgery and explains more. 'We truly want to change the perception of dentistry in the UK which is stuck between the limitations of NHS dentistry and the rigid and traditional private dentistry. The Banning Dental Group provides great quality and with prices affordable to many. We are open seven days a week to

accommodate professionals and families. We have four dental practices and hoping to expand further,' he adds.

Comprising of dental specialists who have been directors in the UK dental corporate world and have managed a large group of dental practices, the team decided in 2019 to set up a number of squat practices to fill a gap that that recognised in the UK – affordable private specialist and advanced dental care in London and surrounding areas. 'Banks and lenders are slightly hesitant to lend any money to a business startup in dentistry. Investing the cash was a turning point for us. I am really proud of my colleagues and

partners and their ability to build, organise, develop and grow our Banning Dental vision.'

A MULTIDISCIPLINARY APPROACH

'The Banning Dental Group provides treatment in all the major dental specialties and we decided to focus our interest in digital dentistry and dental implantology,' says Amir. 'As oral surgeons we believe that dental procedures need to be affordable and available to the patients in the UK. We therefore offer high quality implants at £1,400 and we even give a lifetime warranty with the implants we place.' He explains that they operate a multidisciplinary approach in



each of their practices. 'We have recruited GDC registered specialists who are involved in all advanced treatment planning as well as providing the onsite treatment. We also have a coordinator to facilitate treatment discussions and have developed our own online referral platform on our website. We have a general dentist and hygienist working alongside a periodontist, oral surgeon, prosthodontist, orthodontist and endodontist,' he adds.

What have been the biggest challenges they have faced? 'The biggest challenge is to change the perception of patients,' he answers. 'Unfortunately, the level of dentistry in the UK has been far below that of some other countries and patients have been neglected and overtreated, which has resulted in fear and mistrust. New regulations are changing the dentistry but perception of people and their experiences are much harder to change.'

'We invested a lot of time and money to bring in the most advanced pieces of dental equipment and setups which, because of not being the standard in the UK as opposed to mainland Europe, meant that large suppliers struggled to implement all the technologies we wanted to put in place. That was a bit of a challenge!' he explains.

Describing the practice, he states that it is fully digital which has helped all clinicians to deliver a different class of dentistry to their patients. 'One piece of equipment that we value the highest in how we communicate to our patients is the intraoral camera. It is a simple piece of technology. A lot of patients simply do not know what is going on in their mouth and an intraoral camera facilitates that communication,' he says. 'It is important to stay abreast of all the new changes in

dental technology. Attending conferences and connecting with colleagues who have adopted different technology is the best way to stay ahead of the trends. Meeting new likeminded colleagues who truly want to deliver an exceptional level of dental care and who share our ambitions and drive is one of the best ways to learn,' explains Amir.

POSITIVE APPROACH ON PATIENTS

With all the changes happening in dentistry, how does he think social media has affected the industry?

'We see that the most successful clinicians are not necessarily the ones that have the best knowledge in dentistry, but the ones who are able to engage with the general public and who spend more and more time researching about what we are able to do on social media. Showcasing cases and connecting with colleagues helps us recruit both patients and the younger generation of colleagues who are trained and educated with different approach to dentistry as more cosmetic and yet minimally invasive,' he adds.

The team is boosted by the positive impact their approach has had on patients. 'We get motivation through all the patients that attend our practices and they are blown away by how different we are in our approach of dentistry. Most of them have simply had enough of the limitations of NHS

dentistry and that private dentistry is way too expensive for them and patients are well aware of that now. Each review we get results in money from management being put towards our local community programmes because we value the feedback of each of our patients.'

Long-term, Amir foresees dentistry heading away from NHS and more towards private dentistry. 'I see quality care and a modern approach to treatments in the mouth, as an integral part of general health in the future. It is finally being adopted by most developed dental practices. I'd like to think that the Banning Dental Group are pioneers and part of that vision of the future.' ●

FACT FILE

QUALIFICATIONS: DMD, Specialist oral surgeon
POSITION: Clinical director
DENTAL INTERESTS: Oral surgery and implants
INTERESTS OUT OF DENTISTRY: Sports, travelling and history

COMMENTS TO PRIVATE DENTISTRY

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