

WORLDWIDE DENTAL TRAUMA AND EMERGENCY CALLOUT INSURANCE

Emergency Callout - cover can be provided by any dentist worldwide who agrees to treat you. You simply pay the callout charge to the dentist concerned and collect a receipted invoice. This will then be processed through the practice for reimbursement from the insurers, subject to a £25.00 excess. This cover is to provide immediate pain relief only; no additional or restorative treatment fees can be claimed. You should return to the practice in normal hours for any further treatment required.

Dental Trauma – cover is provided should you be unfortunate enough to suffer a dental trauma. For example, as a result of a road traffic accident at home or at work. The insurers will settle the claim up to the policy limits.

Hospitalisation – benefit is provided should you have to stay in hospital as a result of dental trauma.

Permanent Facial Disfigurement – benefit is provided should you be scarred on the neck or face as a result of the accident.

Oral Cancer – a payment will be paid on diagnosis of oral cancer.

Redundancy Protection – plan premiums paid for up to one year (not included in the Registration and Insurance Scheme).

You can get more detailed information of the insurance from the practice. If you are then left with any questions relating to the insurance please call Practice Plan on 01691 684120.

REGISTRATION AND INSURANCE SCHEME

If you would prefer to pay on a fee-per-item basis rather than join on a monthly scheme, you are able to use our Registration and Insurance Scheme. Registration with the practice costs £30.00 per year and will include the insurance cover described above (except Redundancy Protection). It is, however, conditional upon you attending the practice at least once a year for a clinical examination and having any remedial work undertaken as soon as possible, payment for which is not covered.

PRACTICE HOURS

Reception is open:

Monday:	9.00 am – 1.00 pm	2.00 pm – 5.30 pm
Tuesday:	9.00 am – 1.30 pm	2.30 pm – 6.30 pm
Wednesday:	9.00 am – 1.00 pm	2.00 pm – 5.00 pm
Thursday:	9.00 am – 1.00 pm	2.00 pm – 5.30 pm
Friday:	9.00 am – 1.00 pm	2.00 pm – 4.00 pm

If you have to cancel an appointment please give 24 hours' notice so we can offer the time to someone else. We reserve the right to make a charge equivalent to the value of your appointment if cancelled without 24 hours' notice, or if you attend late for a

booked slot, or if the time is missed entirely. We try our best to run efficiently and on time so please help us to do this by arriving promptly. If you are unable to attend we would rather you let us know so that we can release your slot to one of your fellow patients who may need treatment urgently.

EMERGENCIES

Telephone the practice number and listen to the emergency answerphone service. This service is for registered patients only.

We will always endeavour to see patients in severe pain, who phone before 10.00 am on the same day. Emergency appointment times are reserved as part of our daily routine. If your problem necessitates using one of these slots we trust you will be able to attend at the offered time.

SAFETY

We take all necessary precautions to safeguard you and all our staff. We use recommended guidelines as a basis for sterilisation of instruments and use disposable items where possible. We are happy to answer any questions you may have. We aim to exceed all current guidelines preferring to only offer levels of cleanliness we would expect if we were the patient ourselves.

HOW DO I REGISTER?

We would generally see a new patient on a standard 'pay-as-you-go' basis but will give you the option to register on one of the monthly plans once you are happy with our practice and wish to become a regular client.

Please call in at the practice where an agreement will be completed. This will require your signature and bank account details for the Direct Debit instruction. Direct Debits are collected from your account on the 8th of every month. Benefit from cover will commence from the 1st of the month (Effective month on the dentist/patient Agreement). If you have any queries, please ask a member of staff.

PURE
DENTAL SOLUTIONS

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Pure North, 255 Eccleshall Road, Stafford ST16 1PE
T 01785 213333

Pure South, Castle Way, Newport Road, Stafford ST16 1BS
T 01785 226633

W puredentalsolutions.co.uk
E info@puredentalsolutions.co.uk

WELCOME

Welcome to Pure Dental Solutions where our aim is to maintain high standards of dental care from a dedicated and caring team. We have two dental practices in Stafford for your convenience.

We provide modern dental care for clients who are keen to achieve an excellent standard of oral health. We strive to keep up-to-date with new techniques and continuing professional development. By regularly attending advanced training courses, our team can offer you the widest possible range of leading-edge care.

MODERN DENTISTRY

The practice invests in modern equipment and materials to enable us to offer our patients a full range of treatments, to include:

- Tooth whitening
- “New smiles” - cosmetic reshaping and contouring
- Implants to replace missing or damaged teeth
- Air abrasion instead of conventional drills
- Ozone therapy, which can painlessly treat and heal early tooth decay
- Tooth-coloured fillings, crowns and bridge work
- Anti-snoring appliances.

“Routine” dental care is carried out to the highest possible standards too, using the best materials and taking the time needed to carry out your care properly.

You can expect no surprises concerning treatment, fees or financial arrangements. You will always be in control of what is happening to you because we make a point of listening to our patients carefully. We provide a full written treatment plan with itemised, estimated costs, following full discussion with one of our team for each new course of treatment. No treatment will be undertaken without your consent. We do require an estimate to be settled in full by the last appointment to which it relates and we believe that by being open and ‘businesslike’ we are able to maintain a consistently high standard of care using the best materials and equipment available.

We offer a series of clear payment schemes which you may use if you wish. These schemes allow you to budget for the costs of private dental care. Please ask reception for full details.

To book an appointment or make any enquiry, please contact reception on 01785 213333 or 01785 226633 where a team member will be pleased to help.

The practice welcomes referrals for new patients and we are delighted when our existing patients recommend their family and friends to us. Most of our new clients come by recommendation – please let us know if anyone has suggested you come to see us, as we like to thank our existing clients for the faith and loyalty this shows they have in us.

CORE PRINCIPLES AND PROMISES OF OUR PRACTICE AND DENTAL TEAM

- It is our wish to make your visit here as pleasant and comfortable as possible. We make time to examine, diagnose and plan any treatment with you.
- If we cannot perform your dentistry comfortably or safely we won’t do it here. We will make alternative arrangements for your care with specialists in the field.
- We recommend and perform dentistry for you as we would for ourselves and our families and we commit to doing it right first time.
- We will not treat any disease or condition until the cause has been determined, addressed and brought under control.
- We provide dentistry for people who are serious about their health. We encourage timely action because the longer treatment is postponed the more complex, uncomfortable, uncertain and expensive it becomes.
- We view our relationship with you as one of active partnership. We hope you will put as much effort and commitment into your dental health as we do, because otherwise this wastes the time and investment you are making in coming to see us in the first place.
- We will ensure that your confidentiality is respected at all times.
- A rigorous cross infection control policy is maintained in the practice at all times. We submit to regular practice inspections from external inspectors which cover all areas of training, equipment and cleanliness.
- You are the expert on yourself, particularly on the outcomes which are important to you and the prices you are willing to pay for these outcomes. We are the experts on clinical dentistry. We will not get this distinction confused.
- We will always do our best and rely on our clients to work in partnership with us.

We, the principal clinicians, have in excess of 50 years combined experience. We are...

David Gardner BDS B'ham 1989

Mike Richards BDS Lond 1989

Nicola Lavelle BDS Newc 1992

Julia Defoe EDH Leeds 1999

PLAN OPTIONS

Most clients register on one of our monthly plans which range in cost from £7.75 to £20.00 per month. A mid range plan may include:

- Two dental appointments to provide:
 - Clinical examination
 - Checking for signs of oral cancer
 - X-rays where necessary.
- Two hygiene appointments to provide:
 - Scale and polish
 - Periodontal advice
 - Preventive techniques to reduce decay and gum disease.
- Consultation for assessment of emergencies and dental pain carried out at the practice in normal surgery hours.
- All treatment planning for your future needs.
- Production of study models when required.
- 20% reduction off standard private fees for fillings, extractions, crowns, bridges, dentures, additional hygiene work, etc.
- 10% reduction off oral hygiene products.
- Emergency Callout Insurance should you need a dentist in an emergency anywhere in the world.
- Worldwide Dental Trauma Insurance to protect against the cost of unforeseen accidental damage.
- Redundancy protection for your monthly plan payments for up to 12 months.

ALTERNATIVE PLANS

We offer a high maintenance plan for those who need more intensive hygiene work with four hygiene appointments a year. We also offer a lower maintenance option for those patients who only need a hygiene appointment annually. These plans also include all the benefits as listed above and your dentist will advise you which is most appropriate for you.