

# The Brightside of Life

**IMPORTANT ANNOUNCEMENT**  
For our NHS patients

**Who has our  
Smile of the Month?**  
Take a look



# Practice News



## An Important Announcement for our NHS patients

To our valued NHS patients,

I would like to inform you of a very important change to the provision of your dental services if you receive NHS treatment from us.

The practice has served the local community for 42 years, of which I have been a part for the past 18 years. My personal commitment to the NHS has spanned over 22 years, and after much deliberation, I have made the decision to **stop providing NHS dental services** at the practice. Our contract with NHS England will therefore end on **30<sup>th</sup> June 2022**.

### Why am I doing this?

I have wrestled with this for a number of years. The events of the past two years have only served to magnify the issue that the current NHS system does not fit with our practice values.

As a practice, our core focus is **providing quality dental care and a high level of customer service**, along with continually investing in our team, the equipment/materials we use and the practice. Under the NHS, this has become increasingly difficult as the system is based on seeing high numbers of patients and meeting unrealistic targets, in order to avoid being penalised financially.

As you can appreciate, I am not willing to compromise on the level of care our patients receive.

### You have three options for your dental care going forward:

1. Join our membership club to reduce fees for your regular dental care and spread your investment in your health and well-being monthly
2. Pay for treatment on an independent basis as required Pay As You Go
3. Seek care at another dental practice under the NHS (I suggest you ring around and see if you can gain treatment before making this decision)

## Option 1: Join our Membership Club

Our recently revamped Brightside membership club has proved very popular with our patients and has a number of benefits. You can find more information about it [here](#).

Our team will advise you on the best plan level for you, with options starting from only 33p per day for adults.

We have plans available for children starting from only 30p per day. We also currently have limited availability for FREE routine dental care for children under 10 years old\*.

Members are charged a reduced rate for all dental treatments with us.

Our members who attend regularly often have significantly less need for dental treatment because of the regular maintenance, as one of our patients shares here:



**Zeljka Kolac**  
4 reviews

★★★★★ 2 weeks ago **NEW**

Went to see Dr Ketan Shah today and had very good experience.  
I'm normally quite nervous when going to dentists but he's put me at ease and offered alternative to injection that worked very well and I left with my tooth repaid, no swelling or numbness.  
Their prices are good and membership they offer is exactly what I need to make sure I go regularly for my checkups and hygienist.  
I was recommended to go there and would definitely recommend anyone in a need of a new dentist.

\*terms and conditions apply and are available on request



## Option 2: Pay As You Go

You have the option to pay for dental services as you need them on an independent basis. This may suit you better if you are an irregular attender or are only seeking a specific treatment.

If you plan to attend on a regular basis, we definitely recommend joining our Membership Plan.

## Option 3: Seek NHS Care Elsewhere

I appreciate that this change will cause concern for some patients, but I have been assured by NHS England that there are other NHS dental practices in the surrounding area. A list of NHS practices in the area can be provided to you.

If you have any difficulties accessing NHS dental treatment, please contact: - NHS 111 (Call 111 for free from a landline or mobile phone) or visit [the NHS website](#).

## WE REALLY DO CURRENTLY HAVE A LIMITED NUMBER OF PLACES AVAILABLE

Please note that we currently have over 5000 active NHS patients on our list, plus many more who haven't visited the practice for some time.

We have limited capacity for new members as we will be seeing less patients for routine treatment than under the NHS.

We would love for you to remain a patient at the practice and if you feel membership is for you, please join now to guarantee your place.



## HERE'S WHAT TO DO NEXT....

If you have any queries regarding these options, please contact us by one of the following methods:

- Visit <https://bit.ly/3K5CKLA> for the latest information and answers to frequently asked questions
- Email - [support@brightsidedental.co.uk](mailto:support@brightsidedental.co.uk)
- Phone/SMS/Whats App - 07950 436414

We anticipate significant numbers of enquiries and will get back to you as soon as we can.

**Please DO NOT call the main practice phone number with queries about your dental care going forward as it will delay us getting back to you.**

You can find further up to date information and frequently asked questions [here](#).

I would like to thank you for your loyalty to the practice and hope you will join us on the next chapter of our journey. However, if you feel it is not for you, I completely understand and wish you well.

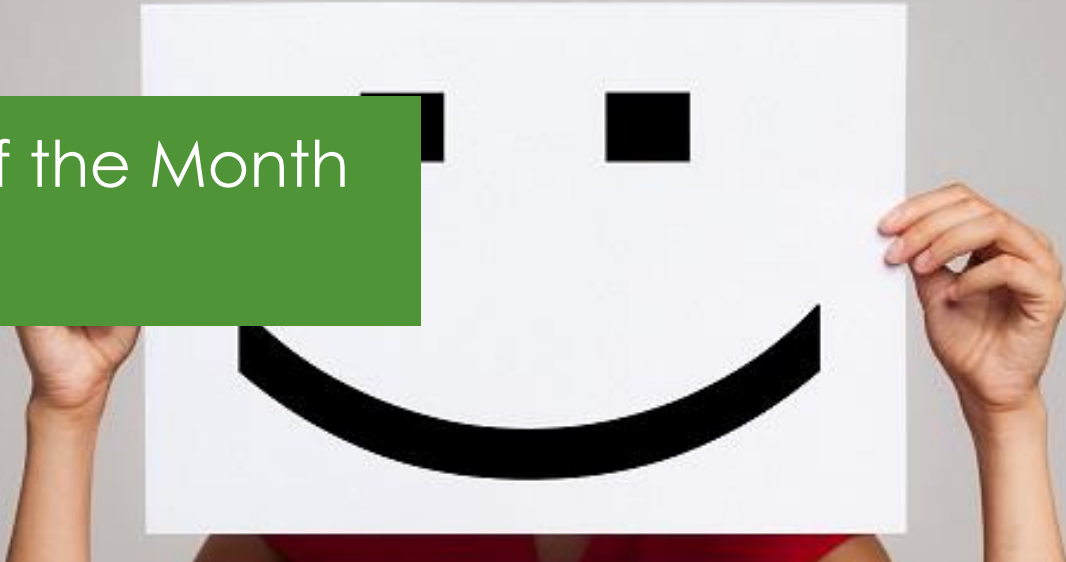
Here's to your future dental health and wellbeing.

*Ketan*



*Dr Ketan Shah  
Principal Dentist and Owner*

# Smile of the Month



## Brightside Smile of the Month – April 2022

BEFORE

AFTER



*Dr. Ketan Shah*

**brightside  
dental**  
*Home of Calm and Gentle Dentistry*

Romy first visited Brightside Dental in 2020, on the recommendation of a family member who had similar treatment with us.

Romy attended as she had braces when younger then stopped wearing her retainers. Her teeth moved because of this. We see this with many patients! As a result, she was unhappy with the appearance of her front teeth.

Following a consultation with Dr Ketan Shah and a discussion on the available treatment options, Romy chose to have Invisalign clear aligner treatment to straighten her teeth.

The treatment went very smoothly and only took 10 visits in total, over a period of 15 months. Less appointments were needed in the practice as we used Dental Monitoring, using advanced A.I. technology, to keep a weekly review on treatment progress remotely.

Romy's treatment consisted of:

- Invisalign teeth straightening
- Teeth whitening
- Enamel reshaping to improve the sizes and proportions of the front teeth
- Retainers to prevent unwanted movement of the teeth

Romy shares her experience of the process and how she feels about her new smile:



If you would like to know more about how we could help improve your smile, you can phone the practice at 020 88884401 or email: [info@brightsidedental.co.uk](mailto:info@brightsidedental.co.uk).

Dr Ketan Shah



**Practice Principal**

BDS (Lond) 2000, MFGDP(UK) 2003

Ketan graduated from Guy's Dental Hospital in 2000. He worked at the practice as an associate since 2004 and took over ownership in 2010. He regularly attends courses and training to further his skills and knowledge, to improve the patient experience.

Ketan has carried out advanced training in orthodontics and has been providing both fixed braces and Invisalign for over 12 years. He is experienced with dental sedation and is a Dental Phobia Certified Dentist.

## Thank you for recommending us...

Paul Sorodoc

Cynthia Cole

Caroline Persaud

Connor Higgins

Thomas Baldwin

Amy Fowell

Enrique Jimenez

Molly Alexander

Amir Mapara

Beth Handley

Leona Anim

Susumu Shioya



## What our patients say about us

Share your feedback on your experience at Brightside Dental [here](#)



**Marie Gilmour**



Always been terrified of the dentist, and had a few bad experiences. Brightside seemed to have good recommendations and they have totally lived up to the high expectations. Great friendly service, explained procedures, and treatment went well.



**tracey wakeman**



I have been attending Brightside for many years and although I moved out of London a while ago, I still return to Brightside for my dental and hygiene appointments and will continue to do so. Ketan and his team are amazing - I couldn't hope to find a better dental service.



**john waterhouse**



Brightside is the best and most caring dentist's I have ever visited and I've been to quit a few in my 63 years.

I am one of those people who is terrified of dental work.

Every one at Brightside puts you at ease.

The receptionists are lovely and welcoming. I had Yelena as my dentist and Lana as my nurse. I couldn't have been in better hands! They immediately started to put me at ease and were so gentle and efficient.

I wold recommend these guys to anyone!

Thanks every one. A really perfect team.

;)



**Syd Eats**



Fantastic dentistry Painless treatments, warm and knowledgeable staff, decent prices and best of all a really skilled dentist + assistant. I cannot recommend this place highly enough. They put me completely at ease and did a stellar job in record time. Thank you!