

HOW WE DID IT

Written by **Dr Simon Chard**



Dr Simon Chard describes how he and his wife, Dr Meghan Chard, completely renovated the space above Rothley Lodge Dental Practice, creating an innovative practice, designed to be a hub for progressive dentistry and teaching

I come from a family of dentists, and the focus behind our expansion at Rothley Lodge was to maintain this family ethos whilst bringing more modern techniques into the practice.

I qualified from King's College London Dental Institute in 2012, coming away with the Academy of Operative Dentistry Award. Since then, I've gone on to win Best Young Dentist United Kingdom at The Dentistry Awards 2015, and to become Chairman of Membership for the BACD (British Academy of Cosmetic Dentistry). I have lectured nationally and internationally – mostly on digital dentistry, but also on dental photography and minimally invasive cosmetic dentistry. My focus is on aesthetic dentistry, particularly using digital technology to improve aesthetic outcomes.

I co-own Rothley Lodge with my wife, Meghan. She also qualified from King's College London Dental Institute in 2012, and came second in the year for the Saunders prize for academic achievements. Her key interests are family dentistry and facial aesthetics, plus, she also holds a Diploma in Sedation from King's College and loves to look after anxious patients.

THE PRACTICE

We bought the practice from my parents, who had built a fantastic business over the past 30 years. We decided to expand and renovate the practice as we wanted to become a hub of outstanding dentistry, offering everything in-house. The practice was already providing a high level of family dentistry, but was running to capacity, so we would have been unable to make the additions we planned without first creating space. ▶



60
SECOND
TOUR

THE PRACTICE

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THE ETHOS

Rothley Lodge Dental is at its heart a family dental practice, with generations of dentists working under one roof. The Chard Practice has been a pillar of the local community in Staines-Upon-Thames for over 30 years and over that time the practice has been built on high quality dentistry. The practice is now at the forefront of the digital revolution within the profession; utilising advanced digital techniques in cosmetic, implant and orthodontic dentistry, as well as training other dentists on these techniques in the onsite training facility.

PRACTICE DESIGN



My parents owned the three-bedroom flat above the practice and, despite previously rejected applications for planning permission, Meghan and I were delighted to be successful. We have therefore been able to create two surgeries, a facial aesthetics room, decontamination room, photo studio, recovery room and a lecture theatre, creating the space to accommodate more new talent and allowing us to offer top-level multi-disciplinary dentistry.

The lecture theatre was a key feature, as we wanted to provide the best quality training. There is a video link from my surgery, so that



we can provide live patient demonstrations. This allows delegates to get a birds-eye view of procedures that utilise technologies such as Cerec, which they would never get by just looking over a shoulder in the clinic.

THE PROJECT

Although we were clear about what we wanted, there was some apprehension – neither of us had worked on a large-scale building project before; we had no experience of dealing with builders and other contractors, and wondered at times, 'Will this work? Is there a demand for this?' However, we were clear about our goal, and believed we could make it happen.

We knew the aesthetic we wanted to create for the practice, classic British with a twist. We spent time looking at other clinical websites, finding inspiration through clinicians we respect. The main aim was to take Harley Street and bring it to the home counties.

We took advice from my parents throughout the process, and they were a great help. We wanted to make the project as cost effective as possible, while achieving a beautiful end result. Working with SPS and A-dec helped make this aim a reality.

We worked entirely with non-dental contractors, who were led by SPS. This was partly because we wanted our practice to look different to anything else, and non-dental builders and contractors wouldn't have any preconceptions about the finished project. Indeed, keeping it 'in the family' even extended to the building work, as many of our contractors were patients. It was great to work with them in this way!

The way the practice will run is unique; downstairs will continue as a mixed family practice and we will look to keep growing upstairs as a cosmetic dental and referral centre for speciality procedures. We want to create a unique patient journey that people will talk about. We want to be modern and social-media led with, for example, video content on YouTube. The aim is to create an interactive and educational experience for patients and the public, and as such, to break down barriers.

THE RESULT

The finished space is absolutely stunning – it's so full of light. The rooms are spacious, and as non-clinical as possible. We wanted to make them as homely as they could be, and the teams we worked with have really helped us achieve this.

A-dec simply makes fantastic chairs. We chose the A-dec 500 side delivery chairs upstairs, and they are great; the units have chair-mounted cuspidors and LED operating lights, which provide an excellent level of lighting. They also really help keep the clinical area looking very clean and clear, ▶



as the side-arm delivery systems are stored below the cabinetry, giving full access around the chair. This feature has also allowed for a mobile implant drawer pack for my surgery, which will be fantastic for my implant sessions.

The chairs also have intraoral cameras built in to the delivery systems, and these link to our computers, meaning that we – and our patients – will be able to see the images we take on the 4k monitors we have on the walls. This is another of the ways we are making dentistry more accessible and interactive for the patient.

The detailed handover A-dec gave us even helped with the downstairs surgeries as they knew a lot about our existing chairs and could help us make better use of them. We would highly recommend A-dec, the quality of its products is obvious. The clean lines of the design are continued with the

Intrafit cabinetry. In white, with solid surface worktops, it looks excellent, and the way it has been fitted really makes the best use of the space. We also went with solid-surface Corian sinks, and LED lighting below the wall units and along the edge of the countertops. In all, this has given us what we were looking for.

The project wasn't without its challenges. We didn't have an architect, and the design came entirely from us, so everyone expected us to know the answers to their questions. Many were related to things we had no idea about, and the idea of the financial implications, should we make the wrong decision, was a major stressor.

If we could start again, I think I would have to accept that I couldn't control everything, and attempt to reduce my stress levels. We've learned a lot, for example, if we were to do something similar in the future I would

definitely take a day off each week to help run it. We were lucky though, SPS helped with any issues, working with a company with such high professional standards really helps things run smoothly.

In the end, we wouldn't change anything about the final result. We are both so proud of what we built, and can't wait to start working in the space.

Laurence and Chris from SPS were a dream team, and working with Justin from A-dec was a really positive experience, the final result is spot on. We want to eventually set up a group of practices providing high-quality aesthetic and restorative treatments, and helping young dentists by offering training opportunities. Ultimately, we want to help improve dentistry in the UK, and think we have found the group who will help us achieve this. ●



COMPANIES AND EQUIPMENT INVOLVED IN THE PROJECT

Dental chairs

A-dec

TELEPHONE: 0800 2332 85
WEBSITE: www.a-dec.co.uk

SPS Dental

Dental equipment

TELEPHONE: 0844 5675151
WEBSITE: www.spsdental.co.uk

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