



# Word of Mouth

## Tailoring your care, at every age



Winter 2024

At every stage of our lives, we face different challenges to our dental health and some patients may require extra help and guidance from our clinical team.

### Teenage girls and women

Hormones can play havoc with our mouths. Women and teenage girls are at risk of developing gum disease, bleeding gums, mouth ulcers and experiencing sensitive mouths because of the hormonal fluctuations they experience during puberty, pregnancy and the menopause, as well as from taking oral contraceptives and having monthly periods.

### People with long-term conditions

Certain medications can cause the saliva in our mouths to dry up and the knock-on effect is that harmful bacteria builds up, leading to decay and gum disease. Drinking extra water and chewing sugar-free gum to stimulate saliva flow can help - and make sure to visit us more regularly.

### Smokers

Smoking increases bacterial plaque whilst reducing the delivery of oxygen and nutrients to the gums and generates free radicals that delay the healing process, making the gums more susceptible to infection.

Research shows that smoking causes 50% of all gum disease cases. We are not here to lecture, we are here to care for your dental health. Smokers need extra

care and more frequent visits to ensure their mouths stay healthy, so don't put off your appointments.

### People with diabetes

Gum disease is often considered an extra complication of diabetes. This is because when blood sugar levels are poorly controlled, blood glucose levels rise and the higher levels of sugar in the mouth help harmful germs to grow. People with diabetes can also be more susceptible to

contracting infections including infections of the gums.

### Are you at risk of gum disease?

Some 80% of the UK population are estimated to suffer from gum disease at some stage in their life.

With the right oral health advice and excellent cleaning regimes at home, gum disease can be controlled. If you have any questions, please get in touch.

## Your Invisalign care is in superb hands!

We would like to say a huge congratulations to Dr Keith Garber who has been made an Apex Elite provider of Invisalign which means he is in the top 1% of Invisalign Go providers throughout Europe, the Middle East and Africa. Well done Keith and his nurse, Leanne!

Invisalign ultra-clear aligners are the treatment of choice if you would like to straighten your teeth virtually invisibly. The braces have no metal parts to irritate delicate gums and can be removed for eating and brushing your teeth.

Do you want beautifully straight teeth? Speak to Leanne today on 07444 390 836 to find out more!



# Spotlight: Reputation and quality count

When it comes to treating your mouth and face, reputation, qualifications and skills, and the quality of materials being used, really matter.

The saying goes that if it sounds too good to be true, it probably is. This is especially true when it comes to cosmetic, teeth straightening, whitening and facial rejuvenation treatments.

## Will you get what you paid for?

Last month a global company offering cut price online teeth straightening went bust, leaving their customers facing little hope of getting their money back. While a few hundred pounds might sound like an amazing deal for orthodontics, it's a lot to lose if you never receive the treatment you've paid for.

## Whitening carried out by beauticians is often illegal

In the UK, only qualified dental professionals can carry out or oversee teeth whitening. Yet, you will see beauticians offering this treatment on virtually every high street. It takes time to become fully qualified and reputable materials cost more to manufacture, which is why treatments at dental practices can sometimes appear more expensive.



## Think carefully before having dental treatment abroad

The cost of your treatment abroad may appear cheap but when you've factored in air travel, hotels, taxis, food, return trips for follow-up appointments and the risk of complications, any savings you might make are soon eaten up.

## What should I consider?

1. Does my clinician have the right qualifications and experience?
2. Which manufacturer makes the implants, tooth whitening gel, braces, facial rejuvenation serums etc and do they have a good reputation?
3. Does my practice invest in the latest equipment?
4. How successful is treatment? Can I see before and after photos of actual patients?

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If in doubt, ask questions! Any clinician worth their salt will be only too happy to help. If you would like more information about a particular treatment we offer, just get in touch. We look forward to hearing from you.

## Why last minute cancellations matter

We appreciate that sometimes illness happens or something crops up that means you have to cancel or rearrange your appointment.

We always send out reminders to our patients about their dental and hygiene appointments to nudge your memory, as we understand that it may have been some months back when your next visit was booked in.

This is why we ask you to keep us updated when you change your mobile number, email address, or move house.

We ask for a minimum of 48 hours' notice if you need to change your appointment, as we always offer appointment times to other patients who may be waiting to see us - and this can take time to organise.

You will have seen from the headlines, many people are finding it difficult to book dental and hygiene appointments in the UK. Appointments at dental practices are a prized commodity!

The taking of non-refundable deposits on booking are now commonplace, not just in the dental industry, especially as everyone's belts are being squeezed with increases in utility prices, rent and rates.

Our policy is to charge patients who fail to attend their appointments because they have forgotten or if they cancel at late notice.

If you would like to discuss this matter further, please get in touch by phoning our helpful reception team or emailing us. Our contact details are below.

## Practice news

### Congratulations!

This month marks the anniversary of Dr Michael Frain Ltd practice owners Dr Keith Garber and Dr Andrew Halmer who have been in partnership for 30 years!

### Babies on the way

We would like to congratulate our practice manager Deanna on her pregnancy. Her baby is due at the end of April. We would also like to congratulate one of our nurses Melissa who is also expecting a baby, due at the end of March.

### Medical history

We are required to have a full medical history and current medication information for our patients, which is why we regularly ask you to check and update your form. Please ensure you have all relevant information and a list of your medication when you attend for your appointments so we can update our records accurately.

## Hathaway Dental Practice

Hathaway Medical Centre  
Middlefield Road  
Chippenham  
Wiltshire SN14 6GT

01249 445873

### Opening hours

Monday:	8.30 - 19.00
Tuesday:	8.30 - 17.00
Wednesday:	8.30 - 17.00
Thursday:	8.30 - 18.30
Friday:	8.00 - 16.00
Saturday:	9.00 - 14.00

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