PRIVATE

DENTISTRY AWARDS 2025

GROSVENOR HOUSE HOTEL, LONDON

ENTRY GUIDE

ENTRY DEADLINE

12 SEPTEMBER 2025

CEREMONY

21 NOVEMBER 2025

WITH THANKS TO OUR SPONSORS

align
Transforming smiles, changing lives.
apollo
AVANT GARDE DENTISTRY
BARCLAYS
Belmont
biohorizons camlog
BLACK SWAN TAX ADVISERS.
Bremadent Dental Laboratory
Dentistry Practice Services
ivoclar
KENT.
portman dentex
Practiceplan The business of dentistry
RPADENTAL
SprintRay
WESLEYAN

PRIVATE
DENTISTRY AWARDS 2025

THE AWARDS

THE PRIVATE DENTISTRY AWARDS IS A PRESTIGIOUS AND WELL-RESPECTED DENTAL AWARDS CEREMONY. CHAIRED BY DR JAMES GOOLNIK, THE AWARDS RECOGNISE OUTSTANDING DENTISTRY CARRIED OUT BY TEAMS AND INDIVIDUALS IN THE UK AND IRELAND.

REASONS TO ENTER

1. ATTRACT NEW PATIENTS
2. BUILD TRUST WITH YOUR CURRENT PATIENTS
3. ENJOY AN AMAZING NIGHT WITH YOUR TEAM

HOW TO REGISTER

GO TO **DENTISTRY.CO.UK/AWARDS/PRIVATE-DENTISTRY-AWARDS** AND CLICK **'REGISTER NOW'**.

ADD YOUR DETAILS AND SELECT YOUR CATEGORIES.

ENTRIES MUST BE SUBMITTED BY **12 SEPTEMBER 2025** TO BE ACCEPTED BY THE JUDGES.

2025 CATEGORIES

TO COMPILE A GREAT ENTRY, MAKE SURE TO DO THE FOLLOWING:

1. WRITE BETWEEN 750-1000 WORDS ON WHY YOU ARE A CONTENDER FOR THE AWARD
2. PLEASE DO NOT GO ABOVE THE WORD COUNT
3. PLEASE FOLLOW THE JUDGES' GUIDELINES UNDER EACH CATEGORY
4. ADD RELEVANT SUPPORTING EVIDENCE, INCLUDING PHOTOS, MARKETING MATERIAL, TESTIMONIALS ETC...
5. ENTRIES MUST BE SUBMITTED BY 12 SEPTEMBER 2025
6. REVIEW ENTRY GUIDELINES AT THE END OF THE GUIDE

TO BE ELIGIBLE FOR AN AWARD, YOU SHOULD NOT BE SUBJECT TO ANY ONGOING FTP INVESTIGATION BY THE GDC, OR BE PRACTISING UNDER ANY CONDITIONS IMPOSED AS A RESULT OF SUCH AN INVESTIGATION.

THE JUDGES DECISION IS FINAL AND NO CORRESPONDENCE CONCERNING THE OUTCOMES WILL BE ENTERED INTO. FEEDBACK WILL BE PROVIDED UPON REQUEST WITH ONE TIP TO IMPROVE

YOUNG DENTIST

This category is open to those born on or after 31 October 1988

- Detail your professional credentials, achievements, training, and any accolades you have received
- Explain how you are different to other young dentists
- Share your biggest achievement in your dental career to date
- Share any hurdles you have overcome in your life/ career
- Provide evidence of how you go beyond the regular duty of care: pay specific attention to the fundamentals of dentistry such as caries management, periodontal care, tooth wear and oral cancer
- Explain your approach to diagnosis and patient communication, both in-surgery and on a wider scale if relevant
- Describe any work you do with charity or in your local communities
- Share examples (3-5 cases) of your clinical work to showcase the breadth of your practice
- Supply any relevant patient and colleague testimonials
- Please include a high-resolution image of the dentist.

TEAM OF THE YEAR

- Demonstrate a great team approach and focus on patient care
- Discuss how your practice invests in team development and training
- Show how you are different to the competition
- Give evidence on how your team goes above and beyond the regular duty of care
- Include evidence of any work within the local community or a charity
- Include relevant testimonials and photos
- Teams from practices part of a group must enter each practice team separately.

2025 CATEGORIES

PRACTICE PRINCIPAL

For principal dentists (or the 'lead' dentist in a corporately owned practice). This category is looking to recognise achievements of a dentist over the last 12 months. This category is open to those over 35 years of age.

- Demonstrate hard work and drive; how did you get to this point?
- Explain your leadership approach with your team and your patients; what defines you?
- Highlight any postgraduate training/development done in the year
- Provide any other supporting evidence/pictures you feel relevant
- Provide one or two patient testimonials received through the year
- Include a photo of the practice principal.

TREATMENT OF NERVOUS PATIENTS

- Demonstrate an excellent approach to welcoming and treating nervous patients
- Show how you are different in treating nervous patients
- Include marketing literature
- Provide evidence of patient satisfaction
- Include images and relevant testimonials.

CHILD-FRIENDLY PRACTICE

- Demonstrate your approach to child dental health
- Show us how you are different in treating young patients
- Include marketing literature
- Provide evidence of patient satisfaction
- Include images and relevant testimonials.

CHARITY OR COMMUNITY PROJECT

- Describe your charitable project and the benefits derived from it
- Explain why and how you support your chosen cause
- Describe the support you have provided and fundraising achievements over the year
- Give evidence showing how you have helped raise awareness for your chosen cause
- Include supporting evidence and pictures.

NEW PRACTICE

Entrants for this category can only enter New Practice or Most Improved Practice. You cannot enter both. Your practice must have opened after 1 January 2024

- Provide images/videos of the practice, including before and after
- Show evidence of uniqueness in your practice and how you go beyond the regular duty of care
- Explain how the business has grown since it either opened or changed hands
- Discuss team training and development
- Include examples of clinical excellence (eg before and after pictures)
- Include marketing literature
- Tell us if you work with charities or the local community
- Include relevant testimonials and photos.

2025 CATEGORIES

MOST IMPROVED PRACTICE

Entrants for this category can only enter New Practice or Most Improved Practice. You cannot enter both.

- Include before and after pictures and videos, if appropriate
- Discuss the changes you have made and how the business has grown
- Examples of clinical excellence should be an essential in your submission
- Demonstrate team training and development
- Explain how your website or social media platforms have been used to show off your practice and include examples of marketing literature
- Show any unique features or design excellence that have been put in place to improve the patient experience and explain your objectives behind them
- Include evidence of patient satisfaction and relevant testimonials.

REFERRAL PRACTICE

- Examples of clinical excellence should be an essential in your submission
- Include marketing literature
- Explain the specialist services you provide
- Show us how the practice has been adapted to treat patients in specialist areas
- Discuss training/development information
- Provide evidence of patient satisfaction and relevant testimonials
- Include supporting evidence and pictures.

DIGITAL PRACTICE

- Explain what digital technology you have invested in and why
- Show how you have successfully integrated it into your dentistry and marketing strategy
- Explain the impact of technology on your efficiency and profitability
- Explain the benefits you are now seeing and how it has improved the patient experience
- Examples of clinical excellence using the technology should be an essential in your submission
- Include relevant supporting documentation and photos.

WEBSITE OF THE YEAR

- Show how content is supportive of the website's conversion rate
- Show excellent structure and navigation
- Demonstrate how the website design has been carefully put together to connect quickly with its target audience
- Explain what measures have been taken to reduce the website bounce rate
- Explain what measures have been taken to increase the website conversion rate
- Show the creative process that ensures the website doesn't look like a 'template' website
- Show website speed
- Explain what measures have been taken to make the mobile experience conducive to increased patient conversion
- Show SEO visibility and usage numbers
- Show website is GDC, CQC and GDPR compliant
- Explain anything that makes this website unique.

HYGIENIST/THERAPIST, RECEPTIONIST, PRACTICE MANAGER, DENTAL NURSE, DENTAL TECHNICIAN AND CLINICAL DENTAL TECHNICIAN

This category is open to all team members listed above — each award in the category will be presented separately

- Demonstrate their hard work and drive
- Tell the judges of anything outstanding they have done or been involved in
- Show why this person is special and explain any hurdles overcome
- Provide evidence of the excellent patient care
- Give evidence of any connection with the local community or a charity
- Include relevant supporting evidence, patient and colleague testimonials and photos
- Include a photo of the team member
- You can only enter one team member category i.e. hygienist or therapist
- Please include the name of the practice you currently work at/for.

Share. Like. Post

#PDAwards25
@Dentistry.co.uk

2025 CATEGORIES

PRACTICE DESIGN AND BRAND

- Show evidence of investment in the design and branding of your practice
- Explain the idea and effect you are trying to achieve through the design of the brand
- Describe how you use your brand in all your marketing material and how this has benefited the practice
- Share the aims and objectives for the look
- Show any unique features, architecture, interior design excellence
- Explain your website and how you use this to further communicate your brand
- Include examples of marketing literature such as promotional material and online campaigns.

PATIENT CARE

- Demonstrate your great team approach to patient care
- Include marketing literature such as a welcome pack or aftercare leaflets
- Show how you are different to other practices
- Discuss how you provide continuity and consistency of care to establish trusting relationships with patients
- Provide evidence of patient satisfaction and relevant testimonials
- Examples of clinical excellence should be an essential in your submission
- Include supporting evidence and pictures

PRACTICE OF THE YEAR

To enter this category you must enter at least one other category

- Examples of clinical excellence should be an essential in your submission
- Demonstrate your use of marketing through literature, social media and your website
- Give evidence of team training and development
- Discuss your team's approach to patient care and how you establish trusting relationships with patients
- Explain how you go beyond the regular call of duty for your patients
- Show any unique features or design excellence that has been put in place to improve the patient experience and explain your objectives behind them
- Provide evidence of patient satisfaction
- Include supporting evidence and pictures
- Practices part of a group must enter each practice separately.

HOW TO REGISTER

GO TO **DENTISTRY.CO.UK/AWARDS/PRIVATE-DENTISTRY-AWARDS** AND CLICK **'REGISTER NOW'**.

ADD YOUR DETAILS AND SELECT YOUR CATEGORIES.

ENTRIES MUST BE SUBMITTED BY **12 SEPTEMBER 2025** TO BE ACCEPTED BY THE JUDGES.

PRIVATE DENTISTRY AWARDS 2025

ENTRY GUIDELINES

Entries for the Private Dentistry Awards must be submitted in one of the following accepted formats: **JPEG**, **PNG**, **DOC**, **DOCX**, **PDF**, **MP4**, **MOV**, **PPT**, or **PPTX**. Each individual file must be limited to **100MB** in size. While supporting images are welcome, they cannot be submitted as standalone files; instead, they must be incorporated into a single PDF to ensure seamless viewing by the judges. Videos can also be submitted but must be in **MP4** or **MOV** format and adhere to the **100MB** file size limit.

Please note that **ZIP files**, **Keynote**, and **Pages** files will **not** be accepted. The total combined size of all submitted documents, images, and videos must not exceed **1GB**. The **FMC awards team will not** be able to compress or process your files or accept entries via **WeTransfer** to the awards inbox.

To maximise your chances of being shortlisted, ensure your entry is **concise** but meets all outlined criteria. If you have any questions or queries, the **FMC awards team** would be delighted to assist. You can reach us at **awards@fmc.co.uk** or call **01923 851777**.

All entries containing **between 750-1000 words plus supporting documents** must be submitted via the website at **dentistry.co.uk/awards/the-private-dentistry-awards** by clicking the **"Enter Now"** button. You must be currently practising in the **UK or Republic of Ireland.**

Multiple Entries for the Same Category

If you are submitting multiple entries for the same category, you must use a different email address for each entry, regardless of whether the entries are for different practices.

For example, if you are submitting an entry for **Practice A**, **Practice B**, and **Practice C** in the **Patient Care** category, you must use three separate email addresses—one for each practice.

If the same email is used for multiple entries within the same category, the latest uploaded entry will automatically overwrite any previous submissions, and the earlier versions will be permanently lost.

To avoid losing any of your work, double-check your submission details before finalising your entry. If you are unsure, please contact the **FMC Awards Team** at **awards@fmc.co.uk** or call **01923 851777** for assistance.

WITH THANKS TO OUR SPONSORS

align · apollo · Avant Garde Dentistry · Barclays · Belmont · biohorizons camlog · Black Swan Tax Advisers · Bremadent Dental Laboratory · Dentistry Practice Services · ivoclar · KENT · portman dentex · Practiceplan · RPA Dental · SprintRay · Wesleyan

PRIVATE DENTISTRY AWARDS 2025

GROSVENOR HOUSE HOTEL, LONDON

WITH THANKS TO OUR SPONSORS

align
Transforming smiles, changing lives.

apollo

POWERED BY AVANT GARDE DENTISTRY

BARCLAYS

Belmont

biohorizons camlog

Bremadent Dental Laboratory

BLACK SWAN TAX ADVISERS.

Dentistry Practice Services

ivoclar

BY APPOINTMENT TO HER MAJESTY THE QUEEN BRUSHMAKERS – G B KENT & SONS PLC
KENT.
THE FINEST BRUSHES AND COMBS SINCE 1777

portman dentex

Practiceplan
The business of dentistry

RPADENTAL

SprintRay

WESLEYAN