

# Leading the revolution

Guy Hiscott visits Pentangle Dental Transformations, one of the most ambitious projects for referral dentistry the UK has seen

If asked to name a location for a multi-million pound aesthetic dental referral centre, most people would probably opt for London. After all, it's the capital, it's happening, it's where the money is, so somewhere on Harley Street perhaps? Not so for Drs Robert Oretti and Steve Jones, the visionaries behind Pentangle Dental Transformations. They chose Newbury. Having both been in practice in the town for some years, neither felt the need to move, and who could blame them?

The location must certainly be a relief for any patients who don't live in or around the English capital. Centrally placed, with good transport links, the more you think about it, the more Newbury makes sense.

As soon as you step inside, you can see that Pentangle Dental Transformations shows off every penny of its own £2 million renovation from an old mobile phone office into what is one of the most advanced centres of its kind in Britain. Designed by award-winning architect Richard Mitzman, clean lines, frosted glass and steel prevail. The overall effect as you walk through the door is of a high-class salon rather than a dental surgery. But then, that's the whole point.

The patient's comfort and safety clearly lie at the core of the practice. From dental units fitted with DVD players,

speaker systems in the surgeries (patients can choose from the practice's extensive selection of music or bring their own tunes in) to the satellite TV available throughout the practice, it is as close to a 'home from home' as you can feasibly get in a dental surgery.

## Seriously clean

When it comes down to business too, everything happens behind the patient. The rear wall of each surgery, or theatre, is a 'sterilising wall', which means used instruments can be put in

storage area for single-use instruments and kits. Someday all practices will take sterilisation and infection control this seriously.

It is the consideration of the patient that drives all this, but what will be driving the patients into the practice in the first place? Well, referrals, for a start. The practice is referral only, which Steve says is unlikely to change for the time being. 'At present, 130 dentists refer their patients to us', he tells me, which for a practice that had its official opening at the end of September is far from shabby.

**‘Someday all practices will take sterilisation and infection control this seriously’**

from one side and taken out from the other, always out of sight of the patient. The idea is to create a 'circular flow' of dirty and clean instruments that is fast becoming the most popular concept in infection control.

The used equipment – and with two operating theatres and two surgeries, there is potentially lots of that – is taken to a central sterilisation area. It has no less than three washer disinfectors, while round the corner is a dedicated

Basically, if you're looking at cosmetic work, then Pentangle Dental Transformations needs to be on your list.

## All the extras

The surgery is equipped for pretty much anything. The name of the practice pretty much sums up the attitudes of its two principals – its about having a real effect on the patients' appearance, and the two believe that it's about time the UK had an exclusive

centre for high-quality cosmetic work, something that traditionally has not been a focus in this country.

As Rob says: 'Our vision has always been to provide a practice that is specifically equipped for surgical and restorative dentistry. We believe that we have designed the best facility of this kind in the United Kingdom.'

The equipment in the practice is enough to make some hospitals green with envy. Not content with a Cerec 3D machine, it would seem, Steve and Rob have managed to get their hands

treatment is likely to be shared between Pentangle and the referring practice, so it's all about careful, serious treatment planning. After this, everything is in place to run smoothly.

Rob and Steve can boast more than 26 years of cosmetic dental experience between them, but they aren't content to rest on their laurels. The teaching facilities in the practice belie the pair's awareness of where dentistry is heading, and their resolve to be at the forefront of the revolution. The two theatres

are equipped with audio and video feeds that lead out to a frankly enormous plasma screen (one of several in the practice) on the first floor.

The seminar area, which is large enough for plenty of delegates, will help educate a new generation of clinicians and bring high-quality cosmetic work to what is certainly an increasingly demanding public.

Pentangle Dental Transformations isn't just about improving smiles you know. In a sense, it's transforming attitudes too. ■

## What's on offer

Pentangle Dental Transformations is pretty much a one-stop shop for aesthetics, but in case anyone needs any clarification on what the practice can get its teeth into, here's a list of just some of the treatments on offer:

- Dental implants to provide new fixed teeth, replacing missing teeth or removable dentures
- Replacement of worn out crown and bridgework
- General improvements to natural teeth using tooth whitening, orthodontic treatment, porcelain veneers or new white fillings
- Correction of irregularities in gum levels around teeth
- Replacement of dental amalgam fillings with white alternatives
- Intravenous sedation

Pentangle Dental Transformations can be found on Park Street in Newbury, Berkshire. Call the practice on 01635 550353 for further information.



Practice principals Steve Jones (left) with Robert Oretti



One of the centre's three washer disinfectors