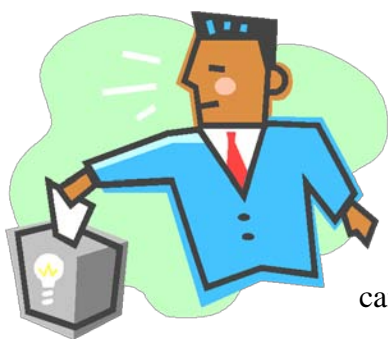




Robinson's Dental Practice 2011 newsletter



SUGGESTIONS

The more observant amongst you may have noticed the addition of a suggestions box to the waiting room.

If you have any comments or suggestions on how we run the practice, ways we can improve our service or, heaven forbid, ways in which we may be dropping below standard, please let us know; you don't have to use the box though, you can just talk to us!

As a result of one suggestion we have increased the size of the text on our appointment slips to make them easier to read when pinned to notice boards!

Please don't suggest we install a lift though; we get several requests a day for that!

Honestly, we would if we could but the age of the building, its narrow stairs, and its ancient plaster walls just wouldn't take the strain.



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ELLIE UPDATE

Many of you ask us if we have any news of Gabriela's predecessor Ellie Otty.

Well, we do!

Ellie is happily settled back on her home island of Guernsey with her husband and daughter Isabel. She is expecting another baby in January 2011 and rumour has it that it will be a boy - watch this space and when we know we'll let you know!



FOCUS ON MOUTH CANCER

Latest figures from Cancer Research UK show that mouth cancers have increased by around 25% in the past decade in people in their forties. Over all age groups the incidence of mouth cancers has increased 45% since records began in the 1970's.

Mouth cancers used to be seen mostly in the elderly population and it is thought that the increased incidence in the younger age groups may be because of increased alcohol consumption however, other risk factors are known to be smoking and a diet low in fruit and vegetables.

There is increasing evidence that the human papillomavirus (the subject of a new nationwide vaccine programme to prevent cervical cancer in girls) could have a significant role in the increase in mouth cancer as well.

Like all cancers, the chances for successful treatment are best if the disease is caught early.

As part of your routine dental examination your dentist is checking your mouth for any signs of cancer developing.

Just one more reason (if keeping your teeth clean and healthy isn't enough) why everyone should visit their dentist regularly and why we encourage even our patients with none of their natural teeth left to come in at least once a year for an oral health check.

APPOINTMENT REMINDERS

One of the reasons we can keep our prices so competitive is that we have very few patients who miss their appointments so thank you all for your fantastic memories!

Missed appointments can cost the practice a significant amount of money and so we work very hard to help you remember, just in case the little grey cells are not functioning at top rate!



We send you this lovely reminder letter 2 weeks before your check up appointment and, if you need to come for treatment we try and contact you by telephone the day before.

We appreciate, however, that since you are all such busy people you don't always want to be interrupted by the telephone; thankfully modern technology offers us an alternative – the text message!

Our swanky new computer system has been set up to deliver a text message to anyone who has an appointment the following day and has given us a mobile number. We will not now telephone someone who has been sent a text; we want to nudge your memory not nag!

Not only does this mean you don't have to drag yourself away from daytime TV (oops sorry, I meant work!) to answer your phone, but it also frees up our highly efficient reception staff to devote more time to making you feel welcome when you arrive.



If you do not use your mobile phone much and would be unlikely to read your text messages, please tell us and we can remove your number from the messaging system.

Some patients have asked if we could email reminders. Unfortunately a lot of people are a bit hit and miss with reading their email and so far we haven't worked out a fool proof way of registering individual reminder preferences on our system, we are looking into it though.