

THE MONTHLY TOOTH

Monthly Newsletter from Ewan Bramley Dental Care



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EXCLUSIVE INTERVIEW WITH PRACTICE MANAGER, RICHARD!

“Can you share a bit about your journey and how you became the practice manager of this dental clinic?”

Certainly! My journey to becoming the practice manager of this dental clinic has been quite diverse. After graduating from Leeds University in the early 90s with a combined honours degree in Business Management and Geography, I embarked on what was initially intended to be a 6-week holiday in Tenerife. However, life had other plans, and I spent 17 years on the island. Upon my return, I transitioned into the role of a Construction Site Manager before finding my way to this dental practice a decade ago. The unique blend of business management skills and on-site experience has equipped me with a versatile set of skills to oversee the operations and administration of the clinic effectively. It's been a fulfilling journey, and I am dedicated to contributing to the success and growth of the practice.

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“What does a typical day look like for you as the practice manager, and what are your main responsibilities?”

As the practice manager, my typical day is a dynamic blend of responsibilities that contribute to the smooth functioning of the dental clinic. Patient care is a top priority, and I ensure that our team provides a welcoming and efficient environment for every patient. Managing our exceptional team involves overseeing daily operations, addressing any staff-related matters, and fostering a positive working environment. Future strategic and financial planning is a crucial aspect of my role, where I work on developing long-term goals and ensuring the clinic's financial stability. Compliance with regulatory standards is paramount, and I dedicate time to staying updated on industry regulations and implementing necessary changes. Additionally, my day often involves troubleshooting and coordinating repairs for various machinery to maintain a state-of-the-art facility. Each day brings a new set of challenges and opportunities, and I find immense satisfaction in contributing to the success and growth of our dental practice.

“How would you describe the clinic's philosophy towards patient care, and how do you ensure the entire team implements this philosophy?”

The clinic's philosophy towards patient care encapsulates our motto: Kind, Caring, and Affordable. We have purposely assembled a team that personifies these values, ensuring that every team member genuinely cares about the well-being of our patients. Our commitment to kindness is reflected in the compassionate and empathetic approach we take with each individual. Caring goes beyond the clinical aspect; it involves understanding and addressing the unique needs of our patients. Affordability underscores our dedication to making quality

dental care accessible to all. To ensure the entire team embraces and implements this philosophy, we emphasise our core values, fostering a collective commitment to providing not just dental services but a positive and caring experience for every patient who walks through our doors.

“What are some of the biggest challenges you face in managing the dental clinic, and how do you address these challenges?”

Managing the dental clinic comes with its share of challenges, and addressing them requires a multifaceted approach. One significant challenge has been the impact on both the business and the team due to Ewan's stress-related absence. To mitigate this, open communication has been key, fostering a supportive environment where the team collaborates to ensure patient care remains uninterrupted. I sincerely thank Ewan's patients for their understanding during this period.

Beyond that, like many others, we grapple with the challenges of escalating energy costs and general expenses. To address this, we've implemented cost-saving measures and explored energy-efficient alternatives without compromising the quality of patient care. Additionally, the ever-increasing burden of statutory paperwork demands careful attention. We stay proactive in staying informed about regulatory changes, streamlining processes, and utilizing technology to manage paperwork efficiently.

“In what ways has the clinic embraced technological advancements in dentistry, and how have these improvements enhanced patient care?”

The clinic has wholeheartedly embraced technological advancements in dentistry, thanks to Ewan's commitment to staying at the forefront of innovation. The implementation of digital dentistry has been a significant leap forward, enhancing various aspects of patient care. The incorporation of multiple intraoral scanners has revolutionized the diagnostic process, offering precision and efficiency in capturing detailed images. Handheld X-ray machines contribute to reduced radiation exposure and enhanced diagnostics.

The introduction of Modjaw technology has





allowed for more accurate bite analysis, facilitating improved treatment planning. Additionally, with the recent addition of a milling machine in the upstairs lab, the clinic has gained the capability to produce high-quality, custom dental prosthetics on-site, reducing turnaround time for certain treatments.

These technological improvements not only streamline workflows but also contribute to a more comfortable and efficient patient experience. From diagnostics to treatment planning and the fabrication of dental restorations, the clinic's commitment to technological advancements has undoubtedly elevated the standard of care provided to our patients.

“Can you talk about how you support and encourage professional development among your staff members?”

Supporting and encouraging professional development among our staff members is a cornerstone of our practice's ethos. Particularly, our commitment to nurturing young talents in dental nursing has been a longstanding initiative. We've created a unique and effective route for prospective nurses, allowing them to gain crucial experience by working in reception before commencing their formal training. This approach provides them with valuable exposure to the dental setting, helping them understand the dynamics of the practice and build a strong foundation for their clinical roles. By fostering a culture of continuous learning and providing tailored opportunities for growth, we aim to empower our staff members to reach their full potential in the field of dentistry.

“How does the clinic approach patient education and preventive dentistry to help patients maintain optimal oral health?”

The clinic prioritises patient education and preventive dentistry as integral components of our approach to maintaining optimal oral health. In the 2000s, Ewan's

foresight led to the development of a hygiene-led practice, recognising the importance of prevention over cure. Our dedicated hygiene team plays a crucial role in providing treatments to maintain oral health and educating patients on best practices and updates on dental guidance.

Ewan's guiding principle, “More time in the hygienist chair...less time in the dentist's chair,” underscores our commitment to proactive care. The hygiene team works closely with patients to create personalised oral hygiene plans, emphasising the significance of regular cleanings, proper brushing and flossing techniques, and lifestyle factors affecting oral health. Patient education extends beyond the treatment room through the use of informational materials, workshops, and one-on-one discussions. We empower patients to actively participate in their oral health by providing them with the knowledge and tools necessary for effective self-care.

By fostering a culture of preventive dentistry and patient education, our practice aims to address existing oral health issues and empower patients to prevent future problems, ultimately contributing to their overall well-being.

The practice has undergone significant changes recently, including prolonged absences, the return of cherished staff members after maternity leaves, and a few structural adjustments. I want to express my gratitude to both our longstanding and new patients for their patience during this restructuring phase. Equally noteworthy is the appreciation extended to our dedicated team for the exceptional effort they've contributed. Their collaborative spirit and commitment to tackling additional tasks have been crucial, and I commend everyone for their hard work and dedication.

To book a FREE consultation with one of our dentists, contact reception on 0191 259 6506.

DOES DIABETES AFFECT ORAL HEALTH?

If you have diabetes, it can affect many parts of your body. This includes your teeth and gums. The effect is even more significant when your blood sugar is poorly controlled, making it harder to fight bacterial infections.

Plaque build-up

Plaque is a sticky layer of bacteria that forms on both teeth and gums. If it is not removed, it can lead to infections such as gum disease.

If your high blood sugar is not controlled, you may have more plaque bacteria than most people. That means you are more at risk for oral health problems.

Gingivitis

Gingivitis is a form of gum disease. It is caused by a build-up of plaque and tartar on the teeth and gums.

If you have diabetes, it is harder for your body to control plaque bacteria. That is why people with diabetes are 3 to 4 times more likely to get gum disease.

Be sure to see your dental professional if you have any of these symptoms:

- Red gums
- Swollen or tender gums
- Gums that bleed easily

Periodontal disease

If gingivitis is left untreated, it can turn into periodontitis. This is a more serious form of gum disease. Over time, it can cause your gums to pull away, which leads to loss of the bone that supports the teeth, and the teeth become loose.

Oral health can affect diabetes too

Having an infection like gum disease can affect your blood sugar. That's why practising good oral care habits at home is vital. It can help you protect your oral health as well as manage your diabetes.

Special oral health tips for people with diabetes

Take good care of your teeth at home

- Brush at least twice a day. Be sure to use an antibacterial toothpaste that contains fluoride
- Make sure to floss at least once a day
- Try using fluoride or antibacterial mouthwash (without alcohol) at least once a day

And be sure to:

- Tell your dental professional that you have diabetes.
- Go for regular dental cleanings every six months (more often if directed by your dental professional)
- Tell your dental professional if you notice any symptoms of gum disease, such as bleeding and swelling.
- If you need dental surgery, ask your dentist to talk to your doctor. You may need to change your medicine or take a new one to help prevent infection

Quick facts about diabetes and oral health

Taking good care of your gums and teeth is vital when you have diabetes, helping you protect your teeth and gums for life.

- Uncontrolled blood sugar can affect your gums and teeth. It can cause an increase in plaque bacteria.
- People with diabetes are 3 to 4 times more likely to get a gum infection.
- Diabetes makes it harder to fight off infections, including gum disease.
- Gum disease can make it harder to control diabetes.

'RUN GEORDIE RUN' ACROSS THE USA 2025!

'Run Geordie Run' is the nickname given to Mark Allison, a volunteer fundraiser from Bedlington in the North East of England. He has a huge heart for raising money for good causes and a good pair of running shoes!

So far, he has ran 10,000 miles in various places around the world. This includes running 874 miles from John O'Groats to Lands End, 3100 miles across the USA, 2384 miles across Australia and 3661 miles across Europe.

Thanks to some amazing generosity, £350,000 has been raised so far for St. Benedict's Hospice, The Children's Foundation, The Sir Bobby Robson Foundation and Useful Vision.

Next up is "ACROSS THE USA 2025" which is a 3100 mile Atlantic to Pacific, trans continental run across the United States of America from Coney Island, New York to Huntington Beach, California to be ran during the summer of 2025.

In theory it's a simple plan - Run from the east coast to the west coast of the USA in 100 days. This will require Mark to run an average of 31 miles every day giving a total of 3100 miles (4988 km). The route runs from east to west across the USA through 14 states. The start line will be at the Pat Auletta Steeplechase Pier at Coney Island, New York with a finish line at the pier in Huntington Beach, California.

In between, will be miles of relentless climbing over the Appalachian, Rocky, San Juan and Sierra Nevada mountain ranges, the seemingly never ending highways of the Great Plains as well as the solitude of Monument Valley. If that wasn't difficult enough, the 130 mile stretch through Death Valley adds an even greater challenge both physically and logistically.

Mark has already secured a main sponsor for the run across the USA 2025. Chapman Ventilation, a long term supporter of Mark's events, will be contributing towards the cost of the tour. They said "Chapman Ventilation are delighted to continue supporting Mark for the 12th year now. Mark has raised a phenomenal amount of money for charities close to his heart and we are very excited to see him take on his next challenge, running across America. We all wish Mark the best of luck with his training and will be following his progress very closely."

Mark will seek additional commercial sponsors over the coming months.

Mark is also seeking the support of 25 individuals, companies or workplaces who will "promise to donate" £1000 to St. Benedict's Hospice. This will be known collectively as the "Promise Fund". The Promise Fund will only become payable to St. Benedict's Hospice when all commercial sponsors have been found. The Promise Fund has been created to raise a considerable sum for St. Benedict's Hospice prior to the event.

Award winning personal trainer, David Fairlamb, will be helping Mark prepare physically for the challenge. David said "The knowledge and experience gained from Mark's previous epic runs will be crucial to the success of USA 2025. I'm really proud to play a part in his preparation."

For more information about Run Geordie Run USA 2025 please visit www.rungeordierun.com and follow Mark on Twitter @RunGeordieRun.

If you would like to donate to St. Benedict's Hospice, please visit www.justgiving.com/page/rungeordierun2025

Kelly Joanne
Radiance

Say Hello
to *Glow*



BUSINESS OF THE MONTH

Say Hello to Kelly...Kelly is well-known in her local community for her expertise in skincare and wellness.

With extensive qualifications in skin, Ayurveda, Yoga, Meditation, sound therapy, energy healing, and health and happiness coaching, Kelly offers clients an intuitive, expert, safe, and relaxing experience.

After exploring new avenues following her successful skin and beauty business, Kelly has returned to her passion for facials, healing, and empowering others in their health and happiness journey.

Kelly's unique approach blends the quest for external, youthful radiance, inner happiness and freedom to be yourself fully, culminating in offerings that provide compassionate self-growth, freedom of judgement, comfort in your own skin and outer glow.

Specialising in BUCCAL MASSAGE, which is a powerful internal facial that aids in somatically releasing trapped emotions, alleviating TMJ and jaw pain, while offering an amazing natural lift to the face.

Kelly's 28 years of experience in intuitive fascia, body, and facial work are skillfully blended in her SKIN SCULPTING massage sessions. These experiences offer potent natural sculpting, lifting, smoothing, and anti-ageing benefits for the face without the use of chemicals or machinery.

For those seeking the epitome of radiant, glowing, GLASS SKIN, unique facials with a twist are offered on her skincare menu.

Kelly provides individual SOUND THERAPY sessions, as well as monthly group sound baths in the local area, offering deeply immersive and relaxing experiences for the ultimate sense of well-being, 'time out of time', restoration, relaxation and renewal.

For individuals searching for a profound path to empowerment, transformation, health, and happiness, Kelly offers coaching and mentorship drawing from her expertise in Yoga, Meditation, Ayurveda, wellbeing, somatic coaching and sacred feminine teachings.

Reach out to Kelly to start your inner and outer radiance journey today!



28+ years experience

www.kellyjoanneradiance.co.uk

***Passionate in helping others
GROW and GLOW***

WHAT'S GOING ON?

The latest news, events and food & drink on the coast.



The annual Interactive Easter Egg Hunt at Tynemouth Park Maze!

Help find where the Easter Bunny has hidden all the eggs with the help of some of your favourite special characters!

What's included;

- Easter egg hunt
- Easter egg prize
- Meet and greet Special Characters and the Easter Bunny
- Photo opportunities with Special Characters and the Easter bunny
- Yummy Ice Cream.

The Easter egg hunt will be running on the above dates from 9.30am – 4.30pm at half hour intervals.

£12.50 per child and adults pay £2.50 on entry. Pre booking is essential to avoid disappointment.

[Buy tickets here.](#)

The Night Market UK is coming to North Shields at Salt Market Social!

The Night Market UK is all set to spring into 2024 in style, kicking off with a fabulous first market hosted in The Salt Market Social, North Shields on Friday 8th March.

The venue will be packed to the rafters with over 40 of the finest local artists, artisan makers and vintage treasures that the North East has to offer. Of course, no Night Market would be complete without a live DJ helping you to boogie through the aisles. Time for a break? There's street food vendors and bars to keep you fuelled and fit to shop-till-you-drop.

Opening hours: Doors open at 6pm, and close at 11pm.

Tickets can be booked for hourly entry timeslots. (6pm, 7pm, 8pm, etc.). Book a time to suit you.

Tickets: Full Price: £3.50. Concession: £3

Tickets will be available on the door, but advise you to book online ahead of time to avoid disappointment.

[Buy tickets here.](#)





CHOOSING THE RIGHT ORTHODONTIC TREATMENT FOR YOU: A GUIDE FOR YOUNG PROFESSIONALS

Young professionals increasingly prioritise their oral health and aesthetic appeal in today's fast-paced world, where first impressions can make or break opportunities. The journey to a perfect smile often begins with orthodontic treatment, but choosing the right path can feel overwhelming with so many options available. This guide is tailored for ambitious young professionals seeking to enhance their smiles efficiently and discreetly.

Understanding Your Orthodontic Options

Traditional Braces: Once the only game in town, traditional metal braces have evolved. They're smaller and more comfortable than ever, offering a reliable solution to a wide range of dental misalignments. However, for professionals concerned about their appearance in client meetings or public speaking engagements, there may be better choices than metal braces.

Ceramic Braces: A step up in aesthetics, ceramic braces blend in with your teeth, making them less noticeable. They offer the same effectiveness as metal braces but require more attentive oral hygiene to prevent staining.

Lingual Braces: Positioned behind your teeth, lingual braces are invisible from the outside. They are custom-made to fit your teeth, providing a discreet way to achieve orthodontic correction. While effective, they can take some getting used to and might affect

speech initially.

Clear Aligners: The epitome of orthodontic discretion, clear aligners are virtually invisible, removable, and made from smooth plastic to offer comfort alongside convenience. They allow you to eat, drink, brush, and floss normally, fitting seamlessly into a busy lifestyle. However, their success heavily depends on the wearer's commitment to keeping them in for the recommended 22 hours a day.

Factors to Consider

Lifestyle Compatibility: Consider how each treatment aligns with your daily routine and professional image. Clear aligners offer flexibility that might appeal to those in client-facing roles or who frequently speak in public.

Treatment Duration: Time is a critical factor for many young professionals. Discuss the expected duration of treatment with each option with one of our dentists. Clear aligners often promise quicker results for mild to moderate cases.

Cost: Budgeting for orthodontic treatment is crucial. Clear aligners can be more expensive upfront, but think about long-term value.

Comfort and Maintenance: Consider the comfort level and maintenance required for each option. Clear aligners offer a relatively hassle-free experience compared to braces that require careful cleaning around brackets and wires.

Making Your Decision

Start with a consultation with one of our dentists, who can provide a thorough examination and discuss your goals and concerns. Be honest about what you're looking for in treatment and how much time and effort you're willing to commit. For many young professionals, the appeal of clear aligners lies in their blend of efficiency, aesthetics, and minimal impact on daily life.

Embrace the Journey

Choosing to undergo orthodontic treatment is a significant step towards enhancing your smile and boosting your confidence and professional presence. By carefully considering your options and what matters most, you'll find the right path to achieving the smile you've always wanted.

Remember, the best orthodontic treatment is the one that aligns with your personal and professional life, giving you the confidence to excel in your career and personal endeavours. With the right plan, a beautiful smile is not just a dream but an achievable milestone on your journey to personal and professional fulfilment.

Book a free consultation with one of our dentists to find which orthodontic treatment is most suitable for you. Contact us on 0191 259 6506 or email us at reception@ewanbramley.com