

# Making the dream work

**Lucy Patel** explains why teamwork in dentistry is everything

**Lucy Patel**

Co-owner of  
Loveteeth Dental



Six years ago, my husband Kunal and I were running what I would deem a reasonably successful practice, Loveteeth Dental.

Of course, there is always room for improvement, but we were pleased with how things were progressing. However, our prospects would change

forever when our Invisalign territory manager challenged us and asked why we were not offering Invisalign treatment and why we did not have an Itero intraoral scanner in our practice.

As impulsive as it may seem, we purchased the scanner without having carried out a single Invisalign case. Within a year, we carried out 250 cases, which was a significant achievement.

Today, we have turned the practice from 90% NHS to 90% private and are in the process of buying two further clinics – including a squat – simultaneously. Naturally, the Itero scanner is on our ‘must-have’ list of purchases for these, too.

The future looks bright, however none of this would have been possible, as the ‘Lucy show’ or the ‘Kunal show’ are nothing without our team. Our success is largely attributed to every member of our team. We are immensely grateful for their efforts day in, day out.

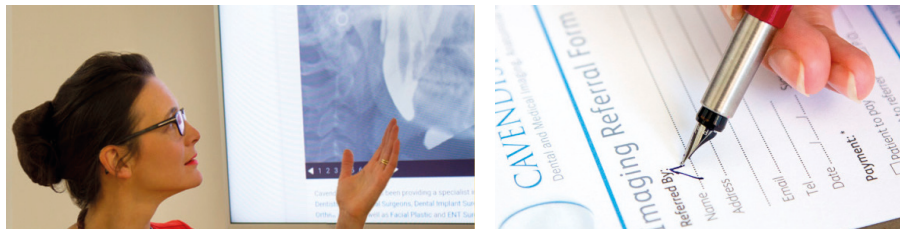
## All falling into place

Interestingly, my role with the Invisalign system was not planned at all. I fell into it almost by accident – but I would like to think I earned my place.

I was a dental nurse for more than six years, followed by four years as a treatment coordinator,



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## I try to instil a sense of ownership amongst my team and by positioning them in the right places, where they can play to their strengths to blossom and shine

practice manager and co-owner of Loveteeth Dental with Kunal.

I genuinely think that being a team member myself helped tremendously, not only to understand my team, communicate with them about what patients want and need, but also know how to motivate every member.

I really get a buzz from encouraging our team's growth and get excited by people's successes.

I often use the analogy of the fruit bowl with people being all kinds of beautiful fruits. Every member of the team has its own individuality, strengths and weaknesses and it is my role to ensure that the bananas are kept separate from the other fruits to avoid any rotting process.

It is hugely important to listen to everyone and offer the right platform to make them feel valued and respected, in the hope that it can encourage them to become the best version of themselves.

I recognise that some people are 'auditory' and want to know facts, so highlighting that Align Technology has more than 10 million smile transformations under its belt is reassuring them about the effective delivery of the treatment.

Others are very 'visual' and enjoy showing the before and after Invisalign Smileview tool imagery, and then we have the team members who need to be involved in the scanning because they are process driven.

I try to instil a sense of ownership amongst my team and by positioning them in the right places, where they can play to their strengths to blossom and shine.

Another big focus of Loveteeth Dental is the personal touch we offer our patients. Throughout my various roles, I have learnt a lot about consumer behaviours and feel that patients should experience the best patient journey, while being provided with clinical excellence. So, for instance, we decided to invest in a scent machine – the same one that many hotels use – so that our dental practice does not have the dreaded 'dental practice smell'.

I empathise with this, as I personally struggle with the smell of chlorine in swimming pools. So, if some of my patients feel less anxious and nervous because we went that extra mile for them, then I am very happy.

It is about caring and pushing yourself to deliver the best experience possible.

### Practice growth

If I look back and reminisce about the day the Invisalign territory manager visited us, there is no doubt that he

triggered our practice growth, which has largely been the result of our belief in the Invisalign system and the capabilities of the Itero scanner. So much so that we now have four Itero units!

Our figures speak for themselves. A few months ago, we held our first ever Invisalign Practice Day (IPD), which was attended by 60 potential patients who all proceeded to sign up for Invisalign treatments at the event. All this was in the middle of lockdown restrictions.

Align Technology has been impressed with both our practice journey and exponential growth and has given us both the opportunity to speak for the company to help other clinics to emulate some of our successes.



## I get a buzz from encouraging our team's growth and get excited by people's successes

We are so flattered that we can be an inspiration for others.

Most recently, the company has asked me to become one of its speakers for its UK GP Forum and Practice Team Training events about digitalising the practice and creating an exemplary the patient journey.

Kunal and I just never take anything for granted, we always check up on our team and strongly believe that if they thrive, the practice thrives, so it is definitely our combined success! Without my team and the Invisalign system, we would not be where we are today. I feel blessed. **D**

**TO REGISTER FOR** the next Practice Team Training event, it is advised that you speak to the Invisalign provider in your practice or your territory manager in the first instance.

For more details about the Invisalign system, visit [www.invisalign.com](http://www.invisalign.com). For additional information about the Itero systems and services, please visit [www.itero.com](http://www.itero.com).