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**ENTRY IS
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**IRISH
DENTISTRY
AWARDS 2021**

ENTRY GUIDE

The Round Room at the
Mansion House
DUBLIN

CLOSING DEADLINE
8 January 2021

CEREMONY
Saturday 6 March 2021

WITH
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2020 awards



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FMC is delighted to announce the launch of the Irish Dentistry Awards 2021.

Now in its ninth year, the ceremony has fully established itself as a prestigious occasion, recognising and rewarding clinical excellence throughout Ireland. Entering an award should not be taken lightly, but has the potential to reap huge rewards for you, your team and your practice.

Reasons to enter



Enter Online Now
www.irishdentistryawards.com

Entry is totally free, so enter as many categories as you want

How to Enter

Go to www.irishdentistryawards.com and click on 'Enter Now'.

Add your contact details and select your categories.

Entries have to be submitted by Friday 8 January 2021 to be accepted by the judges.

Entries can be sent to us at fmcawards.wetransfer.com or
[Dropbox.com](https://www.dropbox.com) to awards@fmc.co.uk

You can also put your entry on a USB stick and post it to:
Irish Dentistry Awards, FMC,
1 Hertford House, Farm Close, Shenley,
Hertfordshire WD7 9AB.

Need help with your entry contact us?

Call our team on +44 (0)1923 851779 or email awards@fmc.co.uk

2021 categories

To give yourself the best chance of winning, simply send up to 750 words and include all the judging criteria in each category.

Best New Practice

Have you started a practice from scratch or completely reinvented a redundant building? We want to reward the best developers and creators who have made significant progress in their business in a short space of time. Your practice must have opened after 1 January 2019.

In your entry, you must:

- Provide images/videos of the new practice, including before and after pictures, if appropriate
- Show evidence of uniqueness in your practice
- Explain how the business has grown since it opened
- What action you took to combat COVID-19
- Include marketing literature
- Provide team training/development information
- Give evidence of how you go beyond the regular duty of care
- Tell us how you connect with the local community
- Provide testimonials and marketing literature.

Most Attractive Practice

Is good design important to your practice? Do you have unique features that stand out among the rest? Do your patients comment on the look and feel of your practice? If you've put in hard work to make your practice look the part and put your patients at ease during their visit, show it off and get the recognition you deserve!

In your entry, you must:

- Send before and after pictures, if appropriate
- Show any unique features, architecture, interior design excellence
- Explain your aims and objectives behind the look and design of the practice and what effect you were trying to achieve
- Show how your marketing, social media and website has been used to show off your practice and its design
- Provide marketing literature.

Most Improved Practice

This is a great chance to demonstrate how you have developed your practice in the last year. Whether your practice is relatively new or well-established, show us how you have improved business growth, patient referrals and developed a great team approach.

In your entry, you must:

- Send before and after pictures if appropriate
- Explain how business has grown
- Demonstrate good team atmosphere, training and development
- Show us how your social media use and/or website has been improved
- Include marketing literature
- Provide evidence of how you have improved your practice over the past year
- Include testimonials and supporting documentation.

Best Child-Friendly Practice

Can you demonstrate a great team approach to child dental health in your practice? Show us how you provide an innovative, excellent child friendly practice to get the recognition your practice deserves.

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In your entry, you must:

- Demonstrate your approach to child dental health
- Show how you are different to a regular practice
- Explain how do you got involved in treating children and tell us how this impacts their experience
- Demonstrate how you use your social media and website to promote child dental health
- Provide testimonials, marketing examples, supporting evidence and pictures.

Best Community/Charity Project

Is your practice actively involved in a charity or community project? Show us how you helped and what you were able to achieve.

In your entry, you must:

- Describe your charitable project and its cause
- Explain why you support your chosen cause
- Describe how you have helped to raise awareness to support the charity
- Show the benefits derived from your work
- Provide testimonials, marketing examples, supporting evidence and pictures.

Best Team

Is your team special and is it time they should be recognised for their efforts? Do you have a great group of individuals creating a positive working atmosphere and supporting each other to enhance team performance? Give your staff the acknowledgement they deserve.

In your entry, you must:

- Demonstrate a great team atmosphere and approach to patient care
- Explain how your practice invests in team development and training
- What action you took to cobat COVID-19
- Detail how your team is different to the competition
- Show how your team goes above and beyond the regular duty of care
- Provide testimonials, supporting evidence and pictures.

Most Invaluable Team Member

Do you think a member of your team deserves recognition for their achievements? Demonstrate how your team member's hard work and drive have gone that extra mile and give them the praise they deserve. This category is open to team members including dental nurses, hygienists, therapists, practice managers, receptionists and technicians.

In your entry, you must:

- Demonstrate hard work and drive
- Tell the judges of anything outstanding they have done or been involved in
- Explain any hurdles they have overcome
- Show us how or why they are different to others
- Tell us how they go beyond the regular duty of care
- Include any evidence of connection with a charity or the local community
- Provide testimonials, supporting evidence and pictures.

Enter Online Now
www.irishdentistryawards.com

Entry deadline
8 January 2021

2021 categories

Best Employer

Does your employer go out of their way to provide a happy and safe working environment and invest in their team? Demonstrate your employer's commitment to the practice, its staff and patients.

In your entry, you must:

- Demonstrate a great team atmosphere
- Give evidence of team investment/training
- Demonstrate your employer's kindness/consideration
- Show the effect their efforts have on your team
- Show where they go beyond the regular duty of care for the staff
- Provide testimonials, supporting evidence and pictures.

Best Patient Care

How do you care for your patients? Do you get a lot of recommendations? If you offer the highest standards of care and courtesy throughout a patient's experience, provide us with patient testimonials to support your entry and get the recognition you deserve.

In your entry, you must:

- Provide clinical evidence
- Demonstrate your approach to patient care
- Provide evidence of how you go beyond the regular duty of care
- Show how you are different to a regular practice
- Provide testimonials, supporting evidence and pictures
- Include examples of clinical excellence
- Provide marketing examples.

Best Referral Practice

Tell us why your endodontic/orthodontic/implant/periodontal/aesthetic practice has loyal referrers who support you due to your clinic excellence. Demonstrate your high clinical standard and ethical practice with supporting testimonials.

In your entry, you must:

- Show evidence of training undertaken to enhance knowledge in your speciality
- Show evidence of relationships with industry partners and referring colleagues
- Provide evidence of how you go beyond the regular duty of care
- Present evidence of team leadership and uniqueness in your practice
- Provide clinical evidence, testimonials, marketing collateral, supporting evidence and pictures.

Best High Technology Practice

This category is designed to recognise practices embracing the latest digital technologies available to improve clinical outcomes. This category will recognise the practice using digital workflows to provide the highest levels of patient care.

In your entry, you must:

- Explain what latest digital technologies you have invested in and why
- Show how you have successfully integrated these advances into your practice
- Explain how its use has improved the patient experience
- Show evidence of the benefits and profitability you are now seeing
- Provide clinical evidence, testimonials, supporting evidence and pictures.

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Best Treatment of Nervous Patients

Do you have strong approach to treating nervous patients? Do you go above and beyond to help patients to relax and feel more comfortable?

In your entry, you must:

- Demonstrate your approach to treating nervous patients
- Show how you are different to a regular practice
- Explain how you got involved in treating nervous patients
- Provide evidence of how you go beyond the regular duty of care
- Explain how this impacts the patient experience
- Provide clinical evidence, testimonials and marketing examples, as well as supporting evidence and pictures.

Irish Dentistry's Rising Star Award

We are looking to reward a newly-qualified dental professional under 35 (at the time of entering) who has shown significant achievement in their career to date or who continues to exhibit passion, drive and attainment. Have you achieved a lot already? Tell us about it and get the recognition you deserve.

In your entry, you must:

- Demonstrate your hard work and drive
- Show achievement in your career to date
- Explain any hurdles you have overcome
- Detail how you are different to other young dental professionals
- Provide training/development information, if relevant
- Give evidence of how you go beyond the

regular duty of care

- Provide clinical evidence, testimonials, supporting evidence and pictures.

Practice of the Year

For this regionally-judged award, we are looking to reward those practices that stand out from the crowd, those who truly care for the patients and are dedicated to providing the best in oral healthcare. Are you one of them?

In your entry, you must:

- Include marketing literature
- Give evidence of a great team atmosphere and training/development
- Show any achievements or developments in your practice over the last 12 months
- Evidence of uniqueness or significant investment in your practice
- Show how you go beyond the regular duty of care
- Provide clinical evidence, testimonials, supporting evidence and pictures.

'We entered two or three year's ago and now we have won a couple of awards this year, so we have gone full circle. From a morale perspective for the team it's huge, we want them to be part of what's going on and that reflects on our patients and the practice.'

O'Connor Moore Dental Practice

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