



“What a truly fantastic place. I was in today for the first time with my two kids (both under 5) and the staff were brilliant with them. My son now wants to be a dentist!”

**Paul Maxwell**  
(via Facebook)



“Amazing customer service!! My son had an emergency today and needed a dentist I brought him to my own dentist to be told there was no dentist on, but yet I seen her leave shortly after! I could not believe it dealing wit de public you need to be 110% and I think a 4 yr old in pain needs attention asap! Pembroke was just amazing your receptionist even showed my son de room he d be attending when she fitting him in de following hour! You ve got yourself a whole family of new customers and more! Thank you”

**Maria Haberlin Brennan**  
(via Facebook)

# Best Practice

(Leinster Region)

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# Best Practice

We don't just believe that our practice stands out from the crowd because of our super friendly team, our range of treatments and specialist dental services or options for nervous patients. It really is because time and time again, our patient feedback tells us so.

Whether it's face to face, via our comment box or across our social media channels, almost every week we are delighted with the response from patients about our team and the way they felt and were treated during their visit here.

Between our 25 dedicated team members (which include five visiting specialists, two hygienists and a handful of other healthcare practitioners) we have well over 50 years of looking after Pembroke Dental patients between us.



"Best dentist in Ireland. Pleasant and respectful doctor Lisa. Gentle and prices are affordable. Thank you so much, great for the community"

**Lance Vance** (via Facebook)



"I 100% recommend this practice. Brenda was so kind and friendly: it was refreshing. She thoroughly explained everything to me and left no question unanswered. My teeth are sparklingly clean and she advised how I should care for them until my next visit. Which I'm glad to say I won't be one bit apprehensive about. Thank you."

**Marie Esmonde** (via Facebook)



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# Our team approach

We are a big team now, working across two practices, and everyone is on board with the Pembroke Dental philosophy. Each individual team member brings professionalism, kindness, skill and a great head for new and fun ideas to help our patients have a happy appointment. Our principal dentist, Brenda Barrett, has invested in extra training and developing existing skills so that we can provide the best service possible to the whole community.

The range of skilled dental professionals here, from our prothodontist to our general dentists, our lab team to our orthodontist, from our nurses to our reception team, mean that having most types of dental treatment under the same roof. It also means that patients often see the same nurses and team members throughout their treatment, however complex, which is often a great reassurance when someone is feeling nervous.



Some of the additional skills that our dentists and nurses now have:

- ♥ **Sedation:** Two of our nurses have post-graduate qualifications in Sedation. This is an option that some of the most nervous new patients appreciate.
- ♥ **Oral Health educator:** When Brenda realised that our receptionist Rachel was so good with youngsters, she helped her gain her oral health educator qualification. This led to the establishment of our famous Cool Clean Club, where children up to 12 years old learn about good dental hygiene through fun and games and experiments. The rest is history!
- ♥ **Specialist nursing:** A few of our nurses have undergone further training and now nurse with our visiting specialists. It is comforting for patients to have the same familiar nursing team throughout their treatment.
- ♥ **Tooth Straightening:** Through a passion for orthodontics, our dentist Dr Lisa Doyle took a year out to pursue advanced training.



# What makes us different?

## Treatment of anxious patient

When it comes to nervous patients our range of options and the way in which our staff support patients who suffer from dental phobia is second to none. Our confidence comes from the fact that this year, many new patients who arrive nervous, return as confident, well-informed patients who often refer friends or family to us.

Listening and taking time to hear a patient's fears and queries is key. We take this so seriously that we have two private consultation rooms so that patients can talk privately and in confidence. Our nurses are excellent listeners and our dentists are always more than happy to show a patient around the surgery before beginning treatment. Our further options for nervous patients include:

- ♥ Sedation
- ♥ The Wand for pain free injections

"This practice is amazing. Always so friendly, polite and helpful and really put you at ease. I even got someone scared of dentists to go.. and they went back .. victory :-). I make sure I always get my annual check up and clean."

**Bernie Shelley**

(via google reviews 4 months ago)

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# Caring for future generations

Our work with younger patients is one of the areas that we feel makes us stand out. Not only do we continue to run Ireland's first child dental health initiative, The Cool Clean Club, but we have seen a real increase in the number of under 12's coming to the practice.

Our oral health educator, Rachel, runs the Cool Clean Club providing sessions of fun and games, which inspire youngsters to take charge of their oral health. Outside of helping youngsters learn about good dental health, our team of general dentists are skilled at helping children feel at ease in the chair. Our goal is to help children feel as happy and comfortable in the dental chair as possible.



"My daughter fell off her bike, broke half her tooth and was in so much pain. Thankfully Dr. Jacqueline O'Brien and Maria in Pembroke were on site and came to our rescue. They both were amazing and handled a traumatic experience for a 9 year old with such attentive care. Thank you so much for everything."

**Linda Mealey**



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# Teenagers- the missing patients?

This year, our principal Brenda Barrett decided to take our work with young people one step further and reach out to local teenagers. She hoped to get them through to doors for essential dental health checks as well as engage and inform them about life style choices and good dental health habits.

We launched 'Teen Week' in August 2016. Teenagers aged from 12-18 years old could come into the practice for a dental health check and while they were here, we could raise awareness of the risks to oral health of smoking, drinking, piercings and sugary drinks. We saw over 25 teens during the week and Rachel even set up a mini advice clinic in the waiting area for teens who wanted to chat further.





# Giving back

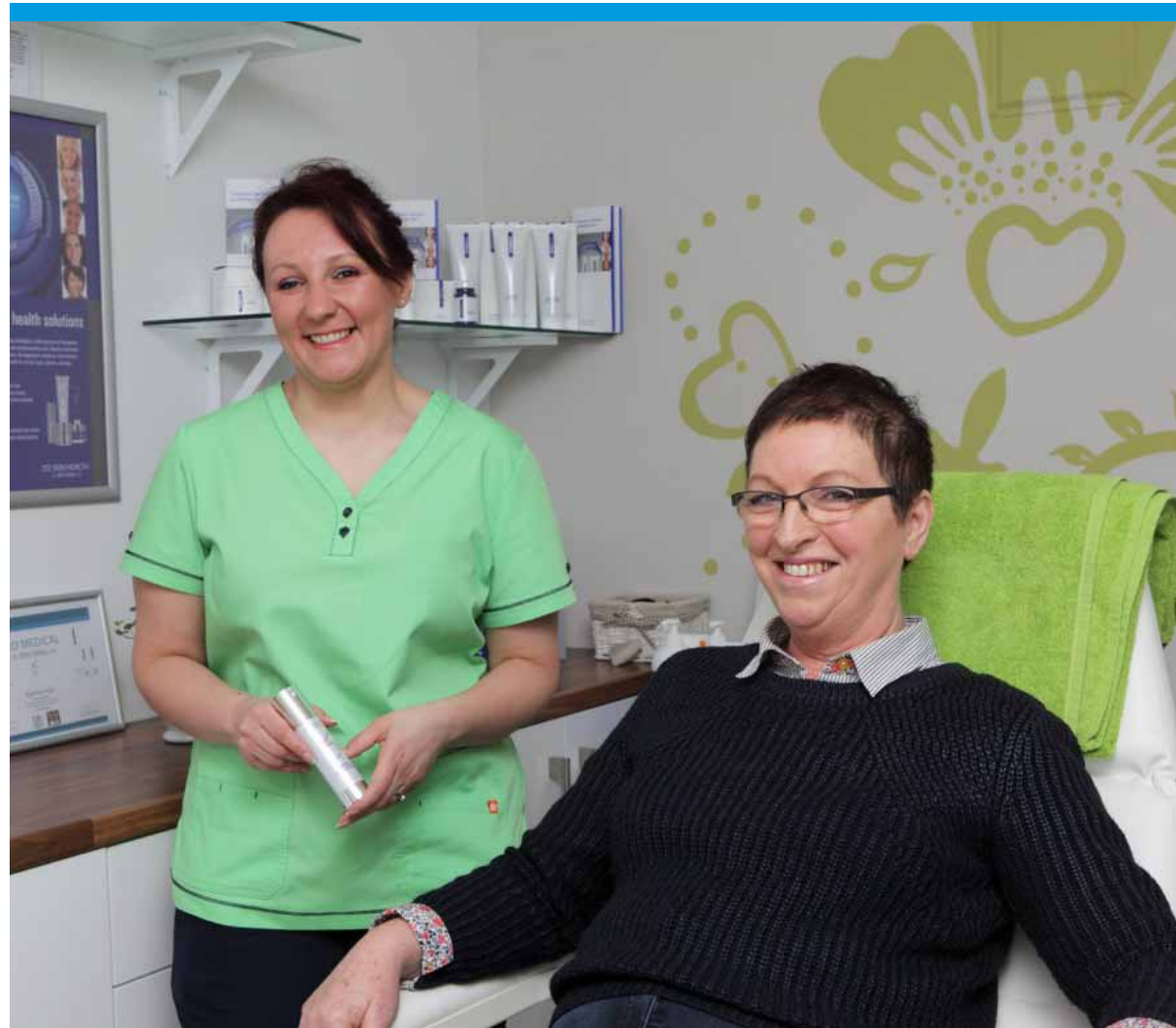
Usually, we like to support a local Carlow charity or organisation but this year, Brenda and dentist Davina are taking things to an international level! They are about to join Global Dental Relief on a three week trip out to Cambodia where they will providing much needed dental services to children and adults in remote areas. Wanting to keep things more local, many of our other team members have taken part in Carlow and Dublin based fundraisers including The Great Dublin Bike Ride earlier this year!

There's always so much to say about what our practice gets up to. We stay committed to serving our local community in Carlow and making a dental visit convenient and positive so patients want to return again and again.

# Last words

## Important extras that we must make time to mention!

- ♥ We have a fully functional on site lab where technicians create dentures, custom mouth guards and carry out repairs for our patients
- ♥ Our sister practice and all purpose health clinic, The Granby Clinic is busier than ever with 6 health professionals working there including an advanced skin care practitioner, podiatrist, eye surgeon, hearing specialist, physical therapist and our award winning Pembroke Dentistry!
- ♥ Regular newsletters go out to patients to keep them in the loop with us here.
- ♥ We are present across four social media channels including Facebook Twitter, Google +, Linked in and Pinterest. As well as a comprehensive website, social media helps us engage with patients and potential patients and provides a platform to inform the public about good dental health and practice news. We find that we have a very active audience on Facebook in particular!



Advanced skin treatments are just one of the services on offer at our sister-practice and health clinic, The Granby Clinic.

# Thanks for reading.

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