



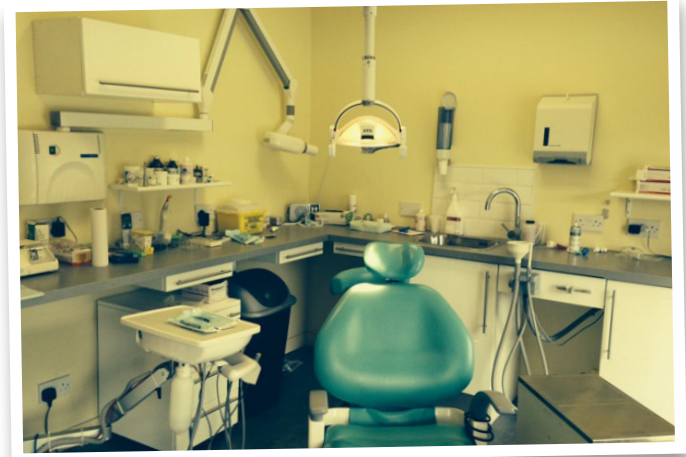
Most improved  
practice



WaterfordDental

# In the beginning...

Waterford Dental hasn't just improved, it's been transformed. A year ago, the small practice on the Waterford quayside was called Bilberry Dental. It was popular but needed new investment of love and professionalism.

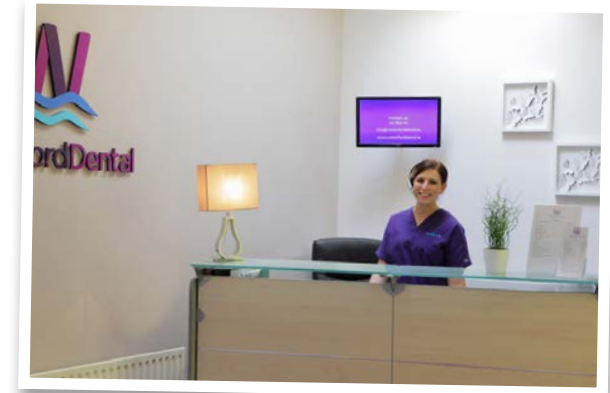


# Implementing change

Brenda Barrett of Pembroke Dental decided to acquire the practice and instil some of the qualities which have made her Carlow practice so successful. Taking it over in the autumn of 2014, she completely re-thought the space and created a modern boutique practice offering a range of treatments for the whole family.

## Her changes have included:

- A new team
- A new ethos
- A warm welcome for families
- Longer opening hours
- More support for nervous patients
- an extended range of treatments
- Modern branding
- A new website



# Forward thinking



After extensive refurbishment, Waterford Dental was born earlier this year. Since it's opening things haven't stopped evolving. The practice now has a modern, preventive approach to dentistry and has introduced a 15-point dental health check that all patients are offered at least once a year.

The practice has also developed an online marketing presence in the form of a modern website and an active profile on a variety of social media platforms.





# Community facility

Dr Barrett wanted Waterford Dental to be a community facility and the new dentist, Dr Julia Quinlan and practice manager Melissa Waring have gone out to pharmacies, medical practices and schools to encourage Waterford residents to attend the practice. They have also done mailings to local businesses, advertising in the Credit Union, in the local newspaper and on the radio.

[illegible]

**Book your youngsters  
in for a children's  
dental health check  
before term begins.**

Waterford Dental, 2 Grattan Quay, Waterford  
T: 051 854 110, E: [info@waterforddental.ie](mailto:info@waterforddental.ie)  
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**WaterfordDental**

**"Staff excellent and  
so is the treatment.  
Julia and Melissa  
are great."**

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# Open day for children



# Julia Quinlan

Julia, who qualified with honours from The University of Cork in 2012 is gentle, professional and has a personable approach. She believes in building a good relationship with her patients and making sure that all aspects of their treatment are fully explained. Her special touch with children is warmly appreciated by parents.



"Julia is a fantastic dentist - very friendly, understanding and helpful. She was so gentle and I would recommend her to anyone who is looking for a good dentist they can trust."

# Melissa Waring

Melissa is the friendly face at the reception as well as being an efficient and highly motivated practice manager. She and Julia make a great double act. They have organised:

- A children's open day which enabled parents to bring their youngsters down for free dental health checks for the day.
- A visit from Pembroke Dental's Cool Clean Club offering fun and games for families

Together they have built Waterford Dental's reputation as an excellent clinic for patients who are anxious or phobic. Julia can now use the Wand to offer nervous patients pain-free injections. While she is busy winning over patients in her surgery, Melissa is sharing information about the practice and its innovations on social media.



★ ★ ★ ★ ★  
"Staff excellent and so is  
the treatment. Julia and  
Melissa are great."



# The future's bright

Now, more staff are joining the practice and it's open on a Saturday morning and offering orthodontic treatment too.

In just a year, Waterford Dental has improved dramatically – and this is just the start for this agenda-setting practice on Waterford quayside.



"Waterford Dental, thank you  
for being good to my mam.  
Thanks a million."



# Thank you for reading!



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