

A close-up photograph of two young girls brushing their teeth. The girl on the left has brown hair with bangs and is wearing a pink shirt. The girl on the right has blonde hair in pigtails and is wearing a grey shirt with a red cardigan. Both are holding green toothbrushes. The background is blurred, showing indoor lighting.

(Smile:Together)

Social Impact Report
2017

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thriving:together

“Together, we’ve achieved more than we could have imagined.”

This time last year, we had just gone through major change. We set up our own Community Interest Company, elected a Staff Council, introduced a new brand structure, and we had big plans for the future!

With big change, quite naturally, comes a degree of nervousness and trepidation. After all, we are here to serve our community and nothing should get in the way of that.

However, together, we’ve achieved more than we could have imagined. We’ve treated more local people, taken our prevention message out to more communities and helped more vulnerable people who ordinarily struggle to access oral health services. This is all down to the talent and commitment of our teams thriving in a staff-owned company and working with some great partner organisations. We are really showing that we are providing dentistry with social impact!

Our work has certainly attracted interest, not just in Cornwall and the Isles of Scilly, but

much further afield. National organisations are praising our people and our work whilst patients, commissioners and partners are backing our detailed plans to improve facilities and increase access to dental care. Our new Harleigh Road Dental Centre in Bodmin will be a shining example of this.

Our work is being seen as what ‘can be done’ in the face of challenging times for dentistry. That said, we are not immune to those challenges of growing waiting lists, tight funding, and attracting and retaining talented staff.

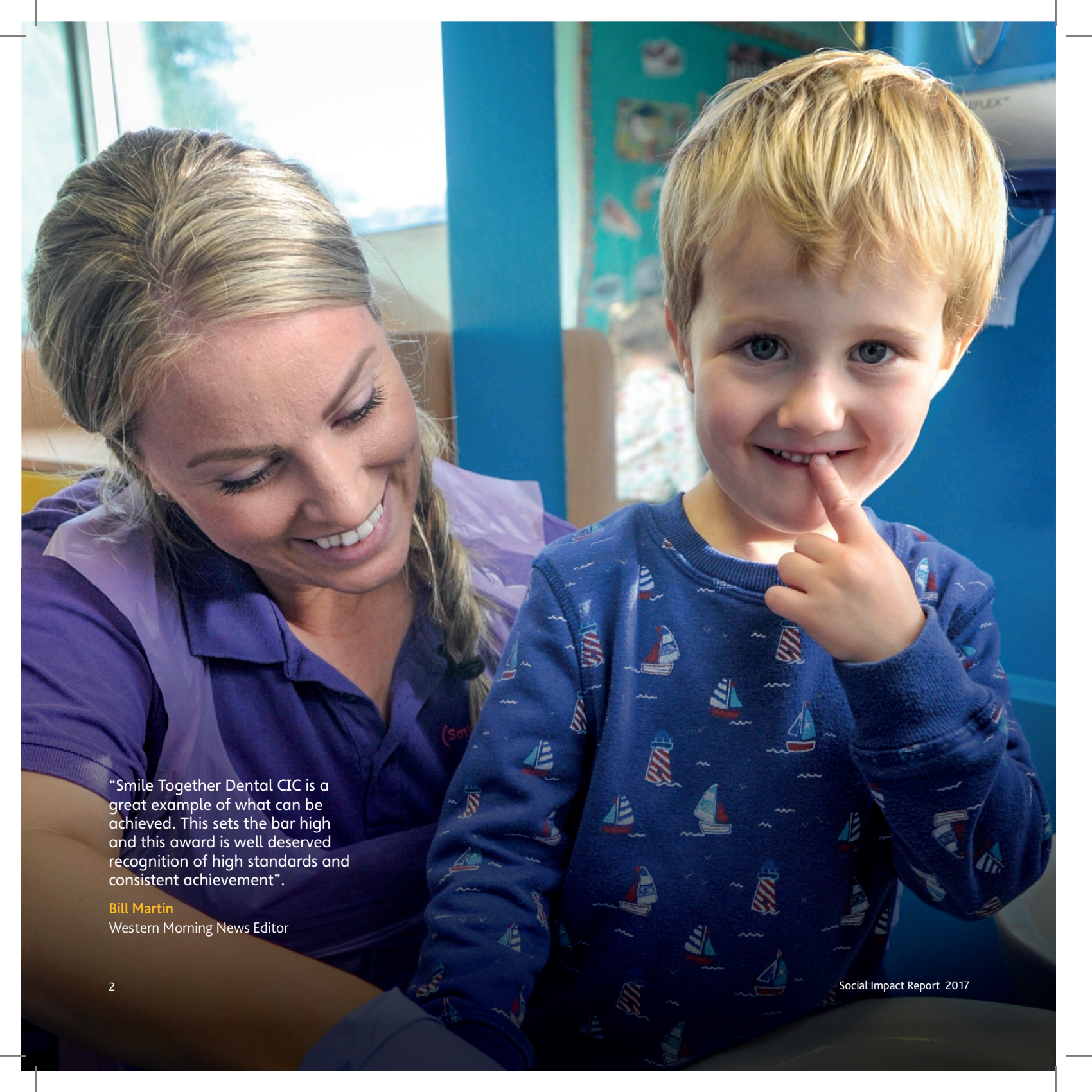
So there is still plenty for us to strive for but I’d like you to take this opportunity to reflect on your tremendous contribution to a great first year as Smile Together. We all made this happen and you should be very proud.

Thank you.



Paul Critchley
Managing Director





"Smile Together Dental CIC is a great example of what can be achieved. This sets the bar high and this award is well deserved recognition of high standards and consistent achievement".

Bill Martin
Western Morning News Editor

caring:together

We've really embraced
"healthier, happier communities"



Over the past 12 months we've gone further into our communities to help those who need us most. Commissioners have extended and awarded us new contracts which will see us care for our vulnerable patient groups into the future.

We're doing more. Our new staff volunteering policy was well and truly embraced over the summer when a team of 27 intrepid volunteers travelled the length and breadth of the Duchy to provide oral health treatments and oral cancer screenings for the elderly, disabled, homeless, refugees and fishermen in our Mobile Dental project. The feedback we had was overwhelming.

"The response we had was incredible! It was so rewarding to care for patients who really needed our support. I will certainly put my name down for the next opportunity." Maria Cockle, Staff Council and Volunteer Dentist.

Our Brighter Smiles campaign kicked off in March on World Oral Health Day and attracted plenty of media

interest in the fact that tooth decay is the number one reason 5-9 year olds are hospitalised each year. We are looking to expand the work we do in schools and nurseries as commissioned by Cornwall Council, and a number of schools have been in touch to express their interest in the campaign. We are working hard to help them.

This year our employees, through our Staff Council, selected The Alzheimer's Society as our 2017 charity of the year. Together we raised over £1200 alongside over 60 staff becoming trained as Dementia Friends and as such, many of us are now much more dementia aware. Our team have chosen Cornwall Air Ambulance as our charity of the year for 2018 and we look forward to supporting this critical local service in innovative and fun ways.

Our caring work was also recognised regionally, shortlisted for a Western Morning News Community Contribution award.

Shortlisted for Best Community Contribution
- Western Morning News Business Awards

Shortlisted for Best Contribution to Sustainability by Increasing Resilience in the Community
- Cornwall Sustainability Awards

Awarded contract extension for schools oral health programme
- Cornwall Council

our impact at a glance



OVER 1000 CHILDREN
EDUCATED VIA BRIGHTER
SMILES



VISITED OVER 30
SCHOOLS
VIA BRIGHTER SMILES



300 HOURS OF
VOLUNTEERING INCLUDED IN
THE MOBILE DENTAL PROJECT



TRAVELLED OVER 1500
MILES TO TREAT OVER 100
PATIENTS IN OUR MOBILE
DENTAL PROJECT



OVER 60 STAFF TRAINED AS
DEMENTIA FRIENDS IN SUPPORT
OF OUR CHOSEN CHARITY

better:together

We're growing and delivering services to more local people, but remain true to our community roots.



Our West Country Dental Care service continues to see those in the community who need dental care the most. From those with physical and mental disability to children requiring orthodontics and those who need emergency care, West Country is the service they rely on. This service receives a 97% satisfaction rating from the NHS "Friends and Family" test showing that our provision is very well appreciated by the patients.

We have been adding additional services to our business this year which have helped to introduce hundreds of new patients to regular dental care in our Brighter Dental practices. Alongside this we have provided excellent new decontamination and dental laboratory facilities to support our patients and services. These new business areas have become award winning and show the high standards that Smile Together seeks to achieve across all areas of our business.

We were also very pleased to be appointed by Kernow Clinical Commissioning Group to treat newly settled refugees with urgent requirement for dental care.

The Care Quality Commission inspection published 31st July 2017 said that Smile Together services were **safe, effective, caring, responsive** and **well-led** in accordance with the relevant regulations. In identifying an area of notable practice, the CQC said that:

"The practice management team and staff were committed to providing access to dental advice and services to vulnerable groups that find accessing dental services difficult".

We can be very proud that we've achieved all improvements and change without any further funding from NHS or Local Authority sources. All our investments are funded from efficiencies and creating profitable activities. This model makes our delivery sustainable in the era of a shrinking public purse.

Winner of Dental Nurse of the Year
- The Dental Awards

Runner Up in the Infection Prevention & Control Awards
- Schulke UK

DPS winner of 'Specialist Dental Laboratory of the Year South England'
- Award for Excellence in Dental Prosthetics in the Dental and Oral Health Awards 2017

Awarded new contract to treat refugees by Kernow Clinical Commissioning Group

Highly regarded Care Quality Commission Inspection of services (July 2017)

our impact at a glance



RAN OVER 2,300 HOURS OF EMERGENCY DENTAL CLINICS OUTSIDE NORMAL HOURS (EVENINGS, WEEKENDS, BANK HOLIDAYS) KEEPING PATIENTS OUT OF A&E



TREATED NEARLY 5,000 SPECIAL NEEDS PATIENTS (JUST OVER TWICE THE NUMBER WE ARE CONTRACTED TO SEE)



TREATED OVER 20,000 PATIENTS IN URGENT AND EMERGENCY SITUATIONS



OVER 40,000 PATIENTS SEEN ACROSS SMILE TOGETHER



97% PATIENT SATISFACTION



PROVIDED MUCH NEEDED NHS ORTHODONTIC TREATMENT FOR HUNDREDS OF CORNISH CHILDREN



"The judges for the Schulke UK Infection Prevention and Control Awards 2017 praised our entry for "a positive approach, excellent team work and dedication to training to reach the highest standards of IP&C."

Schulke IP&C Awards 2017



“Providing dentistry with social impact, investing surplus funds to target those least likely to access dental services – an outstanding example of positive impact”.

Employee Ownership Awards 2017

succeeding:together

Commissioners and industry experts up
down the country are praising our work.



Whilst the standard of our care is the ultimate barometer measure of our work, it is gratifying to know that our dedication and talent is being recognised way beyond Cornwall and the Isles of Scilly. The work we do and the way we do it is right up there amongst the best in the country.

In being an employee owned Community Interest Company providing both NHS and private dental care, our model allows us to provide dentistry with social impact; where surplus funds generated are reinvested into community dentistry alongside oral health education and prevention. With our employees at the heart of our organisation, Smile Together has invested in over 1,000 hours of training and development and, working with the Staff Council, has involved all its team in the development of future plans. We're very proud that

our employees, as real stakeholders in our business, have achieved so much in such a short space of time.

Recognition for the work Smile Together does is seen as very important. Not only does it raise the profile of our business, our services and social impact, but it ensures that key messages such as oral health are delivered across a broad range of audiences. This in turn helps with staff recruitment and retention.

"The staff are responsible for creating the vision of the business and now they live and breathe it on a daily basis." Mark Duddridge Chair of the Cornwall & Isles of Scilly Local Enterprise Partnership and judge for the Cornwall Business Awards 2017.

Winner of Employer of the Year

- Cornwall Business Awards

Finalist for Dental Brand of the Year

- Dental Industry Awards

Silver in Best New Business

- Cornwall Business Awards

**Highly Commended For
Positive Impact of the Year**

- Employee Ownership Awards

our impact at a glance



OVER 1,000 HOURS OF TARGETED
TRAINING AND DEVELOPMENT
FOR CLINICAL AND PROFESSIONAL
SUPPORT STAFF



OVER 25,000 VISITS TO
OUR WEBSITE



13,920 PEOPLE FOLLOWED
OUR MOBILE DENTAL UNIT
TOUR AROUND CORNWALL ON
FACEBOOK



RECOGNITION IN PRESTIGIOUS LOCAL,
REGIONAL AND NATIONAL AWARDS
ACROSS THE DENTAL INDUSTRY,
BUSINESS FORUMS AND ASSOCIATIONS

looking forward:together

By investing in our vision, we're able to plough our profits back into greater care.



One of 2017's big priorities was to attract others to invest in what we want to do. All of us want to help more people and improve facilities to give our patients a better experience.

We've been able to do this both by acquisition and attracting investors who share our vision.

On the acquisition front, we welcomed DPS to the Smile Together family in July and the team have settled in really well. Their highly-skilled dental prosthetic work enhances our range of services and provides further opportunity to generate profits for community benefit.

"We are extraordinarily proud to have become a Smile Together company. That our success and commitment to dentists and patients demonstrated real potential for further growth and development, alignment with the company's values and opportunity to invest back into the community" - DPS team.

We purchased our first premises, to develop a major Dental Centre at Harleigh Road in Bodmin. This will really capture our vision of what modern community health should look like.

Investment in our Brighter Dental practices has seen us practicing in Penzance and Bodmin, take over the service on the Isles of Scilly and open a brand new clinic in Saltash. In addition to expanding in Penzance a site has been secured in Newquay, both set to open in 2018. We forecast that each practice will be able to see 4,000-6,000 new patients for routine dental care.

Complementing our investment in excellent new decontamination and dental laboratory facilities to support our patients and services, our brand now travels the county in two Smile Together vehicles and our team are smartly attired in new dental uniforms. Future investment is planned into underpinning clinical and business systems to make us even more efficient.

Meanwhile, supported by our professional advisers, we have been very successful attracting backing from external funders who recognise our social mission and robust employee-owned business model. In fact Social Investment Business commissioned a photographer to visit us in November to capture what we do for a SIB impact case study.

Shortlisted as One to Watch

- Social Enterprise UK Awards

Backed by Big Potential

"Investment Readiness" funding to ensure those plans have financial sustainability

our impact at a glance



WE'RE BUILDING OUR FLEET



60,000 ITEMS OF
DENTAL EQUIPMENT
DECONTAMINATED PER
ANNUM



SECURED INVESTMENT
READINESS FUNDING



NO PATIENT
CANCELLATIONS DUE TO
EQUIPMENT FAILURE



1800 DENTAL
PROSTHETIC JOBS
UNDERTAKEN BY DPS





Truro Health Park, Infirmary Hill
Truro Cornwall TR1 2JA

T: 01872 354375

W: www.smiletogether.co.uk

E: info@smiletogether.co.uk

follow:us



@SmileTogetherUK



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Smile Together
Dental CIC
