

(Smile:Together)

Social Impact Report 2018/19



Dentistry with social impact

Creating healthier happier communities across Cornwall and the Isles of Scilly

Patient feedback



"Just wonderful... you shouldn't leave the dentist laughing but I do... thank you for all you do."

Facebook 5* review



"Thank you so very much. The staff and the dentists were extremely helpful and knowledgeable. I now understand why your website shows 5 stars!"

Patient feedback



"Excellent service throughout – receptionist, dental nurse and dentist! Really efficient, professional, kind and most of all effective – thank you so much – what an excellent team! Keep doing what you're doing, no improvements possible."

Patient feedback



"Great staff. I'm a complete wreck when I have to get my teeth looked at but the staff make me feel safe and relaxed. Would recommend to anyone."

Google My Business 5* review



"The care that I had was second to none - kind, caring, effective and compassionate. Didn't feel rushed at all. Absolutely humbled that we have such service available to us. Thank you so much for sorting me out."

Google My Business 5* review



"Excellent Service. Very Friendly. Very Gentle. Everything explained completely. Wish this was my regular dentist."

NHS Friends and Family feedback

2018/19



Progress
Pages 1-2



Reach
Pages 7-8



Our year at a glance
Page 3-4



Treat
Page 9-10



Prevent
Pages 5-6



Engage
Page 11-12

"Staff were friendly and really helped offset any fear I had, couldn't have asked for more. Easily the best experience I've had at a dentist."

[Google My Business 5* review](#)



Progress

Here already you might say! Yes, this report does follow soon after our November 2018 edition but rather more sensibly enables us to celebrate our achievements and social impact in line with our financial year end 31st March.

Whilst it's been another challenging year for dentistry in a constantly changing environment, our third as an employee-owned community interest company with such a dedicated and passionate team has seen us continue to achieve so much more than we could have envisaged.

We've taken our **prevent** message out more widely, to positively influence behaviour and reduce tooth decay among the most vulnerable parts of our community.

We've continued to **reach** further into our community, to reduce health inequality by bringing accessible dental treatment to those who need it most.

We've been able to **treat** more local people, ensuring everyone receives high quality dentistry focused on patient care and clinical excellence. Our patient voice is stronger than ever in this report!

We can't possibly achieve all this by ourselves so we **engage** with a range of commissioners, investors and partners and together make a real difference to our patients, our team and our community.

There is still plenty to do to build capacity, resilience and equality into our county's dental provision, to reach more people and improve collective wellbeing. But it's important to reflect on just how much we are achieving, so thank you for your continuing support and interest in Smile Together.



Paul Critchley
Managing Director



John Burchill
Chair of the Board



"Lovely, warm, friendly staff, knowledgeable and kind dentist. Helpful receptionist. The best dental service I have received to date. Thank You"

NHS Friends and Family feedback



DENTAL AWARDS 2019



"Amazing service. As someone with Asperger's Syndrome and very nervous of the dentist I couldn't have felt more comfortable. The receptionist, Dental Nurse and Dentist were all friendly and approachable and clearly explained procedures at every step. My appointment ran on time and I was in and out very quickly."

NHS Choices

Our year at a glance

When you have over 120 dedicated clinical and support professionals working hard day in, day out reaching out to tens of thousands of local people, it can be a tough task to record all of their good work. That said, we've given it a good go!

Our people share our vision of 'creating healthier, happier communities' and we are so proud to showcase their impact in this report.

We all know that dentistry plays an important role in a healthy society. Our mission of 'dentistry with social impact' takes us further and further every year. Here's a glimpse of some of the headlines from this year but please take a little time out to read more about the difference we are making.



"Excellent care. I received an appointment very quickly. The dentist was brilliant, very gentle and I felt no discomfort during the procedure whatsoever. Best dentist I have visited yet and I am very happy with the care I received. Thank you".

Google My Business 5* review



2 major contracts extended by NHS
England and Cornwall Council



Investment from
Big Issue Invest



100% of surpluses
invested



97% Friends and Family
recommendation



£3,027,867 invested in
patient facilities



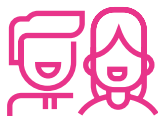
Doubled the number of schools visited
by Brighter Smiles



80% more special care patients treated
than contracted to see



35,086 patients
treated



1,658 more children regularly
seeing a dentist



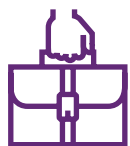
2,894 children engaged with Brighter Smiles
oral health activities



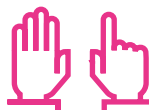
>1000 private patients registered for regular
dental care with Brighter Dental



£54k Smile Together investment
into Brighter Smiles



13 Brighter Smiles supporters contributing
£108,850 to our campaign



5 trained in
Makaton



Currently employ over 120 people
(69% employee-ownership)



Recognition at prestigious
national awards

Prevent

Positively influencing behaviour is a key social determinant of health and as such prevention is fundamental to our work.

Our Brighter Smiles oral health team has engaged with almost 2,500 children this year, a 149% increase since 2017/18, plus hundreds more people through our wider outreach activity. We regularly visit 66 school communities, more than twice as many as we visited in 2017/18, thanks to the continuing support from Cornwall Council's public health team and our other valued supporters.

"When we began working with Smile Together, and as a parent of a young child myself, I was utterly shocked to discover the scale of this problem, yet it's entirely preventable. I am therefore thrilled that our support means so many more children and their families in West Cornwall will benefit from the Brighter Smiles oral health campaign".

Kevin Roberts, ITEC Group UK

"The Brighter Smiles programme makes such a positive difference to the oral health of our rural school community, where many families struggle to regularly visit a dentist. Our pupils look forward to seeing the team and their dragons, and together with my colleagues, really engage with the fun oral health activities which fit so well with our school ethos of Shine".

Louise Jones, Headteacher of Landewednack and Grade Ruan Schools



"Excellent - great surgery, great service, very gentle and very considerate for the nervous patient - WELL DONE TEAM"

NHS Choices

Reducing tooth decay among the most vulnerable parts of our community by intervention and education

Issue	Activities	Results
The number one reason children aged 5-9 years are admitted to hospital for general anaesthetic is for tooth extraction due to decay	Brighter Smiles receives funding from Cornwall Council's Public Health team to deliver an oral health programme to targeted primary schools and children's centres in areas of high decay	1,663 children received Cornwall Council funded support for Brighter Smiles oral health programme (toothbrushing clubs, fluoride varnishing application and oral health education sessions)
An average of 3 school days per annum are missed per pupil due to dental pain and treatment – an educational as well as socio-economic issue of parental absence from work	Building upon the Cornwall Council funded programme we deliver additional Brighter Smiles campaign work funded in partnership between Smile Together and other organisations	13 partner organisations are proactively engaged with our Brighter Smiles campaign providing funding and/or in-kind support for additional school communities
Decay rates in children from deprived areas are twice those of children in other areas	We promote additional oral health activities aimed at educating children and parents/carers, which contribute to reducing health inequality between deprived and non-deprived areas	1,231 more children have benefited from our oral health programme (toothbrushing clubs, fluoride varnishing application and oral health education sessions) through our Brighter Smiles campaign work. Plus we've reached 108 teachers and 145 parents this year!
Importance of raising awareness of preventable tooth decay	Proactive engagement in national oral health campaigns	Involvement in Fizz Free February/Hydration Challenge, World Oral Health Day, National Smile Month and World Smile Day

Our impact at a glance

£163,629

Spent on toothbrushing clubs, fluoride varnishing and oral health education*

£604,000

Saved from the NHS budget through our investment in Brighter Smiles*

149%

Increase in the number of pupils seen by our Brighter Smiles team in the last year

1:11

Prevention is better than cure ratio – for every single prevention engagement, we're providing dental treatment for 11 patients

*Source: Public Health England return on investment figures – toothbrushing clubs (£1 = £3.06), fluoride varnishing (£1 = £2.29) and oral health education (£1 = £4.89)

Reach

Like all dental providers in Cornwall and the Isles of Scilly we need to play our part in tackling the large and growing NHS waiting list – as such our five Brighter Dental practices based in the very heart of local communities are making dentistry more accessible for local people.

Hundreds have taken advantage of our half price initial examination and 'children go free' offers and over 1,000 patients are now accessing more regular dental care, including 1,658 children. Our brand-new, purpose-designed dental centre at Harleigh Road in Bodmin, which opened in May 2019, will further increase capacity and accessibility of dentistry in Cornwall.

We're also passionate about reaching out to those who need us most and we are very proud of just what our Smiles at Sea initiative achieved in June 2018. Funded by the Sea Hospital Society and delivered by Smile Together in partnership with The Fishermen's Mission and Healthy Cornwall, we visited harboursides across Cornwall and Brixham in a mobile dental unit to treat fishermen and their families. 70% of those we saw hadn't seen a dentist for 5 years! This impact has seen our Smiles at Sea initiative identified by CQC as an area of notable practice and win the national 2019 Dental Awards for 'Best Outreach or Charity Initiative'.

"Enjoyed my visit this afternoon. A superb friendly team, smashing!"

"I was very nervous about coming as I'm always worried about the dentist."

"The team were all really friendly and made me feel at ease. Thank you."

Feedback from the fishermen

"I had severe toothache. I have a life time fear of dentists, like many others, but need not have worried. All staff were pleasant and efficient and I felt safe in their hands. I have nothing but praise for the dental team and would not hesitate to recommend them."

Patient feedback



Reducing health inequalities within our communities by bringing accessible dental treatment to those who need it most

Issue	Activities	Results
49% of adults and 42% of children do not have an NHS dentist in England	Smile Together provides dental services and treatments from community-based locations and reaches further into the local community to improve access to care	9,873 patients registered with Brighter Dental (NHS and private)
Private dentistry is seen as cost-prohibitive and patients don't always see this as a realistic choice	Half price initial examinations for adults across Brighter Dental are encouraging more regular dental care even if NHS places are not available	1,099 patients registered for regular private dental care with Brighter Dental
	Patient Plans reduce cost barriers to regular dental care	Increased number of patients accessing plans and spreading the cost of dentistry
	Brighter Dental 'children go free' offer enables children to be seen (up to age 16) even if no NHS place is available	Almost 150 children have been seen for free by Brighter Dental and also benefited from fluoride varnishing to strengthen their teeth, fissure sealants to protect their teeth, and oral health/dietary advice and guidance to help prevent tooth decay in future
For some Cornish communities the demands of their work don't fit in with the opening hours of regular dentists	Our Smiles at Sea initiative takes dentistry out to fishing communities	115 fishermen were seen at harboursides with 52 referred for further subsidised private dental treatment with Brighter Dental

Our impact at a glance

1,658

More children regularly seeing a dentist in Cornwall through Brighter Dental

94%

Increase in visits to the Brighter Dental website with audience increased by 33% and enquiries by 141%

115

Fishermen seen by our Smiles at Sea team

150

Children seen for free by our Brighter Dental team

Treat

Our West Country Dental Care colleagues are commissioned by NHS England to provide urgent dental treatment for people who don't have their own dentist. They also run out-of-hours surgeries and apply expert skills to treat children and adults with a range of special care needs alongside oral surgery, children's orthodontics and treatments under general anaesthetic in a hospital setting.

They treat over 35,000 patients each year, many of whom are very anxious, phobic or in extreme pain and discomfort, so we are very proud of our consistent 97% satisfaction rating from the national NHS Friends and Family test.

As an employee-owned social enterprise investing our profits back into front line services and our community, we have continued to improve clinical and patient facilities across the county, facilitate our team's Continuing Professional Development through our bespoke Training Academy and treat more patients than we are contracted to see by NHS England. In fact, in the last year, thanks to such a dedicated and passionate team, we have seen 80% more special care patients than we are funded to see and our brand-new dental centre which opened in Bodmin in May 2019 is purpose-designed for this specific patient group. It really will be transformational for dentistry in Cornwall.

"As someone who is both dentist and needle phobic, I can honestly say that the experience here has totally restored my confidence. Excellent treatment and people skills from all involved has really made the thing I dread the most almost a pleasurable experience!"

Patient feedback



"Thank you to the 4 wonderful ladies especially the amazing lady who sat with me and filled out my paperwork. I am physically sick and don't sleep for days when I know I need the dentist. Yet your patience and calming nature not only relaxed me enough to enter the room but enabled me to sit in the chair. Words cannot express what this meant to me. I am extremely grateful for your kindness."

Patient thank you card

Ensuring all patients receive high quality dentistry focused on patient care and clinical excellence

Issue	Activities	Results
An estimated 50% of people don't have access to regular dental care and there are 23,500 people on the NHS waiting list in Cornwall and the Isles of Scilly	With a dedicated Call Centre, we maximise the number of appointments and treatments available, including private and emergency appointments during evenings and weekends	We treat over 35,000 patients a year – almost 20,000 seen in emergency appointments
Sugar makes up 14% of the daily calorie intake of those aged 4 to 18 years - the official recommendation is to limit sugar to no more than 5% of daily calorie intake	Our Brighter Smiles campaign includes regular toothbrushing clubs, fluoride varnishing and oral health education, with packs for the whole family	2,894 pupils treated and educated this year by our Brighter Smiles team
Cornwall's population of people with a long-term limiting illness or disability is more than twice the national average at just over 20%	We make high quality dental care available to those who need us most	3,880 special care patients seen (contracted by NHS England to see 2,160) – an 80% over-achievement
Capacity building in terms of our facilities and people to meet the demands on our dental services	Significant investment in our surgeries to ensure high quality clinical and patient-focused environments	Over £3M investment in our clinical environments including a brand-new, purpose-designed and fully accessible dental centre in Bodmin, three new Brighter Dental surgeries at Lescudjack, Penzance and a regular repair and maintenance programme
	Recruitment of new people, both clinical and professional support	23 new team members in the last year and recruited 2 dental nurse apprentices both of whom have secured full time roles within the business
	Enhanced team development via our bespoke Training Academy	Delivered 187 hours verifiable face-to-face CPD with an additional 5,480 hours non-verifiable e-learning made available (dentist compliance requirement is 250 hours verifiable CPD every 5 years)

Our impact at a glance

>£3M

Investment made into our clinical environment

97%

Likely to recommend us – NHS Friends and Family test

80%

More special care patients treated than we're contracted to see

98,001

Items of dental equipment decontaminated this year

Engage

Team engagement is a vital component of an employee-owned social enterprise and, with almost 70% employee-owners in our business, the support of our Staff Council and its elected representatives is extraordinarily valuable.

They've helped engage colleagues in developing our vision, mission and values, Training Academy and steered our investment into enhancing patient facilities as well as develop policies and a range of employee-benefits from paying GDC registrations and indemnity to fun fundraising activities on behalf of our charity of the year. They really do help Smile Together harness the professionalism, passion and dedication of our team in all sorts of ways!

In addition, we engage with a range of commissioners, investors and partners, together making a real difference to our patients, our team and our community. In addition to gaining and retaining our valued Brighter Smiles supporters, this year we've also had three huge votes of confidence in our work - we thank Big Issue Invest for their significant support for our Harleigh Road development and both NHS England and Cornwall Council for extending two major contracts. Such engagement has enabled us to continue investing in both front line services and our community, and build pride and recognition for all that we achieve together.

"Joined a few weeks ago - best thing I've done. Excellent treatments and as someone who has a fear of dentists I truly mean that. I definitely recommend them."

Patient feedback

"Big thank you to the team for attempting to calm my baby while I had a tooth filled! The service here is always fantastic - a child-friendly practice with cheerful staff and gentle, considerate and very skilled dentistry."

Facebook 5* review



We engage with a range of commissioners, investors and partners, together making a real difference to our patients, our team and our community

Issue	Activities	Results
Genuine employee engagement within our employee-owned social enterprise, supporting this growing national sector and ensuring socio-economic impact	Staff Council with elected representatives and employee-owners within our business regularly engaging with the Employee Ownership Association	Almost 70% shareholders in a total workforce of just over 120 and a 30% increase in employee numbers since 2016
	Regular external engagement with the local business community and key national networks	£1m investment secured from Big Issue Invest for Harleigh Road Dental Centre. 2 major contracts extended by NHS England and Cornwall Council
Build pride and recognition for all that we achieve as a business and through partnership	Engagement in national, regional and local initiatives to raise awareness of our work across Cornwall and the Isles of Scilly	Supported Social Enterprise UK's Social Saturday 'Buy Social' and #WhoKnew campaigns, our Staff Council and prize-winning shareholders attended the Employee Owners Association Conference, and we celebrated EOA Day in June 2018 and International Womens Day in March 2019
	Achieved national and local profile	Highly commended by SEUK in the Health and Social Care category of their national awards in November 2018, dental nurse Katie Rowe was selected as a Cornwall 30 under 30 award winner in the Chamber of Commerce Class of 2018, and winner of the national Dental Awards in May 2019 for Smiles at Sea
Go green, support others and consider our sustainability credentials	We endeavour to implement the 5 R's of Refuse, Reduce, Reuse, Repurpose, Recycle, and support others in supporting the local community	Donated obsolete equipment to Dentaaid, ComputerAid and a local school, supported The Body Shop's End Period Poverty campaign and Cornwall Christmas box appeal. Backed Cornwall Krav Maga and Truro Hockey Club with our Community Chest, and have raised £2,500 so far for our charity of the year Cornwall Air Ambulance Trust

Our impact at a glance

100%

Surpluses
reinvested

30%

Increase in employee
numbers since 2016

46%

Increase in visitors to Smile Together
websites since 2017

>390k

Audience reached from
our social media accounts



Follow us:



Stephenson House, Calenick St
Truro, Cornwall TR1 2SF

T: 0333 405 0290
W: www.smiletogether.co.uk
E: smile.together@nhs.net