

The promotion, provision and maintenance of good oral health is core to our professional activities

We will achieve good oral health by pursuing excellence at all times in our daily practice

Good oral health results in fewer interventions with improved patient and professional satisfaction

A reduction in interventions results in immediate sustainable outcomes

### PREVENTIVE CARE

**Oral Health Education**  
Promotion of oral healthcare: Reduce consumption and frequency of free sugars, promote toothbrushing and fluoridation, encourage dental attendance and cessation of tobacco use

**Oral Hygiene Measures**  
Toothbrushing, fluoride toothpaste

**Healthy Diet**  
Reduced intake and frequency of sugars, acidic drinks and tobacco use

### OPERATIVE CARE

**Best Practice**  
Evidence-based and protocol-driven

**High Quality, Careful and Predictable Care**  
Use good materials and use them well

### INTEGRATED CARE

**Structured Treatment Plans**  
Dentist-led, patient-centred with joint 'dentist-patient' responsibility for delivery

**Active Patient Participation**  
Patients as co-creators and co-managers of their own oral healthcare: Decision making, engaging with treatment and maintenance

**Managed Treatment Appointments:**  
Smart treatment combinations and shared family appointments

### OWNERSHIP OF CARE

**Learn and Develop Best Practice**  
Pursue, maintain and practice effective and focused professional development

**Lead by Example**  
Set high standards, engage with your profession, make a difference

**Effective Clinical Governance**  
Check – How good am I?  
Audit the quality of my practice and improve

**Get Involved**  
Local active groups  
Research  
Collaboration and participation

  
Healthy mouths  
fewer appointments

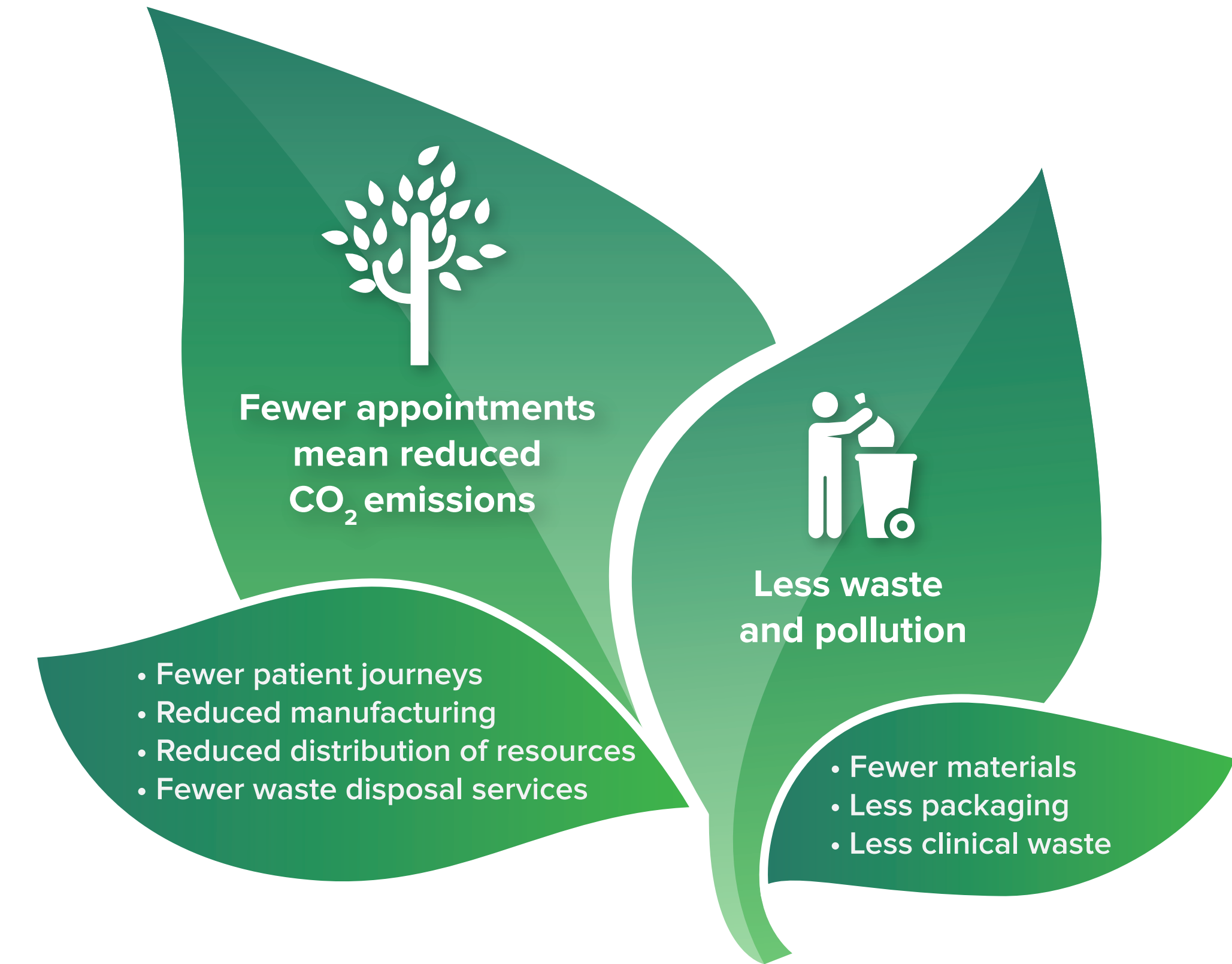
  
Reduced materials,  
therefore reduced costs

  
Professional  
satisfaction

  
Improved patient  
quality of life

  
Better clinical  
outcomes

  
Durable care



# ...And Good for the Environment

Provision of **Good Oral Health...**

**Good for Your Patient,  
Good for You...**



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