

# CHAPEL ROAD ORTHODONTICS

*Confidence in your smile*



**“ A smiling person is judged to be more pleasant, attractive, sincere, sociable and competent than a non-smiling person ”**

## WELCOME

*“First impressions are lasting - You only have one opportunity to create a great first impression, let us help you make the most of your smile”.*

Chapel Road Orthodontics is a dedicated Specialist Practice established in 1987, providing orthodontic treatment to children and adults alike. With over twenty five years of clinical expertise, we deliver excellent quality orthodontic care, using the latest technology and techniques to deliver impressive results.

We offer our patients the very latest aesthetic orthodontic appliances available, including the Damon, In-Ovation and the new Forestadent 2D lingual System. Using state of the art technology and materials, treatment can be completed effectively and efficiently with minimal inconvenience.

We appreciate that each case is unique which is why we offer a bespoke treatment plan tailored to suit your individual needs. You will be provided with an informed, clear clinical diagnosis (in a language that can be understood), given sufficient time and information to make your own decisions with the support of our professional orthodontic team.

Our team's aim, is to offer you an experience that exceeds your expectations, providing you with a pleasurable journey of transformation and we will look forward to welcoming you soon.



“ You only have one chance to create  
a great a first impression ”

## Meet our team

Our highly qualified team of professionals are committed to providing a high level of service at all times. We ensure that you will be cared for and taken through the process of treatment, feeling relaxed and at ease.



**Dr David G. Horobin**  
Principal Orthodontist

M.Sc.(Orth), B.D.S., D.Orth, LDS.RCS(Eng)

GDC: 53398

Dr. David Horobin qualified as a Dentist in 1979 and spent two years in general dental practice before commencing specialist training at the Royal Dental Hospital, London. He gained the Diploma in Orthodontics of the Royal College of Surgeons in 1983 and a M.Sc. degree from Guy's Hospital, London University, in 1984. As a member of the British and American Association of Orthodontists, Dr David Horobin continues to keep up to date with the rapidly advancing world of Orthodontics.



**Dr Carol Humphrey**  
Associate

B.D.S Lond

GDC: 60884

Dr. Humphrey studied dentistry at Kings College in London, qualifying in 1985. After 7 years in general practice, Dr Humphrey joined our team in 1992. She is a member of the British Orthodontic Society, practitioners group and recently achieved a diploma in Primary Care Orthodontics with the Royal College of Surgeons.



### Our Orthodontic Therapists

Chapel Road Orthodontics has three qualified Orthodontic Therapists.

Sarah joined the practice in 2000, as an Orthodontic Nurse. She studied Orthodontic Therapy at Preston University, Lancashire and qualified with a Diploma in Orthodontic Therapy of the Royal College of Surgeons of Edinburgh and a Cert.H.E.in Orthodontic Therapy, in December 2011, achieving a distinction in the process.

Marie joined our practice in 2007, as an Orthodontic Nurse. Marie studied Orthodontic Therapy at Preston University, Lancashire and qualified in 2012 with a Cert H E from the university and a Diploma in Orthodontic Therapy from the Royal College of Surgeons Edinburgh, achieving a distinction in the process.

Louisa joined our practice in 2009 as an Orthodontic Nurse. Louisa studied Orthodontic Therapy at Preston University, Lancashire and qualified in 2013 with Cert H E from the university and a Diploma in Orthodontic Therapy from the Royal College of Surgeons Edinburgh.





“ Your smile is unique and makes a  
strong and lasting statement ”

## What is Orthodontics?

Orthodontics is a specialist branch of dentistry which concentrates on the diagnosis and treatment of dental and facial irregularities such as crooked, crowded, protruding teeth and poor jaw alignment.

Orthodontic treatment makes the best of your teeth and involves a variety of appliances such as fixed or removable braces used to gently guide the patient's natural teeth back into the most desirable position, resulting in a healthy and natural looking smile.

Once you can bite together correctly you can eat more comfortably, care for your teeth and gums more easily and your smile will benefit immensely. The value of an attractive and healthy smile should never be under estimated.

## Key benefits

- A confident and winning smile
- Enhanced self esteem
- Improves your facial profile
- Early intervention reduces the risk of bite related problems in later life
- Eliminates undue stresses on the jaw joints and abnormal tooth wear
- Makes teeth easier to clean which helps reduce the risk of decay and gum disease
- Preparation for advanced dental treatment, such as crowns, bridges or dental implants
- Reversing the drifting of the teeth in mature patients who have suffered from advanced gum disease



“ Healthy teeth are central to well being, whilst beautiful teeth are foundational to social confidence ”

## NHS

NHS treatment is available to eligible patients under the age of 18 years, whose orthodontic problem is severe enough to attract NHS funding on the grounds of dental health.

### Provision of NHS Orthodontic Treatment

The latest NHS dental contract was introduced in 2006 to all Orthodontic Practices in the UK. This contract has implications in terms of the level of funding and eligibility for NHS patients wishing to undergo treatment. Under the terms of the new dental contract, health service funding is now directed at those patients to whom treatment will give an improvement in their dental health and not just in the appearance of their teeth. The way in which an Orthodontist decides whether NHS funding is available to the patient is by using The Index Of Treatment Need (IOTN).

Please visit our website for further details.

### How to be referred

Your General Dental Practitioner will need to refer you to us for a NHS assessment. Patients wishing to undergo NHS treatment may be subject to a waiting list, please ask reception for current waiting times. NHS treatment options are limited to metal braces only.

### Metal Braces

Today's metal braces are slimline, unobtrusive and very comfortable to wear. Excellent alignment of teeth is achieved in short periods of time. They are a modern reliable way to improve your smile.

For those patients not eligible for NHS treatment, we would be more than happy to discuss private treatment and the various finance options available.





“ A winning smile can be  
yours at any at any age ”

## Private treatment

Chapel Road Orthodontics offers private orthodontic treatment to both male and female patients of all ages, providing a comprehensive range of orthodontic services. Treatment can be successful at any age as the biological process involved in tooth movement is the same in both adults and children.

Orthodontic treatment has gone through a revolution in recent years and treatment outcomes, previously not thought possible, can now be predictably achieved.

The number of adults seeking orthodontic treatment has increased rapidly. Last year nearly one million people in the UK commenced orthodontic treatment and more adults than ever before are deciding to proceed with natural restoration.

We offer a range of highly aesthetic appliances that today's image conscious patients demand.

### The principle advantages of private treatment are:

- The highest quality of treatment is carried out by your own experienced Specialist Orthodontist from start to finish, ensuring continuity of care
- Reduced likelihood of extractions
- Private treatment offers all of the aesthetic options for those who wish to have a less conspicuous appliance
- Extra clinical time set aside for each patient
- Treatment can commence immediately with no waiting list
- Flexible appointment times
- Sophisticated appliances, for faster treatment and extra comfort
- Use of state of the art techniques and materials
- Interest free\* flexible finance options



“ A smile takes but a moment but the  
memory of it lasts a lifetime ”

## Private treatment options

### **DAMON**<sup>®</sup>SYSTEM

We offer our patients the very latest Damon and In-Ovation system appliances. Our range of Damon Sytem appliances include the Damon 3MX, Damon Q and the aesthetic Damon Clear. The Damon braces use a slide mechanism to hold the wire, which allows teeth to move more freely, quickly and comfortably. However, the key benefit of the Damon system is the way that this low friction system allows far more cases to be treated without extractions which makes it unique.

#### Patient benefits

- Non-Extraction Treatment
- Damon Clear is aesthetically pleasing
- Improved facial proportion and appearance
- Reduced treatment time
- Greater comfort
- Fewer practice visits



The latest In-Ovation system appliances include the aesthetic In-Ovation C and lingual appliance In-Ovation L MTM. The In-Ovation braces are gentle with a special free-sliding technology which places little pressure on teeth as they are gently guided into place. As a result, treatment not only takes less time and requires fewer appointments but is more comfortable than traditional fixed braces. The latest high tech wires are used, ensuring rapid but comfortable progress.

#### Patient benefits

- In-Ovation LMTM is 100% invisible
- In-Ovation C is aesthetically pleasing
- Improved facial proportion and appearance
- Reduced treatment time
- Greater comfort
- Fewer practice visits





“ Smiling...a basic  
human emotion ”

## Emergency care

Should you have a orthodontic emergency outside the normal practice hours, please contact us and we will put you in contact with the clinician on call. You may not see your usual clinician but we will aim to deal with the immediate problem. During practice hours, we endeavour to see any patient who have an emergency.

## Missed appointments

If you are not able to keep your appointment please give us at least 24 hours' notice. If less than 24 hours notice is given a charge may be made.

Please note: If you are a NHS patient and need to cancels an appointment at short notice or fail to attend on more than one occasion, the patient might be refused further care under the NHS contract.

## Confidentiality

Patient confidentiality at our practice is taken very seriously and all information about our patients is treated with the strictest confidence in accordance with our practice policy. If you would like a copy of our practice confidentiality policy, please contact us.

## Comments about our service

We hope that you are entirely satisfied with your orthodontic care and treatment and would be happy to recommend our services to others. If not, please notify us so that we can rectify the cause for dissatisfaction and improve our service. A copy of our practice complaints policy is available from reception and they will take the time to explain the procedure in detail and deal with any concerns you might have.





“ Smiling releases endorphines  
and make you feel better ”

## We are committed and promise

### We Will:

- Welcome you into a caring and professional environment
- Listen with respect and respond to your concerns
- Help you overcome any anxiety
- Offer you the choice of using the latest appliances
- Perform our very best standard of orthodontic work on you at all times
- Provide you with flexible payment plans

### We ask you to:

- Look after your brace and follow instructions
- Provide us with at least 24 hours notice if an appointment needs to be cancelled
- Tell us any concerns that you may have so that we can respond efficiently to resolve any problems
- Kindly recommend us to your family and friends

## We are here to help

If you would like any further information about care at the practice or would like to request a particular policy please contact us on 0208 303 6836 / [info@chapelroad.co.uk](mailto:info@chapelroad.co.uk) or visit our website for the latest practice information at [www.chapelroad.co.uk](http://www.chapelroad.co.uk)





“ A smile costs nothing  
but gives so much ”

## How much will it cost?

It is important to keep in mind the lifetime value that orthodontic treatment provides. Treatment fees are individually assessed and depend upon the complexity of the treatment required.

Our initial consultation fee is £98 which includes a full diagnosis and any necessary radiographs. We believe financial considerations should not be an obstacle to a beautiful smile, therefore we offer our patients interest free low cost payment plans (no deposit required) to help fund orthodontic treatment - making private treatment much more affordable.

Payment plans start from as little as £66\* per month, please contact us for further details.

\*subject to status, 0% finance is available over an 18 month period.



## Private orthodontic fees

### Treatment

### Fee

#### New Patient Consultation

£98.00

(Private Assessment Visit including all radiographs and diagnosis. A non-refundable deposit of £40 is required when making your appointment)

#### Single Arch Fixed appliance treatment

£2,990 - £3,3800  
from £73 per month

#### Upper and Lower Fixed appliances

£4,080 - £4,630  
from £99 per month

#### Lingual Appliance (simple case)

£2,540  
from £62 per month

#### Orthopaedics with Fixed appliances

£4,440 - £4,920  
from £103 per month

#### Tooth whitening

From £250.00

#### Oral Hygiene Visit

£45.00

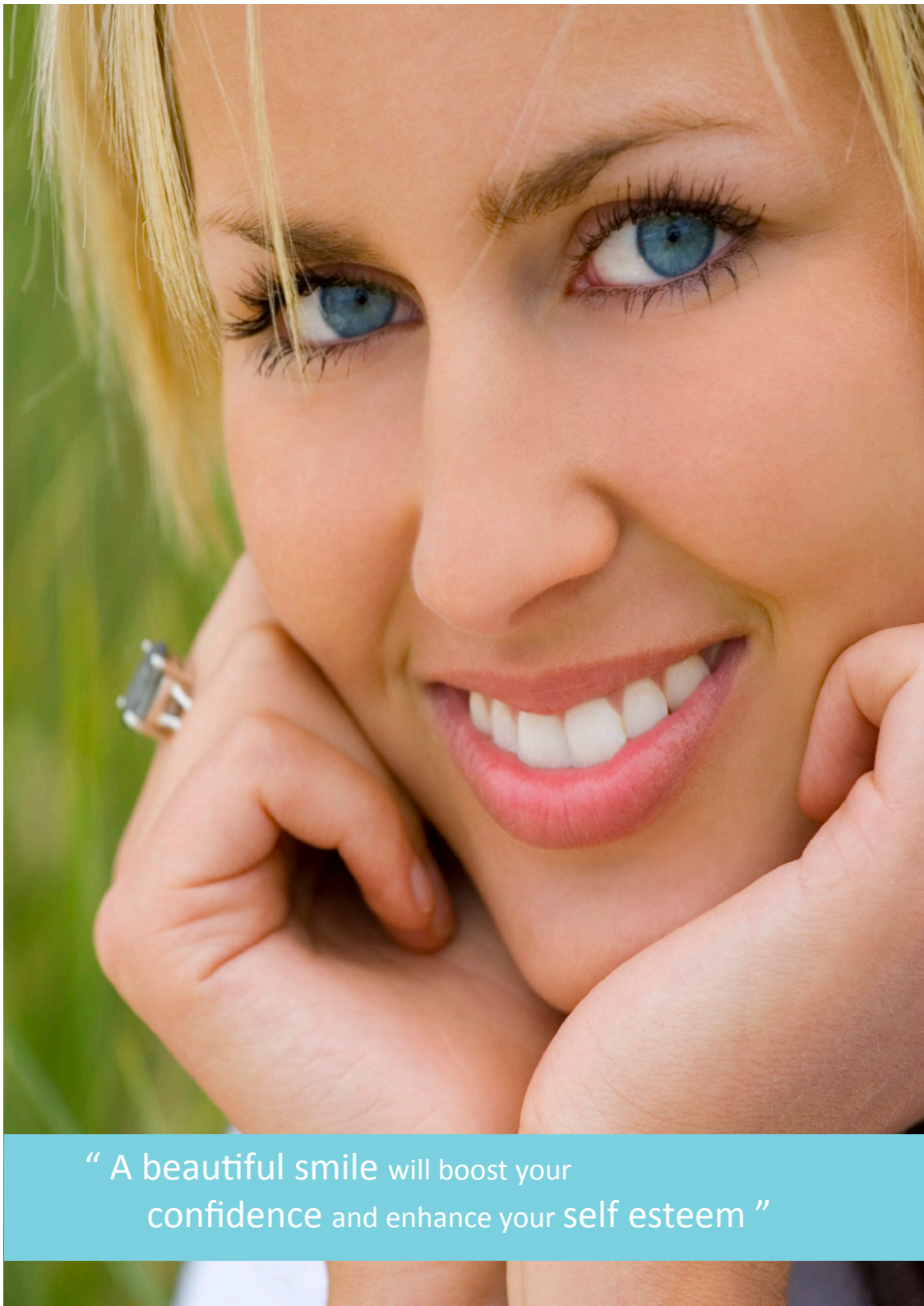
#### OPG (Panoral Radiograph) / TMJ Series Radiograph

£45.00

#### Cephalometric Radiograph

£65.00





“ A beautiful smile will boost your confidence and enhance your self esteem ”

## Our Opening Hours

	Reception Hours	Surgery Hours
Monday	08:00 - 16:00	08:30 - 15:30
Tuesday	08:00 - 17:00	08:00 - 15:30
Wednesday	08:00 - 16:45*	08:00 - 15:30*
Thursday	08:00 - 17:00	08:00 - 15:30
Friday	08:00 - 15:30	08:00 - 15:00

\*We open late on Wednesdays, until 8.00pm (however surgery finishes at 7:00pm) for private patients only.

Private clinics are also held one Saturday a month.

To make an appointment please contact reception on 0208 303 6836.

## How to find us

Our practice is located in Bexleyheath, South East London. We are situated approximately 100 metres from the main Broadway Shopping Centre, offering car parking facilities. The nearest train station is Bexleyheath.

## Parking

Our practice offers a limited amount of patient parking.

Public parking facilities are available at:

- Bexleyheath Town Centre
- Residential Roads - A limited amount of Pay and Park
- Asda



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