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SHINE ON



How long have you been a Dental Hygienist? Did you always want to perform this role?

I've been a Hygienist for just over two years now. I qualified as a Dental Nurse in 2011 and then moved to London to study at The Eastman Dental Hospital, graduating in 2015. Before I studied sound engineering and music technology for two years, then worked for an arts company before finding my true calling in life.

What makes you shine and how did you distinguish yourself?

Finding my feet after I qualified was tricky. I did a fair bit of practice-hopping and struggled to settle in anywhere. I became tired and unhappy very quickly - I almost decided to throw in the towel. When I left university, I branded myself as 'London Hygienist' but initially didn't do anything with it. Then I had an epiphany to turn my work into a brand and a business. I told myself "I'm already self-employed so why not make it count." I haven't looked back since! There's a wave of young people thinking outside of the box and striving to create their own paths especially when it comes to business. Being the boss and only employee keeps me motivated and focused. Defining myself as The London Hygienist and embodying the brand has definitely been my Shine-On moment.

Why are you successful with your patients and business?

I think my passion, confidence and enthusiasm shine through. Confidence breeds confidence and all the practices I work in believe in my skills and think what I am doing is first rate. My patients tell me that what I tell them is fascinating. They

can all see how much I love my work and that I take pride in what I'm doing. As well as my face to face encounters, I direct patients to my website to read my blogs, or they can interact with me on social media at any time. The practices directly benefit too as I bring business to the practice and if my patients need any dental treatment then there is a whole team there ready to look after them. My efforts have led to two award nominations: Most Invaluable Team Member and Dental Hygienist of the Year.

What does the future hold for you?

I want the business and brand to keep growing organically. I'm working towards being able to connect with not just the people of London but with people globally, maybe in the future I might even open the very first 'London Hygienist' practice. It is an exciting time to work in dentistry especially with 'Direct Access' but also the developments in treatments, prevention and technology. I have been enjoying working with the latest connected Sonicare toothbrushes with their clever apps with my patients, which is helping them to brush effectively and form a good oral hygiene routine. I can't wait to see what the future of oral health technology heralds.

Have you been working on any other dental projects?

I partnered with Philips at the beginning of the year to work on a variety of events and was honoured to be included in the 'ShineOn' campaign and speak on a panel at the Dentistry Show. I've also had several articles published in some of our leading industry magazines and

I'm currently working on other articles as well as mainstream press. I've also helped on some charity projects and will be travelling to Uganda in February 2018 with Dentaaid.

What advice/tips do you have for other Hygienists and Therapists looking to brand themselves?

Find your own style and be unique. Decide how you want to engage with your audience. Don't be afraid. Be confident and do it. The scariest thing was putting myself out there! We all fear failure and criticism but it's been so nice to have my peers, other Hygienists, business owners and my patients come to me with positive feedback. It reminds me not to give up even on tough days. It's really a lot of trial and error too but I believe in my brand 100% and I'm confident in my work and the delivery of my service. If you can radiate this, others will see it and feel it too.

Your chance to shine

Philips Oral Healthcare is shining a light on the work of Dental Hygienists and Therapists and their commitment to improving patients' oral care through its new 'Shine On' initiative. The campaign includes a digital hub - www.philips.co.uk/shineon - featuring videos, industry news, educational resources and exclusive giveaways.

Excitingly there also is a chance to win an all-expenses paid trip to the 2018 California Dental Association Conference in Anaheim, California. Dental hygienists and therapists are also invited to participate by sharing their own Shine On moments on social media, tagging their posts with #shineon and #philipssonicare.