

Care is a word often used in dentistry. When applied at Pembroke Dental, we like to think it has its traditional meaning: Care, with a capital C! Our testimonials illustrate that patients also recognize the high standards we achieve.

The caring atmosphere

A helpful attitude here is a given and we believe it should start before the patient steps over the threshold. We have a folder we send to patients which explains our approach to dental health. Dental practices have to ask a lot of questions and the folder has been designed to explain the reasons for the questions. The three dentists often discuss cases so the patient knows they are getting the best possible advice. We tell them: "We are going to have a bit of a pow-pow and come up with a plan for you." Patients know we all want to help.

"Thank you for your pleasant courtesy and excellent professionalism that is unmatched. When you walk through the door, you are always greeted with a smile. Your conduct of business, appreciative services and good people inspire others. Thank you for helping me smile."

The dental health check

This is the foundation stone of Pembroke Dental. Every patient has a full dental health check at their routine appointment. New patients are particularly appreciative of our attention to detail. We explain what we are looking for, why we are checking for oral cancer, why it is important to keep the gums healthy and the links between the health of the mouth and overall well-being.

"Thank you so much for taking the time to sit down with me through my Dental Health Check and answer all my questions and explain everything I needed to know about the health of my teeth and all my options for treatment. I hadn't been to a dentist in a long time, and everybody in your surgery - from making the appointment to walking out the door - really put me at ease. Thank you again!"

A blame-free culture

Our approach here is always positive. If a patient has poor oral health, they don't get ticked off. They are simply helped to get back in control of their homecare regime.

"Less than a year ago I was concerned about smiling too broadly, for fear my broken and missing teeth might show. In addition, I avoided going to a dentist out of both general fear and embarrassment over my neglect of my teeth. Needless to say, smiling is no longer a problem, as you did a great job repairing my teeth, relatively painlessly I must add. However, more importantly, you and your staff always made me feel comfortable, never chastising me for the past. You have a patient for life!"

Our dedication to our patients

I'm very proud that the dental team here genuinely care for the well-being of all our patients. A great example of their positive attitude occurred just recently when a child of three was brought in as an emergency. The team worked seamlessly together to reassure both the child and the parents. The clinical team got the child out of pain and then the reception team organized a referral to our hospital for further treatment. All of this happened over the lunch hour, with everyone pulling together. One of the receptionists called the family the next day to make sure the child was recovering. The parents were told about the Cool Clean Club, our new education centre for young patients. We all hope that next time, the child will have a happier and more positive experience at the practice.

"I found the staff very polite and professional. They showed such personal care and concern of my needed situation. Also, all showed such expertise in their knowledge as they performed the services I was in need of, and they seem to have put my needs and comfort first."