

The Pembroke Dental team would like Brenda to win this category, not only because she deserves to, but as a way of thanking her for being the Best Employer a dental team could hope for. Why?



### **Ethos**

Firstly the ethos she has created here is one all her staff can subscribe to. To say that the patients come first is no hollow marketing boast. Brenda makes sure that the interests of patients are considered at all times, whether it's being accommodating over opening hours, giving time to explain issues, both managerial and clinical, or providing a broad range of dental care under one roof. The practice is very caring of the health of the patients because that is Brenda's philosophy – and we appreciate her for that. We are able to care for our patients in a way that we would like to be cared for.

### **Team-building**

Next is her ability to get everyone working harmoniously together. We are all encouraged to express our views and work together in the interests of patients.

### **Leadership**

Although the atmosphere is very friendly and harmonious, we are never in any doubt as to who is in charge. Brenda is a natural leader. Not the sort who gets stressed or angry, but who brings out the best in you. She is also great in a crisis. This story is a perfect example: Last year, there were roadworks right outside the practice which caused mayhem for months. One day, there was a sudden overpowering smell of gas. Brenda quickly realised that one of the contractors had made a hole in the gas supply outside. She told the workmen and got everybody out of the building as quickly as possible, closing off the power supply. When it looked as if the workmen intended to carry on working on the road, she stressed the danger everyone was facing and insisted they called in emergency help. Only she could have evacuated an area quite so quickly and quite so smoothly. Happily we can now all laugh about the day we ended up in a local hostelry in our scrubs.

### **Nurturing**

She has a knack for finding out what our innate skills are and encouraging us to develop them. One of us has recently taken on a role with developing marketing concepts, another a practice video. They are additional tasks but ones which we find fulfilling because they support the information we can give to patients. She encourages us to take exams and go on courses. Currently three of our dental nurses are about to take their Oral Health Educators examinations.

### **Conclusion**

You can generally tell how good an employer is by the length of time their staff stay in the job. There are very few vacancies here ever. We are grateful and proud that despite the downturn in Ireland's economy, Brenda has kept us all employed and busy. She is definitely Dental Employer of the Year in Ireland.