



Our clinicians have grown to appreciate our pioneering approach

A Swift interview with **Dr Neil Simkin**, Lead Dentist at **{my}dentist**, **New Road, Newtown**.

You and Newtown are new Swift customers this year; what made you decide on their services, and how have you found the experience so far?

We have had a digital scanner for over 18 months which we used primarily for implant planning and orthodontic, but after an engagement event at Swift about the digital services available, we decided the time had come to try the move to fully digital. The lab set up was very impressive and had a very good feel about it. The way they had embraced and integrated a digital workflow made us feel confident in trying their service, and frankly, we haven't looked back.

Recognising the need for further implementation of digital dentistry in his practise, Dr Neil Simkin has moved to a full digital work flow with the help of Swift Dental Group.

Can you tell us a bit about the products and/or services you have used after partnering with Swift Dental?

We now use Swift for nearly all aspects of indirect dentistry - Crowns, Bridges, Dentures, Orthodontic Retainers - both fixed and removable, and Implant work - everything! The speed and efficiency are excellent, with a next day service available on most products if needed. The quality of the work is superb and the fact that adjustments are now a thing of the past means both we and patients are thrilled with the work. This increases patient confidence and enhances their journey.

Digital dentistry is coming and there is no denying it.

How has the implementation of a digital workflow benefited your practice; and how did Swift ensure it was the right digital journey for your team?

Swift are always keen to receive feedback - good or bad - and it is clear from our experience that this is acted on quickly. There has been a two-way engagement throughout our time with Swift and they are always looking to make sure our needs are fulfilled. This has confirmed that our decision to engage with Swift was the right one. The benefits to the patient have been great, with no need for impressions being a big winner, and the quick turnaround time along with the excellent fit, all enhancing their experience and increasing their confidence.

Would you recommend Swift Dental Group, and why?

In short, I would recommend Swift simply because everything fits, first time. Their embracing of digital technology has allowed us to offer patients exceptionally high quality and craftsmanship with a rapid turnaround, improving all aspects of the indirect treatment 'journey' both for the patient and the dentist.

What's your practice's relationship with Swift's Dental Lab, and why is it important that there is a clear line of communication between a practice and a laboratory?

One of the worries about 'going digital' is that it can all happen without any verbal communication or sense of a relationship with the lab. Swift address this by having team members out and about, giving you a face to speak to, ensuring that traditional relationship between the dentist and the lab which is so important. Some aspects of treatment are hard to express in a message, but a phone call makes a big difference and it has never been an issue speaking to the technician doing your work if there is something to discuss. The lab is also very welcoming of visitors, which further enhances that relationship.

Why have you decided that now is the time to embrace a digital journey?

Digital dentistry is coming and there is no denying it. We had access to a scanner as an Advanced Oral healthcare Centre in the mydentist group, initially primarily for implants, then short term orthodontics. Although I was initially reluctant to commit to crown, bridge and denture work in the digital format, once we had seen what Swift were able to offer it gave us the confidence to commit to a full digital workflow and we haven't looked back.