

Spotlight

Nilesh Parmar

BDS, MSc(Implantology), MSc(Prosthodontics), CertOrtho

SINCE graduating from the Royal London Dental Hospital in 2004, Dr Nilesh Parmar has been pursuing an intensive postgraduate career. Having worked and studied at every dental hospital in London and completing his Master's degrees in prosthetic and implant dentistry from the Eastman Dental Institute and Guy's Hospital, Nilesh is now keen to work with his orthodontist father, Ramesh Parmar, in order to evolve the family practice in Southend-on-Sea that Ramesh founded and establish one of the most complete dental treatment centres in the UK.

Still in his early thirties, Nilesh has carved a name for himself in the dental profession thanks in part to the workaholic ethic he has inherited from his father.

Nilesh is an award-winning dentist who is also an outspoken supporter of the UK's dental laboratories. He was one of the panellists who took the stage as a Tech Talk Live speaker during 2012's BDTA Showcase. He feels it is essential to understand the technicians' side of things and recognise the laboratories' value to good private practice, but also admits that his work supporting labs can sometimes lose some of its momentum because of his concentration on clinical excellence.

Driving passion

Studying to become an implantologist and orthodontist as an addendum to his general dental practice skills is a demonstration of his drive to provide the best possible



Nilesh is a great advocate of Sirona CEREC technology

care for patients, something that he feels he can only do by truly understanding what treatment options are open to him.

He works six days a week but only sleeps five or six hours a day, which gives him more time for study and social media. In his spare time when he isn't flying a plane, driving his Ferrari, running a marathon or in the gym he is a keen exponent of Twitter, an active blogger and he also writes up specific case studies about a variety of procedures for his regular "Smile of the Month" feature on the Parmar Dental website.

The website is one of the cornerstones of his market plan. He says: "A lot of our patients come to us as the result of word-of-mouth recommendations, but we need to sharpen up our branding to reinforce the message. More and more people are internet-savvy these days, so if someone hears about Parmar Dental or Nilesh Parmar from a happy patient we want to make sure they have something worthwhile to look at if they resort to a search engine."

Not one to put all his eggs in one basket, Nilesh also advertises in local press and on local radio and thanks to the practice's success he can talk confidently about doubling its size (he has already acquired the property next door for that purpose).

He proposes a large suite of surgeries, training and lecturing facilities, a much larger reception area and perhaps a water feature in his surgery to help relax patients. Ideally he would like an in-house lab for the provision of orthodontic study models and he will continue to use his CEREC milling machine to make posterior crowns and implants.

He observes that the CEREC chairside intra-oral scanner is perfect for impression-taking for implantology: "Consider the value of your time and the cost of the work involved in an implantology procedure. Why should anyone accept the risk of distortion inherent in taking alginate impressions and then posting them off to the lab when they can take a scan chairside and e-mail the results to their technician for perfect results every time?"

Implant patients and referrals come to Parmar Dental from all over

Europe and the far corners of the UK. Nilesh thinks he gets the referrals thanks to the way he treats his patients.

He says: "If you are considering implants you know it is going to be expensive, and if you are spending that kind of money you want to be sure you are getting the right level of customer care, and customer care is something we pride ourselves on."

It's a level of customer care which included one Christmas Day when Nilesh opened his surgery and ended up treating 27 people who were in pain, and he had to do it without his nurse who was sick that day.

Parmar Dental is a mixed practice; Nilesh's two female colleagues cover some of the NHS work, his father practises orthodontistry across two surgeries, and Nilesh's week follows a set routine.

Monday is NHS work, Tuesday and Wednesday are private and Thursday sees him in Black Heath at a top-end private practice. Fridays were once a study day but now the time is taken up with admin, writing his blog, updating the website, study and visiting the gym.

Saturday sees Nilesh back in his surgery in Southend where he prefers to practise implantology in the morning, reasoning that it saves his patients from taking time off work – another example of targeted customer care. In fact Nilesh has applied for a BDA Gold Standard which, among other criteria, measures patient satisfaction and waiting times, so sound customer care could prove crucial to success.

Investment and development

He is also keen to invest in the latest proven technology including cone beam scanning, the Bien-Air iChiropro iPad implantology system, and lasers. However, he is not just interested in buying-in technology; he is also developing his own osseo-



integration, socket conservation product based on calcium sulphate, which he has found is proving very successful.

Nilesh says: "I am constantly looking at developments that will help me provide the best outcome for my patients. I prefer to keep implants in host bone and I choose to allow the socket to heal on its own, but soft tissue maintenance is a whole separate subject that would make an article on its own."

Nilesh takes issue with procedural photographs that show a smile rather than a retraction shot which will demonstrate the health of the gingiva and margins.

He concludes: "We hear a lot about providing a spa experience in our practice and that's all very well, but surely the first thing we should be providing is great dentistry, consistent clinical outcomes and periodontal health.

"Dentistry should be pain-free and the patient needs to know what we are doing and why, so good communication skills are essential. We need to care for our vulnerable patients; that goes without saying, but we also need to remember that when we have someone lying back in a dental chair and we start to work in their mouths, no matter how fit or alert they are, they are going to feel vulnerable."

To see more of Dr Parmar's work visit www.drnilshparmar.com