



For immediate release

CDO presents *NASDAL DCby1 Practice of the Year Award*

Friday 18th October saw CDO, Sara Hurley present the NASDAL (National Association of Specialist Dental Accountants and Lawyers) Dental Check by One Practice of the Year Award in the Innovation Theatre at BDIA Showcase, NEC, Birmingham.

The award is presented every year by NASDAL to recognise the outstanding commitment of practices to the DCby1 campaign. Launched by the British Society of Paediatric Dentistry (BSPD) in partnership with the Office of the Chief Dental Officer, the aim of the campaign is to increase the number of children who access dental care aged 0-2 years.

The winner of the *NASDAL Dental Check by One Practice of the Year 2019 Award* and the £1000 prize is **Urchfont Dental Care, Devizes, Wiltshire**.

Nick Ledingham, Chairman of NASDAL, commented, "This year's award saw a very high standard of entries – so much so that as well as our winner, we decided to confer 'Highly Commended' awards on **Moti Smile Design Centre, Leicester**, and **Darwenside Dental, Darwen, Lancashire**.

NASDAL has always been keen to recognise business excellence in dentistry - this award illustrates that doing the right thing makes good business sense too.

"Our winner Urchfont Dental Care has seen a 17% increase in new patients aged three and under, and a 33% increase in new patients aged five and under (20% of their 139 new patients Jan-Aug this year), compared to the same period in the previous year. Congratulations to Urchfont Dental Care."

Dr Gwynnifer Henning, Principal of Urchfont Dental Care said, "We are so happy to win this award – our entire team work very hard at this and we are passionate about improving the oral health of children. I am sure that winning this award will encourage us to do even more."

Sarah McKaig, President of BSPD, added, "I am delighted for Dr Gwynnifer Henning and her team at Urchfont Dental Care. They have embodied the core concepts of DCby1 They have expanded the campaign into surrounding towns and villages in an effort to ensure the message of DCby1 reaches as far as possible. I wish them well as they continue to spread the message of DCby1; they are a great example of what can be achieved."

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Note to editors:

NASDAL, the National Association of Specialist Dental Accountants and Lawyers, was set up in 1998. It is an association of accountants and lawyers who specialise in acting for and looking after the accounting, tax and legal affairs of dentists. It is the pre-eminent centre of excellence for accounting, tax and legal matters concerning dentists. Its members are required to pass strict admission criteria, and it regulates the performance of its members to ensure high standards of technical knowledge and service.

Nick Ledingham, Chairman of NASDAL, is available for interview. To organise to speak to him or any other members of NASDAL for more information please contact Chris Baker.

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