



Starting afresh

One practice's journey from dream to reality.

De nouveau' and 'de novo' express the notion of starting again, starting afresh. From these Latin phrases 'Denuvo' was derived, an appropriate description for the first business partnership of husband and wife team, Jonathan and Janet Hill. Both experienced dental surgeons, Denuvo Dental is their newly launched private practice in Harwood, North Bolton. With the official opening now behind them the couple share their journey from inception to launch.

Janet recalls "Back in early 2014 Jonathan and I decided after many years of working separately that we would like to go into business together. I have always worked as an associate and was very keen, after many years of working in someone else's practice, to turn my own ideas into reality."



Jonathan and Janet with their practice team.

Their search for somewhere to locate their new business took them to Harwood, a village north of Bolton. Early enquiries suggested there was demand for more healthcare in the village so they were delighted when a building adjacent to the post office came up for lease. The property was in the perfect situation for a start-up, located on a major busy road connecting Bury and Bolton and in the heart of the village. However, the Hills were not alone in recognising its attributes and had to fight off stiff

competition from other potential businesses to acquire the lease.

With the lease signed and planning permission obtained for change of use, Janet and Jonathan enlisted the services of Paradigm Design Solutions Ltd, specialists in designing ultra-modern dental practices to design the internal space and project manage the building work. Head of design, Gavin Willis, put together plans to transform the building into a state of the art space incorporating a large reception area, surgery, small office and disabled ↻



access WC on the ground floor with further room to expand upstairs at a later date.

For their equipment requirements the Hills turned to Simon Pearce at Southport based McKillop Dental. Janet explained: "My husband and I were familiar with the company from earlier in our dental careers and knew they had an excellent reputation. We met up with Simon very early on at the proposed premises and he soon became an integral part of the project. His knowledge of all aspects including surgery layout, dental chairs and everything necessary to equip a dental practice was invaluable. The biggest challenge was prioritising what equipment we really needed to fit with the budget available. Here Simon was extremely helpful, completing a checklist for us to make sure we had included absolutely everything in our budget."

As Janet is left handed and Jonathan right handed it was crucial to design the surgery to equally meet both ways of working, and to maximise patient comfort. The space was challenging with lots of alcoves, a fireplace and also an awkward structural pillar that couldn't be moved. Gavin Willis proposed two separate entrance doors into the surgery so that the dental chair could be easily accessed in either left

or right handed position. An additional central storage area for materials and instruments was incorporated, keeping the surgery truly ambidextrous and ensuring minimal fuss when swapping from left to right handed mode.

Choosing a dental chair to meet their ambidextrous requirements also took particular consideration. "Simon arranged for us to visit the Manchester showroom of Belmont at a time that suited us. This was ideal as it is hard to take time out when you are busy working during the day. Once in the showroom, we were able to try everything out for as long as we wanted. There was no pressure and it was made very clear we could spend as much time as we needed. We opted for the Voyager II with luxury upholstery. We wanted maximum comfort for the patient and a chair that could be changed from left to right handed in a matter of minutes. It meets our needs perfectly, we couldn't be happier with the option we have chosen."

For the interior look and feel Janet took advice from Claire Beckhaus of Designs for Living. "We decided on a 'shabby chic' style interior with a rustic feel and Claire did a wonderful job of co-ordinating colours we liked and accessories to give a very relaxed atmosphere to the reception area." The practice logo is prominent

throughout, a fruit bearing tree created by Julia Thurling of Orangecat. The tree represents strength and growth, the heart symbolises care and the fruit, health.

The practice was officially opened at the beginning of March by Tony Kelly, a retired professional footballer and ambassador for Bolton Wanderers FC. The open evening to showcase the new facilities to new patients was an enormous success with many booking appointments whilst enjoying prosecco and canapés provided by local businesses, Baron's Champagne and Wine Boutique and The Village Pantry.

"Despite all the quirks and structural obstacles presented by the building, we have managed to create a perfect environment for patient and dentist. Patients often comment on the décor and say the large reception has a boutique feel which helps them to relax. Our surgery definitely has the 'wow' factor and we have the space upstairs to install another in the future. Jonathan and I feel happy every time we walk into work and our staff members Katie and Theresa say they feel exactly the same. We have so many people to thank for working with us to get to this position. Since opening we have registered more than 300 patients, a trend we hope will continue to take us from strength to strength."