

The big reveal



Private Dentistry's Elite 20 poll for 2012 again inspired the dental population to get in touch and vote for the private dentists who are most influential in clinical practice today. Here is **Private Dentistry's Elite 20**, as voted for by you...

1. Chris Orr

Chris Orr takes the top spot in Private Dentistry's Elite 20 poll this year after receiving an impressive amount of votes from readers.



A new entry to the Elite 20, Chris is founder and past president of the British Academy of Cosmetic Dentistry (BACD), and has been a well-respected figure in the profession for many years. He has also been a past president of the odontological section of the Royal Society of Medicine and a former director of the American Academy of Cosmetic Dentistry. Chris is still an accredited member of the BACD, currently its director of credentialing, and is also a certified member of the European Society of Cosmetic Dentistry and the British Dental Bleaching Society. Chris is the course director for Advanced Dental Seminars' year-long course in Cosmetic Dentistry and Aesthetic Restorative Dentistry, one of the UK's most popular postgraduate dental programmes. In addition, he lectures extensively around the UK and abroad. Chris frequently writes articles on subjects related to cosmetic dentistry in the press. His work has featured in the *Daily Mail*, the *London Evening Standard*, the *Independent on Sunday*, as well as in *Marie Claire*, *Cosmopolitan* and *Heat*, and he has also appeared on radio and TV programmes such as *Extreme Makeover UK* and *Horizon*.

2. Zaki Kanaan

Taking second place for the second year in a row, Zaki Kanaan received numerous votes again this year.

Zaki qualified from Guy's



Hospital in 1996. His main interests lie in all aspects of cosmetic dentistry with a special interest in dental implant treatment, in which he achieved a masters degree from the GKT Dental Institute in 2001.

He strongly believes in continuing professional development (CPD) and lectures on all aspects of implant and cosmetic dentistry. He sits on the board of directors of the BACD as chairman of the Study Clubs Committee. He is also an editorial consultant for *Dental Implant Summaries*, an international implant journal and is a member of the Association of Dental Implantology (ADI) in the UK.

He has embarked upon a career pathway leading to him gaining a diploma in sedation, a diploma in hypnosis, and most recently he has become a licenciate of the Faculty of Homeopathy.

Zaki opened his own private practice, K2 Dental in London, with his wife in 2010.

3. Monik Vasant

Another newcomer to this year's Elite 20 poll is Monik Vasant, principal dentist and senior partner of Freshdental in Bolton.

He graduated from the University of Leeds in 2003 and subsequently completed four years of postgraduate courses run by St Anne's Dental Training on advanced restorative dentistry, aesthetic dentistry and dental implants.

He has a keen interest in minimally invasive cosmetic and advanced dentistry and is a full member of the British Academy of Cosmetic Dentistry.

In 2011 he undertook dedicated training in Switzerland to become one of the first dentists in the UK to provide Compeoners,



and he is one of the few dentists in the country to provide the OSO athletic enhancer appliance.

In 2010 Dr Vasant was named the Best Young Dentist for the North West region at the Dentistry Awards.

He is a keen advocate for dental care and has appeared on various television programmes such as *GMTV*, BBC's *The One Show*, *ITN News* as well as BBC radio GMR.

His passion for dentistry and oral health care has also taken him as far afield as Tanzania – where he helped set up a mobile dental unit to deliver much-needed dental care to some of the many helpless people there.

Monik is currently undertaking an MSc in restorative and aesthetic dentistry from the University of Manchester and he was recently invited on the University of Birmingham's Product Prep Panel.

4. James Russell

Last year's number one slips three places to take fourth position in this year's poll.

James has been awarded the highly prestigious British Academy of Cosmetic Dentistry (BACD) accreditation in recognition of excellence in cosmetic dentistry, the youngest dentist to achieve this. He graduated from the University of Manchester in 2001 and gained his masters certificate in advanced aesthetic dentistry in 2005 at the Palm Beach Institute in Florida. He is now a senior associate at the multi-award winning London Smile Clinic, his main areas of interest being comprehensive restorative and cosmetic dentistry. James is the official dental expert for Channel 4's prime time *Embarrassing Bodies* series.



James' work has been widely published in the dental press and he regularly instructs dentists on the art and science of cosmetic dentistry. He has also helped develop new techniques for the ethical provision of cosmetic dentistry. James is a multiple winner at The Smile Awards and has treated celebrities who appear on screen and stage. In March 2011, Procter & Gamble announced it had signed James as its new celebrity face to be an ambassador for the Oral-B range of products, and to highlight the importance of good oral hygiene.

5. Paul Tipton

Internationally acclaimed prosthodontist Paul Tipton stays in fifth place for this year's poll. Qualifying in dentistry in 1978 from Sheffield University, he has worked in private practice for more than 30 years.



When Paul qualified, he was making inroads as a cricketer. He was a right-handed batsman and off-break bowler who played for Cheshire in the Minor Counties Championship between 1971 and 1983, making a first-class appearance against Kent in the Natwest Trophy in his final year at the club.

Increasing his commitment to dentistry, Paul established a mixed practice in Manchester, which turned fully private in 1986.

He studied in London for three years under Michael Wise and completed the Brånemark implantology course in Sweden. After a further two years' study at the Eastman Dental Hospital and London University, he graduated with an MSc in conservative dentistry.

In 1999 Paul was awarded specialist status in prosthodontics from the General Dental Council (GDC).

He was a founding member of the British Academy of Aesthetic Dentistry (BAAD) and the BACD. Paul lectures on restorative and aesthetic dentistry and implantology across the UK, Europe, North America and Asia.

Paul's teaching career began at Manchester University in 1989, where he taught on its MSc. He has recently helped to establish an online training academy for dentists, which allows remote access to study groups.

6. Manny Vasant

Taking sixth position is another newcomer to the Elite 20 poll. Manny Vasant has personally treated more than 15,000 patients over a career spanning nearly 40 years, and is clearly still a popular figure within the profession. He started working in general practice in 1973 and six years later became principal of The Dental Centre in Norbury, south London, where he still works today. He is a course organiser for the vocational training programme at the University of London, and is also a diploma tutor for the South West Division of the FGDP, Royal College of Surgeons of England. He was awarded an MBE in 2001 for services to dentistry and has also been a recipient of the British Society for General Dental Surgery Cottrell Award, which is given to individuals who have made a significant contribution to general dental practice. Manny is on the editorial advisory board of *Private Dentistry*.



7. Ken Harris

Ken Harris received a high number of votes and places at number seven in this year's poll.

Ken graduated with BDS from the dental school of the University of Newcastle-upon-Tyne in 1982 and passed the MFGDP (UK) in 1996.

He maintains a fully private, multi award-winning referral practice with branches in Sunderland and Newcastle-upon-Tyne, specialising in complex dental reconstruction cases based upon sound treatment planning protocols.

Ken opened Riveredge in 2000, aiming to create a centre of excellence in the north east focusing on cosmetic dentistry and complex reconstruction cases. The most important first stage was to recruit the right people, and for the last 10 years Ken's vision for Riveredge has been the motivation for the team, and the driving force behind its continuing success. His knowledge and experience are second to none, and it is his infectious enthusiasm that keeps Riveredge at the top.

He is a recognised dental teacher and lecturer and has written numerous articles in the dental press.



8. Andrea Ubhi

Andrea Ubhi BChD is this year's highest-placed woman in the Elite 20, taking eighth place. No stranger to being in the limelight, she is a spokesperson for dentistry within the media.

She provides a series of lectures for fellow dentists in dentistry, and courses to enable other dentists to provide high quality dentistry.

In 2009, she started reducing her clinical commitment, allowing her to focus on training and the management of both of her practices. She remains the clinical director of both Clock House Dental and the private cosmetic dental practice, Andrea Ubhi York, and works closely with her team to ensure that patients have access to high quality cosmetic treatments.

She is a general member of the British Dental Association. She has written for professional dental journals and is on the editorial advisory board of *Private Dentistry*. Andrea was president of York Dental Society between 2000 and 2001.



9. Tif Qureshi

Dropping six places to take ninth position in this year's poll, Tif Qureshi is a partner at Dental Elegance in Sidcup, Kent, a practice known for using cutting-edge techniques and materials to offer patients a range of services from basic implants to advanced cosmetic dentistry and full-mouth reconstruction.

Since qualifying from King's College London in 1992, he has developed a special interest in minimally invasive cosmetic dentistry and was one of the first clinicians in Britain to offer the Inman Aligner as a tool for cosmetic dentistry, using it as a stand-alone treatment and to align teeth before veneer preparations. His use of the system to enhance cosmetics has developed the aligner to cross the bridge between orthodontics and cosmetic dentistry. Tif now lectures nationally and internationally on the system and, due to high demand, has begun a hands-on programme to teach general and cosmetic dentists this new philosophy. Tif is also an active member of the American Academy of Cosmetic Dentistry (AACD), and a resident expert on the website, The Cosmetic Dentistry Guide.



10. Adam Glassford

Adam Glassford qualified in 1996 from Leeds University with a BChD and, amongst numerous postgraduate courses, has since completed his diploma in conscious sedation in 2008. He is currently finishing his advanced diploma in implant dentistry with the Royal College of Surgeons, London.

Adam works at Andrea Ubhi Dental Care York and King Lane Dental Care in north Leeds. He carries out dental implant treatment, sedation and cosmetic dentistry on patients referred by other dentists as well as those that self-refer. He also looks after private patients for general dental care.

Adam runs the Yorkshire Sedation Training facility with colleague Dr Geoff Baggaley, which provides training courses in intravenous sedation for other dentists as well as in-house training for larger organisations such as primary care trusts and corporate dental organisations. Adam is passionate about the management of anxious patients and he enjoys passing on his skills to other professionals in the field of dental anxiety.



10. New entry

11. James Goolnik

Cosmetic dentist James Goolnik is climbing the Elite 20 charts to take 11th place this year.

James is a clinical dentist and founder of the Bow Lane Dental Group in London, which was voted London Practice of the Year in 2006.

He qualified from King's College Dental School and went to study his masters degree in conservative dentistry at the Eastman Dental Institute.

He lectures on tooth whitening techniques to other dentists and is on the board of the British Dental Bleaching Society. A founder of the Heart your Smile campaign, James also lectures internationally on minimally invasive dentistry and practice marketing.

He is well known in the media, writing for *Maxim* magazine, appearing on many television and radio interviews and is the clinical spokesperson for Arm and Hammer toothpaste. His book *Brush* is a number one best seller on Amazon and all the profits go to charity Dentaaid.



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12. Linda Greenwall

Linda Greenwall was born in Cape Town, South Africa, and following in her father's and grandfather's footsteps (both dentists), she graduated from Witwaterstand, Johannesburg, South Africa in 1984.

Working in general practice following her graduation and moving to London, Linda began to specialise in restorative dentistry, before embarking upon an MSc at Guy's Hospital.

During her time in practise she developed a special interest in tooth whitening, undertaking extensive research on this subject as part of her MSc studies.

She has combined an innovative and award-winning multidisciplinary private practice in London, which has been awarded the Investor in People status, with research in the field of tooth bleaching.

She is a fellowship examiner for the Royal College of Surgeons of England, a specialist in restorative dentistry and prosthodontics and honorary clinical teacher at King's College London Dental Institute. Linda is also the editor-in-chief of *Aesthetic Dentistry Today*.

In 2008 she launched the British Dental Bleaching Society, which she now chairs.



12. New entry

13. Noushad Rahim

Noushad Rahim obtained his MDS in endodontics and conservative dentistry from Manipal University (India) in 1998. He worked for more than seven years as an endodontist in the United Arab Emirates. Here he was the course coordinator for clinical endodontics at a dental college, teaching root canal therapy to undergraduate students. He has lectured and conducted hands-on courses in endodontics internationally. He is a trainer for a few dental companies, running training courses for general dental practitioners

Outside dentistry, Noushad enjoys sports especially football and cricket. He is a lifelong supporter of Liverpool FC.



13. New entry

He also has a keen interest in photography.

14. Nik Sisodia

Fourteenth place sees another newcomer to the Elite 20. Nik Sisodia graduated from Bristol University in 1995 and after a year as senior house officer in restorative dentistry and several years in general practice in London he is now a partner at Ten Dental Health.

Nik believes the most valuable clinical and diagnostic tool is the simple act of listening and his caring philosophy for treatment is based on just that. His approach is to work collaboratively with each individual patient to devise a treatment plan that's best suited to them.

From the simplest to the most complex of cases, the most rewarding aspect of Nik's work is in helping people regain their health, smile and confidence. With a special interest in dental implants, Nik is also a mentor and lecturer for several leading dental implant companies.

He is a past president of the British Academy of Cosmetic Dentistry. He lectures nationally and internationally on all aspects of restorative dentistry.



14. New entry

15. Ian Needleman

Professor Ian Needleman takes 15th place in this year's poll, dropping six places from last year. Ian, who joined the Perio London practice in 1987, received his undergraduate and specialist training at Guy's Hospital in London. He splits his time between academic dentistry and specialist practice. He is in specialist practice at Perio London for two days a week and is professor of restorative dentistry and evidence-based healthcare, honorary consultant in periodontology at UCL Eastman Dental Institute for the other three days per week. He teaches specialists in training and runs a busy research programme. Ian is also director of the International Centre for Evidence-Based Oral Health.

Ian has been a scientific consultant to both the European Federation of Periodontology and the American Academy of Periodontology.



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16. Ahmad Nounu

Elite 20 newcomer Ahmad Nounu qualified from Bristol Dental Hospital in 2008 and has taken big steps to enhance his career and cement himself as one of the main cosmetic dentists in the southwest. He strongly



16. New entry

believes in providing the highest standard of care in as gentle a way as possible. His interests in dentistry go beyond the traditional and embrace both whitening and cosmetics in general.

The runner-up for the South West and Wales Best Young Dentist at the 2010 Dentistry Awards, Ahmad has more recently been one of the cosmetic dental experts on Sky TV's *Myfacemybody*.

His dedication to the constant improvement of his skills have seen him complete the prestigious Advanced Dental Seminars one-year course with Dr Chris Orr in London, as well as learning more advanced treatment for modern conservative techniques through numerous other courses throughout the UK.

He is the practice principal and director of Black Swan Dental Spa.

17. Andrew Lane

Coming in at number 13 in last year's poll, Andrew Lane qualified from the University of Bristol with a bachelor of dental surgery in 1978, followed by the diploma in general dental practice from the Royal College of Surgeons in 1993 and a master of philosophy in 1999 for research into dental materials at the University of Manchester.



17. Last year 13

He won the Smithkline Beecham Dental Practice Innovation Award in 1995 and the Manchester Postgraduate Dental Society Award for research in 1999. Andrew is the head of Stockport Dental Seminars.

He was a founder of the BSOS in 1986 and was secretary for 10 years, organising almost 30 postgraduate training courses.

Other positions he has held include dental vocational training adviser in general dental practice, UK chairman of the American Equilibration Society, and chairman of Dental Relief for Romania Appeal.

In conjunction with Chris Barrow, Andrew has launched Private VT Ltd, a scheme that aims to provide an alternative to NHS VT for new dental graduates, but at a higher standard and as an essential first step towards an enjoyable, successful and long career in dentistry.

18. Bob Khanna

Dropping 11 places since last year's Elite 20, Bob Khanna is a cosmetic and reconstructive dental surgeon who has been at the centre of the facial aesthetics revolution sweeping the nation over recent years.



18. Last year 7

He runs clinics in Ascot and Reading and carries out a full spectrum of treatments from aesthetic dentistry and surgical implantology to bone regeneration procedures and full-mouth rehabilitation.

He was one of the first dentists in the world to venture into facial aesthetic procedures utilising botulinum toxin and dermal fillers more than 14 years ago.

Internationally renowned as a leading lecturer, trainer and expert in aesthetic medicine, Bob has trained more than 7,000 doctors, dentists and plastic surgeons in non-surgical facial rejuvenation procedures and has pioneered many of the techniques.

In 2003 Bob was awarded with a fellowship from the International Academy of Dental Facial Aesthetics in New York, while he is the founder and president of the International Academy of Advanced Facial Aesthetics.

In May 2012, Bob was awarded the title 'professor of facial aesthetics' by the University of Seville.

19. Mahesh Vasireddy

Newcomer Mahesh Vasireddy obtained a dental and masters degree from Dharwad, India. Following his move to England, he undertook three years of studies for membership for the Faculty in Dental Surgery. After working within a hospital setting, Dr Vasireddy worked as an associate, before joining Andrea Ubhi Dental in 2007.



19. New entry

Dr Vasireddy has a special interest in endodontology and takes referrals for endodontic treatments, as well as providing general and cosmetic treatments. He attends regular postgraduate courses, and has been asked to provide undergraduate training sessions for Leeds Dental Institute.

20. Bill Schaeffer

Slipping two places from last year's poll, Bill Schaeffer is one of the implant surgeons at The Implant Centre (Best Implant Practice and Best New Practice winner at the Private Dentistry Awards 2012).



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Having trained in the UK, Bill is both a dentist and a medical doctor. He is also a qualified surgeon and a registered specialist oral surgeon. As if this wasn't enough, he also has both a fellowship and membership from the Royal College of Surgeons of England.

Since placing his first implant in 1996, he has gone on to become one of the most experienced implant dentists in the UK and has pioneered techniques now used throughout the world.

Bill recently served on the executive committee of the ADI and was the director of education for the Association between 2009 and 2011.



Comments to Private Dentistry



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