

# Making Trips To The Dentist Comfortable

Established in 2017, EGO Dental Clinic aims to provide safe and high-quality dental care to all patients. Following its well-deserved success in the Greater London Enterprise Awards 2021, we caught up with Charlie Attariani to find out more.

Based in the heart of Central London, EGO Dental Clinic is committed to meeting the needs and requests of its patients whilst ensuring the dental experience is as comfortable as possible. To start, Charlie provides a brief overview of the firm and offers more insight into some of its specialisms.

“As a CQC approved dental clinic, we believe family care is the best approach in maintaining good oral health and wellbeing for most dental requirements. Under one roof, we aim to combine outstanding dental treatment with excellent customer service. From general and cosmetic dentistry to laser treatment and facial cosmetics, we act with integrity, compassion and accountability at all times.”

In an attempt to keep its competitors at arm's length, the clinic stay alert to the latest industry developments as Charlie explains further.

“As an ever-evolving company, we keep an eye on the modern techniques required for general and cosmetic dentistry. By doing so, this aids the professional development and progression of our team.”

Since its inception, all team members have played an instrumental role in the company's success as Charlie points out.

“Here at EGO Dental Clinic, our team approach every patient with care and courteousness to put any concerns to one side. Moreover, the minds behind the dental clinic are highly qualified with them previously studying at distinguished universities across Europe. However, to support their development we often provide training in practice-wide work systems and review all plans once a year.”

The outbreak of COVID-19 has presented many challenges to dental practices across the region, however as Charlie goes on to explain, by putting in

place the necessary safety precautions the clinic managed to re-open after the initial lockdown.

“To ensure of a smooth reopening process, we followed all the guidelines on infection control and reduced the number of patients being seen each day.”

Bringing the interview to a close, Charlie signs off by commenting on the future prospects of EGO Dental Clinic as we look ahead to 2021 and beyond.

“The last 12 months has been a very challenging period, however with COVID vaccinations well under way, there are reasons to be optimistic about returning to some sort of normality sooner rather than later.”

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