

What patients regularly mention:

They are excellent with **nervous patients**

This is the **strongest emotional theme**. Patients repeatedly describe arriving nervous, anxious or terrified and being put at ease.

Their reassurance comes from:

- Explaining every step
- Checking that the patient is okay
- Moving patiently
- Allowing breaks
- Offering physical comfort
- Creating a calm atmosphere
- Talking naturally during treatment

Patients feel **cared for** as people

This line from Cristina captures the practice beautifully:

“I always felt welcomed and cared for as an individual, not just as a patient.”

That is stronger than the current “Personalised Oral Care” language because it shows what personalisation actually feels like.

The reviews mention dentists remembering previous appointments, receptionists taking time to help, staff offering coffee and patients feeling genuinely listened to.

Treatment feels **gentle and painless**

“Painless,” “gentle,” “comfortable” and “effortless” appear repeatedly. Patients are not simply saying the dentists are technically skilled. They are describing the **emotional relief** of expecting something frightening and discovering it was much easier than anticipated.

One patient described an extraction as:

“Almost magical how smoothly and painlessly it went.”

The **entire team** creates the experience

The reviews do not only praise the dentists. Receptionists, managers, nurses and hygienists are mentioned by name repeatedly.

They explain things clearly- **Honest, thorough and transparent.**

Patients repeatedly value:

- Seeing pictures of the problem
- Understanding their options
- Receiving clear advice
- Being kept informed during treatment
- **Having costs or billing explained**
- Not feeling rushed into a decision

This supports positioning the practice as honest, thorough and transparent.

They **respond quickly** when someone needs help

Several patients mention:

- Same day emergency appointments
- Fast replies through the website
- Being contacted shortly after booking
- Staff finding convenient appointment slots
- Receiving care even when they were not registered

The clinic feels **modern and calming**

Patients describe the practice as:

- Beautiful
- Modern
- Spotless
- Hygienic
- Welcoming
- Calm
- Well presented