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*“Setting the Gold Standard  
in Dental Care Provision”*

## *Our Values*

Patients must be able to trust the Dental Team.

To justify that, we as professionals will maintain a high standard of practice and care.

As professionals the dental team at Clay Cross Family Dental Centre promise to:-

- **Make the care of patients our first concern**
- **Treat every patient politely and considerately**
- **Have respect for patients dignity and privacy**
- **Listen to patients and respect their views**
- **Give patients information in a way which they can understand**
- **Respect the rights of patients to be involved fully in decisions about their care**
- **Act quickly to protect patients from risks**
- **Keep our professional knowledge and skills up to date**
- **Be honest and trustworthy**
- **Respect and protect confidential information**
- **Work with other medical and dental colleagues, to best serve the patients interests**

**Tina Bentley**  
Clinical Quality and Care Manager



Finalist 2014 + 2015  
Best Practice



Finalist 2015  
Best Team



Finalist 2015  
Best Patient Care

INVESTORS  
IN PEOPLE | Gold