



# CRESCENDO

REFERRAL CLINIC

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## Welcome to Crescendo!

We are an endodontic referral clinic based in Sutton Coldfield, offering high-quality root canal therapy.

You can be confident in the compassion and clinical excellence your patient will receive throughout their root canal therapy.

Thank you for your interest in referring your patients to us for endodontic treatment.

At Crescendo, we promise we will always look after your patient to the best of our abilities, with excellent clinical care and customer service.

Should you choose to refer to us, we look forward to building a trusting and respectful relationship with you and your team, in order to provide excellent root canal care to your patients.

Please read on to find out more about Crescendo and our services.

# Benefits of Referring to Crescendo

## **Saving natural teeth**

Nothing can replace the look and function of a natural tooth.

- Dentures and bridges affect the teeth they contact, and increase the risk of perio disease and caries.
- Even the best dentures can move and collect food underneath.
- Bridges put extra pressure on the teeth that retain them, and the preparation can stress the living pulp.
- Implants can suffer the same perio disease as teeth. They are not necessarily for life and can need recementing.

## **Painless service**

There is a perception that root canal treatment is especially painful. This is not the case – we can show you and your patients testimonials and explain why they will be completely comfortable during treatment.

## **Payment options**

Patients are able to spread the cost of treatment across six or ten months, interest free.

## **Well-located**

We are easily reached by public transport, just 50 yards from Chester Road train station and a short walk from local bus services.

## **Safety Guarantee**

We maintain an excellent standard of safety in all our patient care by thorough compliance with all CQC and GDC regulations and extensive continuing post-graduate education.

## **Timely service**

Getting your patients out of pain as soon as possible is our top priority, so we complete treatment promptly

## **Successful treatment**

We can provide a track record of successful outcomes.

## **Nervous patients**

We have a proven track record for managing nervous and anxious patients – in fact our business was built on this premise. Appointments will not be rushed, and all the team are trained in supporting nervous patients.

## **Professional Relationships**

We collaborate with colleagues, building a relationship based on trust and respect (see our Customer Service Charter)

# The Referral Process

Our referral process is designed to be as efficient as possible, keeping you and your patient fully informed at every stage.

Your patient's dentist recognises that treatment is needed

Your patient's dentist sends referral to Crescendo

Crescendo contacts your patient to arrange a consultation

Your patient books in for treatment - one or more sessions, as required

Your patient receives root canal therapy from a clinician at Crescendo

Your patient returns to their general dentist to complete definitive coronal restoration

Four to six months after treatment, the patient is reviewed by Crescendo to ensure the tooth is symptom free and healing well

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REFERRAL CLINIC





## Meet Our Clinicians: Dr Hassan Kamal

Dr Hassan Kamal has been an associate dentist at Crescendo's parent practice, Nothing But The Tooth, since June 2018. Having qualified at the University of Birmingham, he has undergone postgraduate training in Endodontics at the University of Chester and also has a keen interest in implant dentistry.

Dr Hassan Kamal, has a special interest in endodontics and is taking referrals from dentists in the wider Sutton Coldfield and Birmingham area. Having completed the SimplyEndo course, Hassan has progressed on to an MSc in Endodontics at the University of Chester. He has completed the clinical requirements and is now conducting research to gain the final stage of the course. Hassan is a member of the British Endodontic Society and regularly keeps up to date in the field through speciality journals and peer review. His subscriptions include International Endodontic Journal, Journal of Endodontics, European Endodontic Journal and others.

Since 2017, Dr Kamal has completed hundreds of root canals, including

- Complex root anatomy
- Sclerotic canals
- Re-treatments

All cases include the use of microscopic magnification, rubber dam and rotary/reciprocating files.

"My first priority is putting patients at ease, especially if they feel anxious or haven't been to a dentist for a while. I get great satisfaction from relieving patients' pain and helping them to keep teeth that would otherwise need to be extracted. I've been fortunate to gain a wealth of experience in all aspects of general dentistry but my primary interest is in Endodontics, which is the field of dentistry focusing on saving people's teeth. For me, there is a great pleasure that comes from preserving natural teeth and my patients get to enjoy the benefits of having their natural function restored."

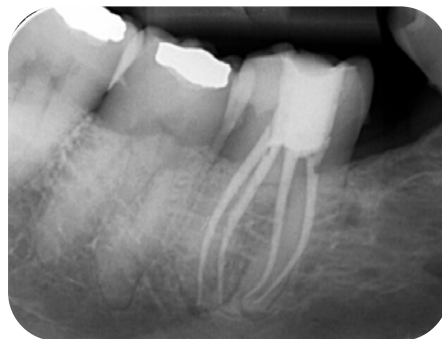
**"Thank you Hassan! You have made me feel so much at ease during my two sessions having root canal procedures"**

## Case Studies: Dr Hassan Kamal

Patient One Pre-Treatment



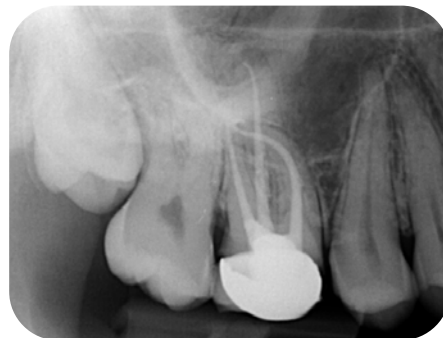
Patient One Post-Treatment



Patient Two Pre-Treatment



Patient Two Post-Treatment



## Meet Our Clinicians: Dr Gursharn Attwal

Having graduated from the University of Birmingham in 2011, Dr Gursharn Attwal has undertaken a variety of postgraduate training. He has a special interest in Endodontics and is undertaking his masters at the University of Chester, where he has completed all clinical aspects of the course and is now finishing his dissertation.

Dr Attwal has a passion for endodontic treatment and is happy to undertake all types of cases, including curved and sclerosed canals, retreatment, and removal of fractured instruments. He is a member of the British Endodontic Society and keeps up-to-date with all developments within Endodontics.

"I always strive to provide the best care for my patients, using contemporary materials and techniques, and tailoring treatment to their individual requirements. I enjoy working alongside other dentists to help them with their own endodontic treatments, by answering their questions regarding a case, or providing lunch and learns to cover a variety of topics, such as locating canals, ledge management, and retrieval of fractured instruments."

**Patient pre-treatment**



**Patient post-treatment**



# Meet the Team

Get to know the people who will guide your patient through their treatment

## Alex Sumner: Patient Care Co-ordinator

As a Patient Care Co-ordinator, my role is to guide your patient through their journey with us, ensuring they always feel safe, informed and reassured. Some of my duties include preparing new patients for their appointments, reviewing our patients' medical and dental histories and reviewing financial options to make treatment as affordable as possible. I believe that every patient's journey is different and therefore requires a personal touch.

## Aimee Ricardo: Head Dental Nurse

Assisting as a Dental Nurse is a career I have been pursuing since 2007. I enjoy all aspects of my job as a dental nurse, from helping nervous patients overcome their fears to helping create a patient's perfect smile. I am very passionate about my role at Crescendo as complinace lead, as I ensure that the treatment rooms run smoothly every day, and that the practice is fully compliant - creating a safe environmental for staff and patients.

## Louise Rainbow: Receptionist

Mine is usually the first smile your patient sees when they come to Crescendo. There is nothing I enjoy more than being front of house and making everyone feel welcome. I am very aware of the impotance of good customer service and I always look for new ways to ensure the practice runs like a well-oiled machine.

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## Referring Dentists' Customer Service Charter

We will only undertake dental work that you have requested us to carry out.

We will not accept your patient to join our practice for their regular care.

We will respect your clinical work.

We will respect and cooperate with your team.

All customer care and clinical treatment will be of a high standard.

Your patient will be treated with warmth and compassion.

We will inform you of any unforeseen changes or challenges.

We welcome any contact from you, and we will return any calls promptly.

We will send our report on the first consultation and the discharge letter promptly.

We use microscope magnification, rubber dam, piezoelectric ultrasonics and thermal obturation for endodontic treatment.

We are fully compliant with all dental regulations and guidelines.

We stay up to date with regular professional development and team training.



# Payment options for your patients

In general terms, a root canal and the restoration will cost the patient much less in the long term than an extraction, as gaps usually need to be replaced with a dental implant or a bridge. Patients benefit from receiving treatment at a locally-based practice with lower fees than specialist centres.

Patients can pay for their root canal therapy in instalments. We have various interest-free easy payment options that can be discussed at a consultation.

We accept all major credit cards, including American Express.

## Contact Details

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0121 382 8544

### **Individual Contact Details: For Use of Referring Dentist Only**

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