

Dental

Dentist filled with confidence about enterprising new venture...



David Nelson (pictured) doesn't look old enough to have done all that his CV shows he has.

He's just about to launch a specialist new dentistry practice located off south Belfast's Lisburn Road as part of the development of his established and respected Cranmore Dental & Implant Clinic ... and this comes having already grown successful dental businesses in Bangor and Ballynahinch... and having achieved all manner of degrees, accreditations and specialist expertise.

The new practice on Windsor Avenue,

Did you know? The first toothbrush with bristles was manufactured in China in 1498 using hog bristles...



which will open in November, represents a substantial investment for Nelson. Housed in an impressive 200-year-old, three-storey, period property that is currently being sympathetically restored, the venture will include six surgeries initially, with further investment planned.

Whilst retaining many original features, it will also emanate exclusivity, with marble floors and frosted glass in its reception; and state of the art equipment throughout.

Learning will form a key part of the new practice, and the building will include a training facility, with plasma screens showing live footage of work ongoing in the adjacent surgery. The most eminent of speakers are also booked to talk to local dentists in the new suite later this year.

“I want to create a state-of-the-art dental practice that provides a tailored and personal service. At Cranmore, the patient journey, combined with

delivering excellence in dentistry, is our key focus,” he enthuses.

The new multi-disciplinary practice will be a first in Northern Ireland, with its learning-dimension and specialist focus. However blazing a trail is nothing new to David Nelson.

One of only three dentists in Northern Ireland with a Masters degree in implantology, he is also a regular attendee at conferences and seminars around the world on the latest industry developments.

The enterprising dentist is also just about to employ a business and marketing manager to help ensure the new practice keeps moving forward – continuing to invest in the patient journey is an important priority.

It is clearly an extremely busy time for Cranmore, but David Nelson is filled with confidence and enthusiasm about the new venture... and he clearly has enterprise at the root of his business strategy. ●



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Did you know? The first commercial toothbrush was made in 1938...