The couple – David is the dentist and Brenda the lawyer – have built Cranmore into one of Ireland’s most progressive private dental operations, and a practice with a series of awards under its belt. It was named Overall Irish Practice of the Year 2012 at the Irish Dentistry Awards, Best Practice in the UK at the 2011 Private Dentistry Awards and Best Aesthetic Practice at the Smile Awards 2012.

A second-generation dentist, David Nelson became the first dentist in Northern Ireland to obtain a Masters Degree in Dental Implantology and has gone on to establish Cranmore, based at Windsor Avenue off Belfast’s Lisburn Road, as the leading dental implant centre in the region.

His wife Brenda comes from a very different background. A law graduate from Queen’s University, she trained with Tughans and went on to spend 12 years working for the Belfast-based practice rising to Partner level, specialising in commercial property and banking.

The practice is based in a superb old house on Windsor Avenue... and Brenda Nelson’s property law expertise was invaluable from the early days of acquiring the property and renovating it to today’s impressive standards. She also helps to manage the study clubs and courses that are run by Cranmore for other dentists around Northern Ireland. David Nelson is one of the region’s leaders in implantology... and regularly accepts referrals from other dentists for implant treatment. Implants, says Nelson, have grown rapidly in popularity amongst patients in relatively recent years.

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“For patients who are missing teeth, there are three basic options,” he explains. “There are dentures of course, there is bridge work and there are implants. Bridge work can involve preparation of sound adjoining teeth. Dentures are not fixed and can come loose... but implants are by far the most effective solution. They’re fixed and they look like, feel like and function like ordinary teeth...”

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Richard was concerned about what the long-term prognosis was for the tooth and if they required to be extracted he did not want to wear a denture in the long-term. As a result it was agreed that an implant would be placed and the front central tooth restored.” Cranmore offers a range of finance packages to suit individual budgets and to spread the investment, and that has proven to be a popular innovation. Cranmore also provides a full four-year guarantee on all implant treatments.

Richard Graham

www.cranmoredental.com