

# Honours for Edinburgh Dentist

✘ Dr Elaine Halley of Cherrybank Dental Spa has been recognised as the Best Employer in Scotland.

Cherrybank also received 'Best Marketing at the Dentistry Scotland Awards 2012 which was held at Gleneagles Hotel at the beginning of November and was a finalist in seven other categories.

This is the second year the awards have been run. They were set up by Dentistry Scotland Magazine to recognise outstanding achievement in Scottish dentistry.

Dr Halley is widely regarded as the first dentist in Scotland to really push the boundaries of Cosmetic Dentistry, and she is the only one to have achieved accreditation by the British Academy of Cosmetic Dentists (BACD). She set up Cherrybank Dental Spa in Perth in 1995, and more recently started a second practice in Edinburgh in 2009.

The practices offer a complete dental service, from hygiene and general dentistry right up to Smile Design and Fixed Teeth In A Day. With a focus on 5 Star service they discreetly attract people whose health is a priority, those who are nervous or just people who enjoy a bit of luxury, including many high profile clients.

Last year, Dr Halley was awarded Outstanding Individual of the Year, and Cherrybank Edinburgh was recognized as the Best New Private Practice in Scotland.

Dr Halley said, "We're so proud to be awarded the Best Employer and Best Marketing awards. It has not been easy to expand in the current economic climate, and our success is absolutely down to our great team. We're passionate about delivering every single patient the best that modern dentistry can offer, and to do that you need great people. We focus on

attracting the best people, but also offering all our team members unrivalled training and personal development.”

Steve Philip, Business Development Director at Cherrybank said “We’re delighted to win Best Marketing. Our marketing strategy is concerned with helping people who are not happy with their current dental situation to find us. There are more and more dentists now recognizing that great dentistry is about clinical excellence, and outstanding customer care. Not only do we offer more treatment options, but people can see that a trip to the dentist can be an enjoyable experience. We also work hard to educate our patients and our practice’s communities about the benefits of improved oral health, how to keep your teeth for life, and how to improve your confidence by improving your smile.”

The two practices now employ a team of over 35 dental professionals, as well as a number of visiting experts.

For more information, see <http://www.cherrybankdentalspa.com> or call Cherrybank Dental Spa On 0845 1309445.

Submitted by [Steve Philip](#)