



# Communications case study

## Scottish Dental Care Group

Scottish Dental Care and Advanced Dentistry was founded in 2016 by brothers Philip and Christopher Friel.

It offers a full range of NHS, private and cosmetic dental treatments, including all aspects of dental implant and reconstructive dentistry, together with short-term orthodontics and facial aesthetic treatments across its clinics. The Group comprises around 19 dental clinics based throughout Scotland offering a blend of NHS and private dentistry in clinics of various sizes.

Having recently established their presence in a new head office in Glasgow City Centre, Scottish Dental Care had a requirement for business-grade broadband and WiFi to support the various teams within the business.

Scottish Dental Care needed an established Communications provider with the knowledge of installing and maintaining telephone systems as well as implementing WiFi and business broadband suitable for heavy usage.

Dentistry is becoming more technologically reliant on the use of the internet. Digital workflows, including CBCT scanning and digital intra oral scanning, are replacing analogue workflows within clinics. For efficiency and environmental responsibility reasons, Scottish Dental Care clinics are largely paperless, so the reliance on a robust internet connection to capture and securely store patient consent and compliance forms prior to their appointment was essential.

Scottish Dental Care also had a need for robust internal and external telecommunications, ensuring patients could call their clinics at any time in order to meet NHS guidelines and expectations. As dental practices are typically in converted houses or shops there can be structural and access challenges when installing cabling and systems.

The solution to Scottish Dental Care's challenge was to outline the requirements and present these to Kick to deliver. Kick helped by getting involved with Scottish Dental Care's clinic acquisitions, meeting with vendors and building relationships with them so they felt confident about changing to the Group provider. As a result, Kick were able to ensure a seamless transition for each clinic.

Scottish Dental Care have been impressed by Kick's level of knowledge of the requirements as well as the available technology to deliver their requirements cost-effectively and efficiently.

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“I think in short, Kick are very much part of our team now, they know what we need and the restraints that we work under and the importance of delivery. With any expanding business, you quickly realise that you cannot be great at every aspect, but the key is surrounding yourself with individuals and companies who excel in their field and with Kick, we have just that.”

**Philip J Friel / Clinical Director**

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SCOTTISH DENTAL CARE

