

What good looks like in dentistry?

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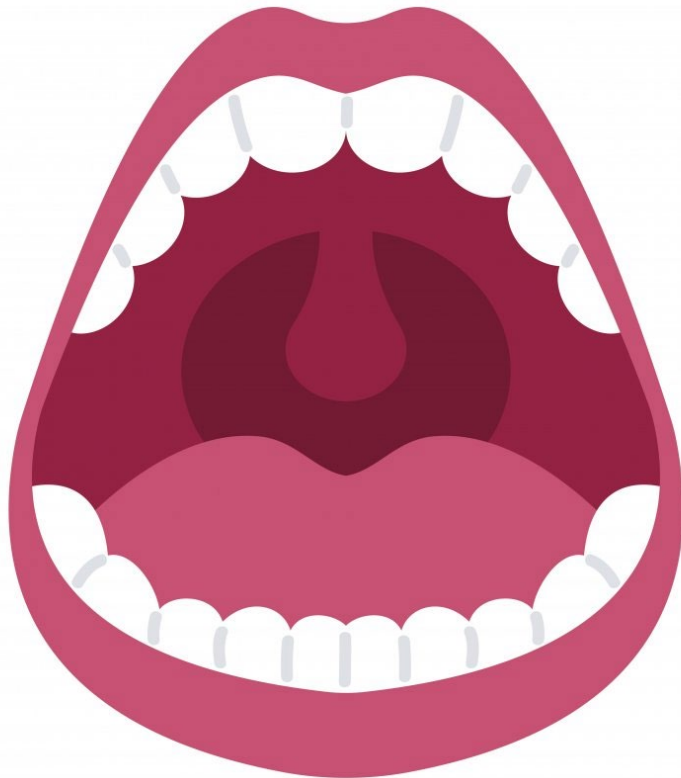


Top 3 areas of focus ...

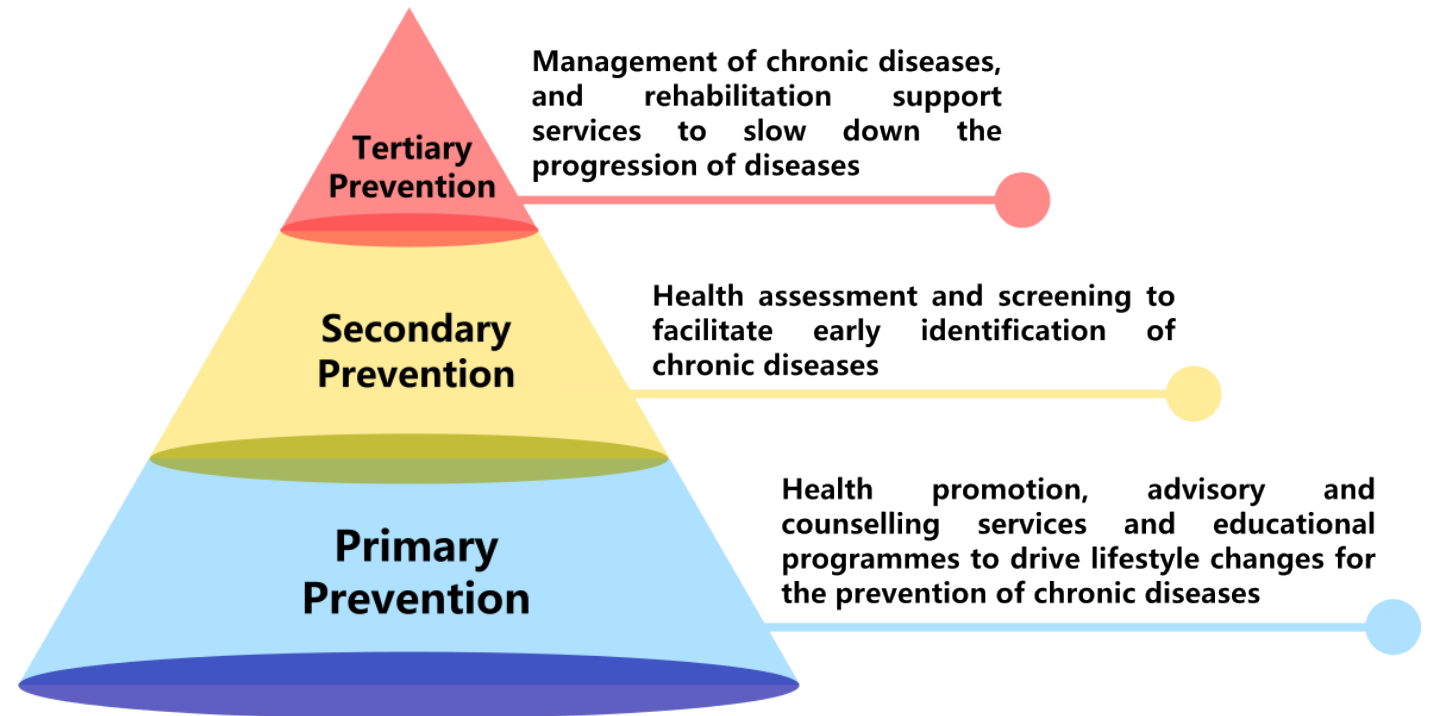
1. **Information** – people value being able to easily find out which dentists have capacity and how long they may have to wait.
2. **Registration** – when people have found a dentist they like and can trust, they want the security of knowing they can go back in future.
3. **Charges** – clarity is key for patients to help them make informed decisions about types of treatment and to maintain confidence in the NHS service.

A pitch for the future ...

“Put the mouth back in the body”



“Prevention revolution”



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