

QUALITY DENTAL CARE IN THE HEART OF HEREFORD



**BROAD STREET**  
DENTAL SURGERY

## A WARM WELCOME...

Welcome to Broad Street Dental Surgery, we are a private dental surgery in the historic city of Hereford. We provide a comprehensive professional dental service, at convenient times to suit you.

Our practice is committed to delivering a high quality, affordable, clinical and cosmetic dental service.

We provide various treatments from routine dental examinations and dental hygiene scale and polishes, emergencies, fillings, dentures, teeth whitening, Invisalign, crowns, dental implants and smile makeovers.

We are passionate about preventive dentistry and therefore encourage routine dental examinations and hygiene visits offering, diet advice and brushing techniques... for both adults and children.

We understand that some patient's may suffer with anxiety when visiting the dentist and hope we can make visits less stressful. If you are anxious, let us know, so we can help you.



# ABOUT OUR SURGERY

Established in 1972, Broad Street Dental Surgery has been caring for patients in Hereford for over 4 decades. Our practice is situated right in the heart of the city centre overlooking the magnificent cathedral. We have 3 dentists, 1 dental therapist and 2 hygienists providing comprehensive dental care at the practice.

We have four dental treatment rooms; all are equipped with latest technology. We only use the leading dental materials so you can feel reassured that we do not compromise on quality. With rigorous cross infection prevention (sterilisation and decontamination) in a pleasing environment, you can relax in the chair!

*"Friendly and professional staff.  
Always greeted with a smile and  
made to feel at ease throughout all  
procedures."*

*Julie Powells, 2022*



## DENPLAN EXCEL



At Broad Street Dental Surgery we are proud to be a Denplan Excel Accredited practice. Denplan Excel is a certification programme for dentists to demonstrate excellence in quality assurance, patient care and communication. It shows how much we value and achieve high standards, and that our practice follows effective processes for complying with these regulations.

Denplan Excel represents that our practice achieves high standards for your patients. And that we follow effective processes for complying with dental regulations.

# DR ANDREW FARR

## Practice Principal

BDS(Hons) Cardiff 2007

MCGDent

PG Cert. Implantology ITI

PG Dip Aesthetics & Restorative Dentistry



Dr Andrew Farr is the practice principal of Broad Street Dental Surgery and graduated from Cardiff University with a prestigious Honours degree in 2007. Following further study and examination he was awarded membership of the faculty of Dental Surgeons by the Royal College of Surgeons, London in 2009. He has worked in the Maxiofacial department in Plymouth gaining invaluable experience in the head and neck.

In 2017, he successfully completed a certificate in Implantology through the world-renowned International Team for Implantology. This has allowed Dr Farr to provide dental implants for his patients at Broad Street Dental Surgery.

Dr Farr has successfully completed a two-year postgraduate diploma in restorative dentistry gaining a distinction and is currently in the final stages of completing a post graduate diploma in implantology.

Dr Farr has been Denplan Excel accredited since 2014 demonstrating his ability to achieve consistently high standards.

In 2023, Dr Farr was thrilled to be nominated as a finalist for best practice principal at the private dentistry awards.

32-35 Broad Street

Hereford

HR4 9AR

01432 266899

[enquiries@@broadstreetdentalsurgery.com](mailto:enquiries@@broadstreetdentalsurgery.com)

[www.broadstreetdentalsurgery.com](http://www.broadstreetdentalsurgery.com)



# DR APRIL HALFORD

## Associate dentist

GDC 64622

Associate Dentist @ Broad Street Dental

LDS RCS Eng 1989 Birmingham



Originally from Nottingham, Dr Halford studied dentistry at Birmingham University, where she also went on to complete a Postgraduate Vocational Training course.

Following this she gained further experience working for several years in General Practice in Bath and West Sussex before moving to Hereford with her family.

Dr Halford joined Broad Street Dental Surgery in 2006 and enjoys providing high quality dentistry in a relaxed and friendly environment.

Dr Halford has completed training in Snoring and Snore Guards and has helped many patients along the way to a good night sleep!

Dr Halford keeps vaguely fit by walking her crazy labradors and frequently recounts comical tales of their misdemeanors!

Dr Halford became an Excel Accredited Dentist in May 2022.

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# DR EMMA KEMPTON

## Associate dentist

GDC 296952

Associate Dentist @ Broad Street Dental

BDS University of Sheffield 2021



Originally from Warwickshire, Emma graduated with an honours degree from the University of Sheffield in 2021. Midway through, she intercalated, gaining a Bachelor's Degree of Medical Science, where she was able to take part in Medical Research.

After graduating, she got to make the most of the beaches while doing her foundation training in Somerset, before moving back to Sheffield to continue working in general practice. She is currently investing in herself, and is beginning a PGCert in Restorative Dentistry.

In Emma's spare time she likes to be either knitting, doing Yoga or walking her 2 dogs Shadow and Rusty.

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# YOUR PATIENT JOURNEY

01

## Initial contact

We will respond to each and every form of communication with existing patients and new patients in a professional, friendly, helpful and courteous manner.

02

## Appointment booked

After you have booked your appointment, we will send over booking confirmation.

New patients will receive a welcome pack that will provide further details about the surgery– if you still have any questions you would like to ask, we are happy to pleased to help.

03

## First appointment

You will be treated with respect and care and all members of the team will act professional, friendly and courteous to your needs.

We will be non-judgemental and we understand that anxiety, stress and nerves can really put people off from seeing the dentist.

04

## Treatment plan

After your first appointment you will be given a treatment plan. The treatment plan will lay out all the treatment options that were discussed at consultation. If you are unsure about anything in the plan please contact us and we will happily explain anything and answer any of your questions.

05

## Accepting treatment

After receiving the treatment plan and you have given each option proper consideration and have come to the conclusion you would like to proceed with the treatment.

Please, can you either call or email us and we will then arrange your first appointment to commence treatment.

06

## Treatment

Treatment will then commence as per the plan that was agreed and your dentist will keep you informed of the progress at all times. Your dentist will make sure you are 100% happy with the way the treatment is progressing. Our dentists are happy to explain any part of the treatment at any stage and urge you to ask any questions you may have.

07

## Aftercare

After you have completed your chosen course of treatment, a follow-up appointment may also be scheduled with your dentist if required. Once you are dentally fit you will have a choice of joining one our Denplan Schemes. Please ask your dentist for more details.

# APPOINTMENTS

## Practice Opening times

Monday	08:45-17:15
Tuesday	08:45-17:15
Wednesday	08:45-17:15
Thursday	08:45-17:15
Friday	08:45-17:15



Please note we are closed for lunch from 13:00-14:00 everyday.  
There is always a message service on the main telephone line when we are closed or extremely busy.

## Routine Children's Appointments

Monday–Friday 15:00- 16:45 please ask reception for a convenient appointment, we will try our best to accommodate.

## Cancellation Policy

Please give at least 48 business hours' notice if you need to cancel your appointment, otherwise you may incur a fee.

If your appointment time becomes inconvenient for you, we are always happy to change it if you provide us with two business days' notice. This allows us to schedule in a patient who may be in urgent need of our care.

## How to find us

We are situated on Broad Street, right opposite the cathedral, in Hereford's city centre. You will find us next to the old library on the fourth floor or Broadway House.

You will see our advertising board outside the practice.



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# DENTAL EMERGENCIES

If you are suffering with a dental emergency please ring our Surgery number 01432 266899 as normal. During our normal opening hours we will always endeavour to book you in to see the Dentist the same day if you are in pain.

Out of hours, our telephone message provides the Emergency number and relevant details for our out-of-hours service which is a rota system shared by a number of private practices in Hereford.

If you are a Denplan patient you will need to have your Denplan number and there will be a call out charge of £20 depending on your scheme.

If you pay-as-you-go then there will be a call out charge of £180 and any emergency treatment required may be charged at £40 per 15 minutes.

If you are not in your local area and a dental emergency happens always phone the relevant Denplan emergency number.

## Abroad

+44 (0) 1962 844999

Usually the claim process is to get a receipt from the treating dentist and send it off to Denplan with a claim form when you return home.

## In the UK (more than 40 miles from your dentist)

Please call Denplan 0800 844999

The Denplan Helpline will:

- let you know your Denplan number if you don't have it with you
- talk you through the process of seeing an emergency dentist

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