

A change maker in dentistry

Linda Greenwall talks about juggling being a mum of four, editing, writing, charity work, on top of running a successful Hampstead practice



Dentistry: What were you doing 25 years ago?

Linda Greenwall: I was setting up my new private special dental practice. I had my second baby and I was busy establishing a dental practice and rearing my son. I was awarded a best new practice award from FMC and it helped my practice grow. Then the local newspaper in Hampstead, the *Ham and High*, wrote an article about the practice and we had 500 new patients call in two days.

We had to develop systems to provide care for these patients, not only clinical care, but better patient service and administrative help. It is while I was caring for my two babies and the practice that I read the book *Great Communication Equals Great Production* by Cathy Jameson. I wrote to her describing how I had enjoyed her book. She offered to come to London from Oklahoma to train me in my practice. We undertook training and we have been training with her over the last 25 years – and become great friends ever since.

In 1997 I started working as an editor for FMC, first as the section editor for *Aesthetic and Restorative Practice* then *Restorative and Implant Dentistry* – then title *Aesthetic Dentistry Today*.

Dentistry: What are you doing now?

Linda Greenwall: I am a mother of four boys who are almost grown up, so we have a busy family life ensuring their needs are taken care of, and we communicate together as a family sharing important values and being real as to the current issues in the world.

I have recently expanded and renovated my dental practice to be state of the art, incorporating digital technology, CAD/CAM milling, 3D printing and a CT scanner. We have four dentists (Dr Ian Arad, Dr Richard Horwitz, Dr Jude Ferreira and Dr Benedict Harrison) working in our team, and three hygienists and dental therapists. We have five new operatories, and a patient lounge and treatment planning room.

I am editor-in-chief for *Aesthetic Dentistry Today*. I enjoy the editing of the journal and like to look at the new trends in aesthetic dentistry, such as minimally invasive aesthetic dentistry.

I established the Dental Wellness Trust eight years ago and we are now looking after 18,000 kids globally to improve their oral health. We have expanded our programmes in London, Paddington, Newham and Luton schools. These Live Smart Oral Health programmes help children learn to wash their hands and brush their teeth daily at school to improve oral health.



Linda Greenwall
Editor-in-chief of
Aesthetic Dentistry Today

It is rewarding to see what has been achieved, but there is more to be done, and we would love more dentists and their teams to help us outreach. Learning to give back is an important part of humanity.

I have written four textbooks on aesthetics, tooth whitening and success strategies, and this has taken me on a journey with invitations to lecture and teach all over the world. I am

deeply honoured to travel to different location representing the UK and being able to share



knowledge for the greater good of society. I enjoy writing and research and publishing articles on contemporary controversial topics, and our article on charcoal tooth paste was the most downloaded article of 2019.

Dentistry: How do you see dentistry changing in the next 25 years?

Linda Greenwall: Digital dentistry will be key and being an early adopter is essential. Many dentists are happy in the comfort zones and feel uncomfortable trying new skills. Aesthetic dentistry will continue to grow exponentially as more people want to achieve a beautiful smile with oral health sustainability.

Dentistry: What have been your biggest accomplishments over the last 25 years?

Linda Greenwall: I think the biggest accomplishment is being able to have the courage to be a change maker in dentistry. Rather than voice complaints about how wrong things are, I believe in action and doing positive acts to make the changes that are necessary

to improve conditions for dentists and their patients and the general public.

We re-established the Women Dentist Network in 2017 (after establishing Women in Dentistry in 1985) to help more women dentists with their working lives.

Establishing the British Dental Bleaching Society in 2008 and being able to help make changes to the European and UK law to permit the safe and legal use of tooth whitening. There is more work to be done when Brexit is complete to be able to make changes to the UK law to permit under 18s to have tooth whitening safely is our next challenge. I was involved in establishing the Young Dentist Group in 1990 – now a flourishing organisation.

The Dental Wellness Trust is tackling the issue of 48,000 children being admitted into hospital to have rotten teeth taken out. We are busy with toothbrushing programmes in schools and aim to help more kids reduce their sugar intake. These are issues of child neglect, poverty and a mobile population, such as refugees and new immigrant populations together with lack of knowledge from parents.

It was exciting to go to Buckingham Palace to the Queen's Garden Party after being awarded the British Empire Medal for services to dentistry. It is a fascinating insight into the public service the Queen performs throughout the year and the ordinary people she recognises in public service.

Dentistry: What excites you?

Linda Greenwall: Practicing dentistry needs passion, energy, enthusiasm and a sense of purpose. It is a great honour to be involved in patients' lives to help them attain oral health.

I am excited to see how dentistry has changed for the better and the amazing treatments that are available to patients in a minimal invasive way such as the new treatments for toothwear using the three-step technique with Additive and adhesive dentistry.

Working as a dentist is exciting and there are many choices available to choose what they are passionate about. Creating the joy, purpose and passion for dentistry is key.

Dentistry: How do you unwind?

Linda Greenwall: Rest, relaxation and unwinding is really key for me. I take it more seriously year on year. I ensure the weekend is down time. I have a digital detox on Saturdays and enjoy being able to switch off my phone on a Friday evening with purpose. This helps me focus on my family and we sit together for a family meal on a Friday evening to check in with our kids and share our stories of the week. Then fun activities are yoga, dancing, zumba and nia dance, plus reading inspirational books by the wisest thinkers and authors. **25**