

The new
affordable dental
care, treatment and
education programme
for children

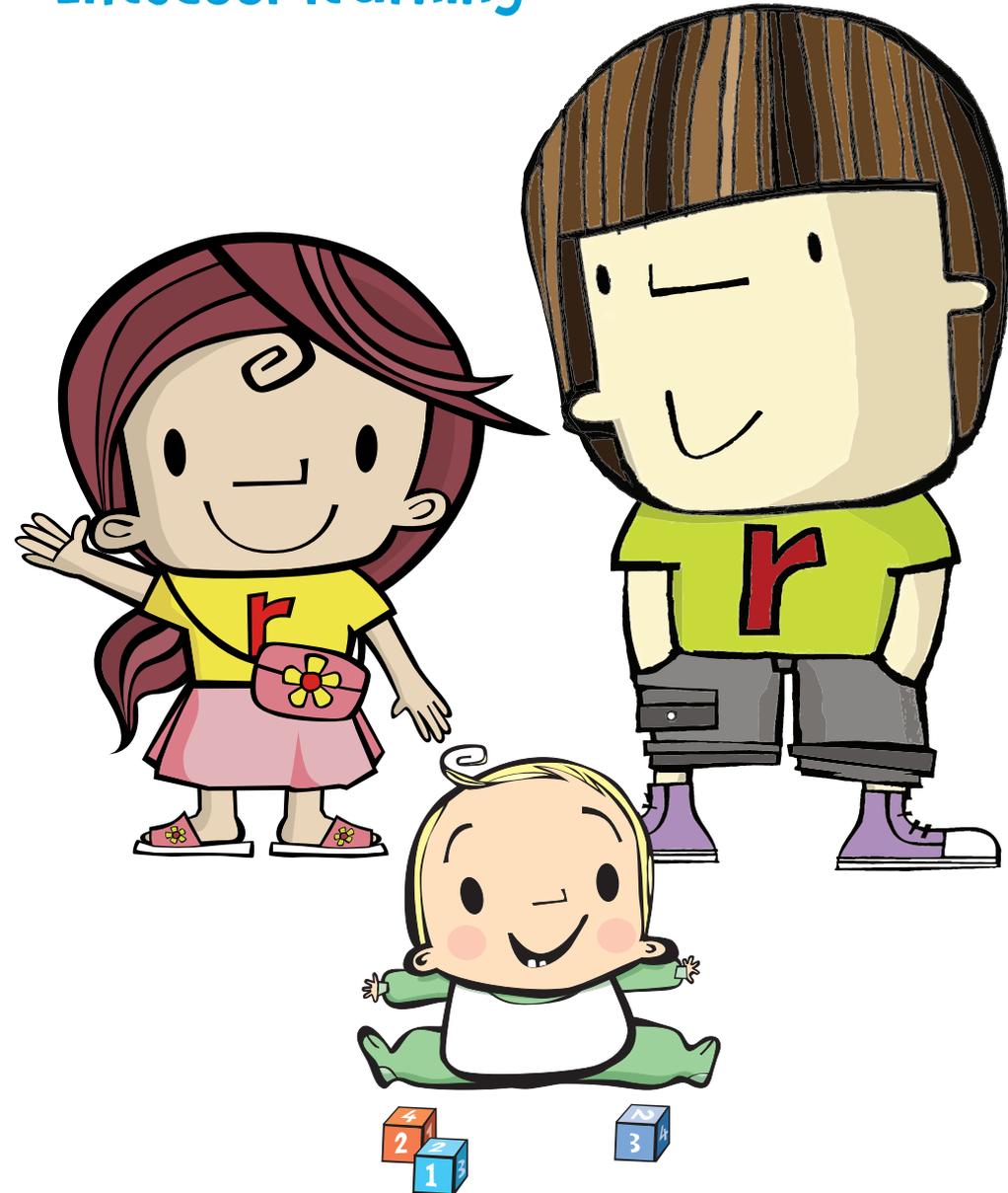
“Smilecool is the
best innovation in Dentistry
that I have seen in many years.

It is time we started implementing preventative care models properly, rather than paying lip service to prevention. This means we have to start with infants and influence their values and lifestyles to prevent common oral diseases. Given the strong associations established between periodontitis and cardiovascular disease, adverse diabetes outcomes and stroke, and the recognition that obesity, poor diets and sedentary lifestyles impact upon periodontal health and general health, we also have a key role to play in motivating youngsters to better lifestyles...”

Professor Chapple - Professor of Periodontology

Periodontal Research Group
Birmingham School of Dentistry

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What is smilescool?

smiles cool is a revolutionary, exciting and more holistic way to provide dental care, treatment and education to children from birth until they reach the age of eleven.

We have designed smilescool to:

- appeal to children by making their experience of visiting the dental practice educational, interactive and fun
- reverse or remove all fear of attending the dentist
- educate children and their parents to understand oral health care and how tooth decay and gum disease develop
- teach the essential oral cleaning skills that will help prevent problems now and in the future - thereby keeping teeth and gums healthy for life
- be affordable and offer excellent value for money

Smilescool provides a system for teaching children how to clean their mouths effectively, while also encouraging them to practise and evaluate their skills on an ongoing basis at home.

Smilescool education and practice programme makes sure that the essential behaviour needed for oral health care for children becomes a natural habit that will benefit them throughout their life.

Endorsement for the smilescool programme has been provided by Nigel Carter, Chief Executive of the British Dental Health Foundation - "Early-years dental care is vitally important, as good oral hygiene habits set up a lifetime of good health. There is evidence to suggest that the later a child gets it first dental cavity the better their lifetime oral health is likely to be and also research pointing to close links between oral health and overall health, so it is important to establish a good oral health routine early. The Foundation is delighted to be working with smilescool, whose system will assist the important change to a new emphasis on preventative dental care."

It is an amazing claim, but smilescool have found the way to make children's oral health care fun, excellent value for money and affordable for parents.



smiles cool

How does it work?

Smilescool helps children to understand about the effects of diet and the oral health care habits that are needed to keep their teeth, gums and bodies healthy.

Children can have fun at the dentist and enjoy learning about what is good or bad for their teeth and their general health. Having learnt the rules, we then teach how these can be applied to them as an individual. We believe that it is important that children know how to 'bend the rules' occasionally and still be successful. The idea of telling a child to never eat sweets again is totally unrealistic - so let's help them to avoid or minimise the damaging effects!

Just like learning to play a musical instrument or driving a car, correct efficient brushing is difficult at the start, and needs help and regular practise. However, once your child has developed the basic skills, they can clean their teeth without thinking about it and with great results.

At smilescool we have invented a unique system to help children learn, practise, assess and record how well they are developing their cleaning techniques. This is called M.I.K.E.S. System (Motivational Index for Kids Education Scoring System).

Iain Chapple, Professor of Periodontology, Periodontal Research Group, Birmingham School of Dentistry, supports the programme, "The successful implementation of M.I.K.E.S. System (a key component within the smilescool programme) will have a hugely beneficial effect in educating, motivating and empowering patients to achieve better oral health and therefore better general health."

Leaving dental education and care to chance means poor dietary and cleaning habits develop. A child often thinks their mouth is cleaned properly because the fresh, clean taste of toothpaste masks the truth. Once bad habits are formed they can be extremely difficult to correct in later life, giving rise to the huge levels of gum disease we see today.

Reecey and Rebecca love smilescool because it's 'so cool'!



Why does my child need smilescool?

Smilescool is a new service. Whilst it consists of a combination of both proven and common sense messages; it is designed, packaged and presented in a revolutionary way that is appealing to children.

By creating a fun, educational and positive environment within the dental practice, smilescool believes children will become confident, empowered and successful with good life-long dental hygiene habits.

Dental care delivered in a conventional way is expensive, and preventive care has largely been ignored, because it has often been seen as an unnecessary expense. In our society we have been programmed to react and pay for dental problems to be repaired. At smilescool we teach at an early age that **prevention is far better than cure**.

From around the age of six, our final set of natural teeth develop. These have to last us a lifetime. As life expectancy increases, our teeth are becoming more and more important to us.

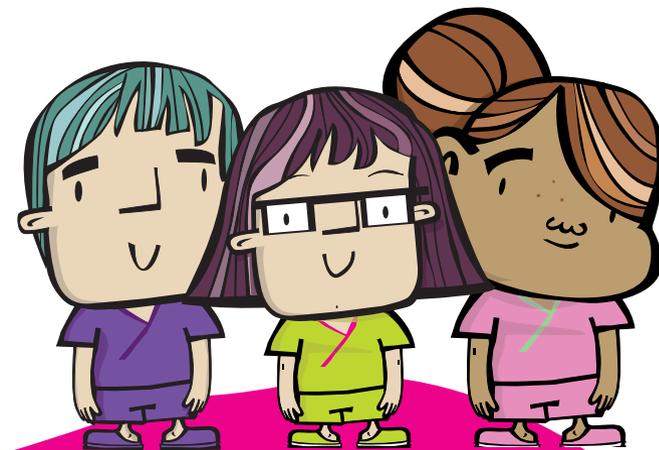
We are all aware that child obesity, poor diets, and restrictions within the NHS are all making life more difficult for dentists as well as patients.

With the introduction of smilescool we have found a way to put the long-term needs of our children first. We can deliver affordable preventative care and education that will help avoid problems now and in later life.

Smilescool's aim is to help your child enjoy looking after their teeth



Smilescool makes looking after your teeth affordable



What are the benefits of smilescool?

The smilescool programme offers an affordable 'all inclusive' solution to the fear of unexpected or expensive dental bills. Enrolment in the programme ensures that dental care, treatment and education is provided at no additional cost. Smilescool also aims to make it fun to visit the dentist – getting rid of any fear or anxiety.

By the time they reach four years old, our smilescool pupils will spend around four-and-a-half hours a year in the practice - learning through having fun and learning through play. They will receive education about all of the main factors essential to maintaining good oral and general health care.

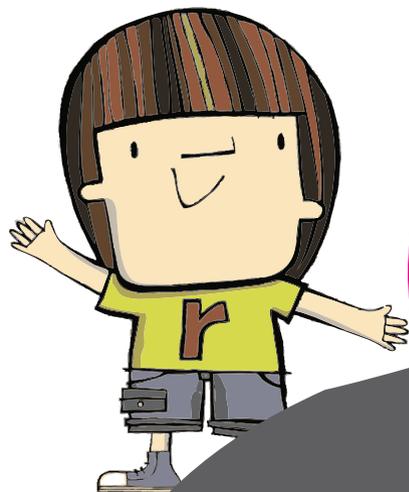
During these regular visits to smilescool our pupils benefit from:

- dental examinations with a qualified dentist
- any dental treatment (as clinically required)
- fissure sealants with a dental therapist or dental hygienist (as clinically required)
- leaflets giving educational support for parents and grandparents about ways to prevent decay, but allow 'treats'
- learning how to clean the mouth effectively with support and rewards
- education on practising and assessing these skills at home every week
- unique, age-specific, educational resources and support materials for home use

You will also have:

- Worldwide Supplementary Dental Injury and Emergency Insurance at terms not available elsewhere (see Policy Summary)
- 24 hour helpline numbers for dental emergencies at home or abroad (see Policy Summary)

smiles cool membership



We develop smilescool sessions around the development and education stage of each child. So we see children in the following age groups.

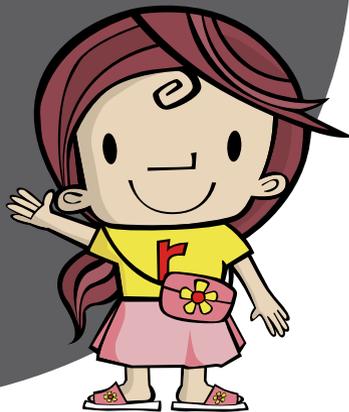
0 - 1 year	1 - 2 years
2 - 3 years	3 - 4 years
4 - 5 years	5 - 6 years
6 - 7 years	7 - 8 years
8 - 9 years	9 - 11 years

We expect that children who go to smilescool will be able to care for their adult teeth in such a way that they will not need as much treatment than if they had not been to smilescool. We are so confident of our ability to deliver this unique approach to preventive care that we will cover any costs associated with any treatment a child needs who joined smilescool at birth or who did not need any treatment when they joined.

We will create a plan for any child who wants to enter smilescool but who already needs treatment when they join. This plan will aim to achieve a good level of oral health and we will discuss this with you. However, we may not provide this treatment immediately, as we do not force any invasive action on a child.

We will review places in smilescool every 12 months. Your child can keep their place if they are happy with the programme and actively taking part.

The smilescool team are trained to work with children, making them feel happy and at ease.



WHAT DOES THE SUPPLEMENTARY INSURANCE COVER?

Your Supplementary Insurance provides cover for:

up to £10,000 worth of treatment following dental injury

temporary emergency treatment whilst away from home in the UK or abroad (up to the limits specified)

the call-out fee charged by a dentist opening their surgery to treat you in an emergency (up to the limits specified)

hospital cash benefit if under the care of an oral/maxillofacial surgeon

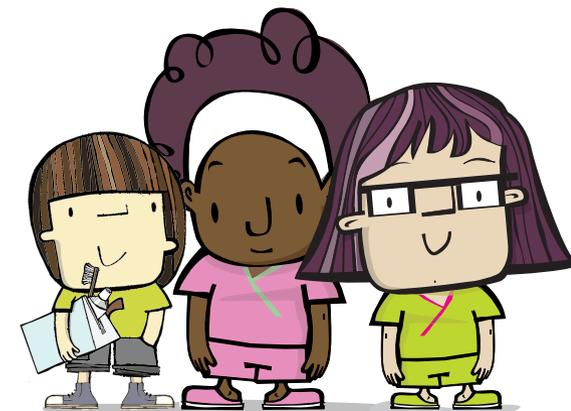
£1,000 cash benefit if diagnosed with oral cancer

24 hour access to our worldwide emergency helpline

The Supplementary Insurance is designed to cover the cost of temporary emergency treatment whilst you are away from home and therefore excludes the cost of emergency treatment carried out by your own dentist, a rota dentist, or any other dentist within a 15 mile radius of your practice. However, call-out fees charged by any dentist to open their surgery (including your own dentist) are recoverable up to policy limits.

In the event of a dental injury, treatment carried out by any dentist (including your own dentist) is covered up to policy limits.

Please refer to the Policy Summary and Important Information leaflet and the Policy for full details of the benefits, terms, conditions and exclusions.



smiles cool™
A truly preventive system