

**PRESS RELEASE**

The UK welcomes its first pan-European dental provider; [Colosseum Dental.](http://www.colosseumdental.co.uk/)

One year after taking ownership of the UK's third largest dental group, Colosseum unveils a £5M comprehensive modernisation and rebrand programme.

*“We are so excited about the future. The name change to Colosseum Dental goes hand in hand with extensive changes to practices themselves. Our aim is to provide clinical excellence for patients in a modern setting - whilst retaining a human touch that's part and parcel of being the preferred community dentist." -* Peter Keegans, CEO, Colosseum Dental UK Ltd

15th March 2018 [LONDON] From today, Southern Dental, the nation’s third largest chain of dentists, announces it is to be known as Colosseum Dental UK Limited. The change coincides with the first anniversary of Swiss-based Colosseum Dental's acquisition of Southern Dental, which made it not only Europe's fastest growing dental group, but also the only one with a network spanning the continent.

With a patient base in excess of 500,000, the majority of Colosseum's 80 practices in the UK will undergo an extensive refurbishment programme, introducing a new look and feel to waiting rooms, with upgraded treatment areas and clinical facilities as part of a £5M investment programme.

Peter Keegans, who joined the company as CEO in late 2016, explains, *“Our name change marks a new era. At Colosseum Dental, we have a renewed energy and focus, and, armed with a long-term vision, we can now invest in our practices and staff with confidence, knowing our patients will be the ultimate beneficiaries. Everyone wins."*

At Colosseum's Zurich HQ, the enthusiasm and optimism for the future is as palpable as it is in the UK - where its plans are a clear statement of intent. The Group is transparent about its ambition to be Europe's pre-eminent dental provider within five years. This is further signaled by additions to its portfolio in late 2017 in Finland and Italy, bringing its total clinic network to over 200.

**THE DENTIST AT THE HEART OF THE COMMUNITY**

Central to the Colosseum recipe for success is having refreshingly simple cultural values; to be a provider of exceptional patient care, a great employer and to be a good neighbour. Interpreting these, and bringing them to life for the UK patient, is a personal quest for its CEO. As Peter explains, *"The name change also heralds an opportunity for cultural change and to align ourselves with the values of our European colleagues."*

He continues, "*I understand why - for a dentist - being a good neighbour could seem nebulous. However, we're breaking with convention from other dental chains. Each of our 80 practices will still be known by the local names by which they’ve been known to patients. If "Hollybush Dental Care" is how that practice has always been known, colloquially, we've no intention of simply re-badging it as “Colosseum Dental”. In this way, each practice will retain its connection as an integral part of the community."*

In explaining Colosseum's aspiration to be a great employer, Peter continues,*"Professional development and continual improvements are not just buzz words for us. They are a reality. We are already adopting new practices and structures imported from our network."* Giving further credence to Keegans’ optimism about the opportunities for his (900) staff he continues, *"In addition, we can now present staff with an attraction unique in UK dentistry - the potential of secondments and career development at some of Europe’s finest dental facilities."*

Attracting new dentists, nurses and support teams is a further focus for Colosseum. Training and career development opportunities outlined by Keegans aside, support in a very practical way is available. Colosseum will contribute financial support packages of up to 60% of the cost of training*.* Slowly but surely, word is spreading Colosseum Dental is a great place to join for the long term.

**A NEW MODEL FOR PATIENT CARE**

Central to improvements for patient care, Colosseum is pioneering the concept of the regional referral centre. Starting in Kettering and Kingston, specialist treatment centres are being established for treatments such as orthodontics, implants and facial aesthetics.

*"Our European colleagues are highly experienced in managing large referral centres and we are learning from their success."*explains Peter. *"Today, both NHS and private patients come with high expectations. Raising our bar clinically and being able to offer more advanced treatment mean we can increasingly meet their needs."*

In summing up, Peter explains it all very succinctly,*"Our aim at Colosseum Dental is simple - to be the "best in class" dental provider in the country; best for our staff and best for our patients."*

**SEE ATTACHMENTS:**

* Colosseum Dental new clinic concept visuals
* Infographic
* Portrait images: Peter Keegans, CEO

**ABOUT COLOSSEUM DENTAL UK LIMITED**

Colosseum Dental UK Limited is the third largest chain of dental practices in the UK, with 80 clinics spanning 19 counties. The company supplies high quality general dental care, as well as specialist services for NHS and private patients. It has more than 900 employees and Associates, including over 250 dental professionals, serving more than 500,000 patients. Its mission is to be the ‘best in class’ dental group in the South of England by providing modern, quality dentistry services for the benefit of patients, dentists, employees, shareholders and striving for continuous growth and excellence. [www.colosseumdental.co.uk](http://www.colosseumdental.co.uk)

