

20 YEARS IN DENTISTRY WITH MANRINA RHODE

Celebrating 20 years in aesthetic dentistry, highly motivated and challenge-hungry Manrina Rhode, speaks to *Private Dentistry* about her incredible career

Dr Manrina Rhode is an incredible individual. She has a passion for aesthetic dentistry unrivalled and she has completed over 13,000 porcelain veneers over the past 20 years. This article serves as a milestone of her career in private practice for 20 years.

ACCEPTED AT LUND OSLER

It all started at FD level. While working in VT, Manrina saw an opening for an experienced dentist to work for high-end luxury practice Lund Osler in Harvey Nichols in Manchester. 'I had heard of Dr Surinder Hundle, what he had achieved and the whole dental spa concept which was well-ahead of its time 20 years ago.'

'The interview was in-depth: a patient exam and a written exam on cosmetics. There were lots of highly experienced applicants, so I did not think I would get it. I think I had the right look and personality for the position. So, like many ambitious dentists these days I went straight from foundation training (VT back then) to private practice. It was such an amazing opportunity; I did not mind relocating.'

Manrina was selected from a large number of more experienced dentists, but being clever, resourceful and enthusiastic and started on the steep learning curve of veneers and high-end aesthetic dentistry. Being



inexperienced worked in her favour, because she was also a blank canvass and she was trained into an exceptional cosmetic dentist.

Manrina qualified in 2002, but it was the job at Lund Osler that set the direction of her career. 'I would prep the teeth for veneers and he would come and check them and maybe

make a few modifications and advise me. Surinder was keen on cosmetic education so we got as much teaching as we could - we went on the Rosenthal Aesthetic Advantage course in NYU - up to masters level. I also did the occlusion course at the Dawson Institute in Florida. I was also booked onto virtually every Independent Seminars (now FMC Professional) course going. And that was what it was all about - learning and working and we would be working until midnight most days.'

RELOCATION BACK TO LONDON

After 12 months, Surinder opened a clinic in Harrods and asked Manrina to run it. They were known as being the most expensive practice in the country.

The affluent clients demanded perfection. The standards were extremely high and there is no room for failure or imperfections.

During this time 10 years younger appeared on Channel 4 with the practice Lund Osler and Dr Surinder Hundle. 'Remember back then, there were only five channels. So, everyone watched the show.'

'On Friday morning after the show we had 200 new patient requests. It was crazy - we were working seven days a week and

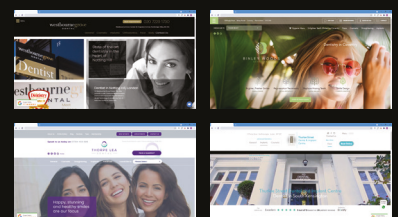


DIGIMAX | DENTAL™

We design websites

SEO | Branding | Dental Websites

www.digimax.dental | 450 Google Reviews ★★★★★





THE AFFLUENT CLIENTS DEMANDED PERFECTION. THE STANDARDS WERE EXTREMELY HIGH AND THERE IS NO ROOM FOR FAILURE OR IMPERFECTIONS

ridiculous hours. But we all learned an awful lot in that time and improved the smiles of thousands of patients. Surinder and I were the only ones doing veneers at the clinic.'

'Things have changed massively from when I started doing cosmetic dentistry 20 years ago. Minimally invasive dentistry is so important. I do not want to prep a tooth – and there are so many alternative options.'

LONDON SMILE CLINIC

Lund Osler hit capacity due to the influx of patients from 10 years younger on television, at that time I had joined the BACD and sat on their board of directors. There I met Tif Qureshi who is an amazing dentist. He introduced me to Tim Bradstock-Smith from the London Smile Clinic and I joined their team there soon after. I worked there for 14 years. The London Smile Clinic is a cosmetic dentistry clinic and back then, Tim was always coming up with a new and innovative ways to improve the patient journey. At 10 years I reached point in my life, having only done the same five treatments every day for 10 years and I did not love it any more. I needed to do more treatment options or buy a practice: so, I took a break.

WELCOME TO HOLLYWOOD

I took a break and went to Hollywood to be an actor. The differences in vocations were stark. In dentistry we are taught to hide our emotions. Whereas in acting for films, viewers only every want to see the 20% of life that shows extreme emotions. And at acting school I had to unlearn all that I had learned to be a clinician. They demanded extreme emotion and it was exhausting. And it is not that well paid. The average actor works 20 days a year at around £1,000 a day that is not enough. And because of my look, I was put forward of lots of auditions, but did not always get the part. That was challenging.

42,000 FOLLOWERS

When I left the UK, I felt like a queen of my profession and I tried out a dream I had, but actually what I had was so much better. I returned to dentistry in the UK. An opening came at the London Smile Clinic and I got my old job back. I needed more than when I left, so I re-trained with Bob Khanna and re-introduced facial aesthetics to my portfolio.

Instagram became a thing. And I noticed that when I posted pictures of teeth on my personal page, patients became interested and booked in. So, I grew my account and started a separate dental page @ DrManrinaRhode – and I love them both.

'The key to Instagram is loving it. When I created the dental account, I did not love it. I wasn't sure how to make a dental page interesting. I like talking to camera, so I created organic content with the camera. The other key to gaining a following is to keep doing it over and over. Consistency is very important.

I've been posting on my personal page for 11 years.

'Instagram has been great for building my brand and it was vital before I had a clinic, because every patient that presented at reception came in asking specifically for me.

'I appreciate every single patient I treat. I form a relationship with every one of them and get to know them on a personal level. After their first consultation, they already seem happier. The confidence boost is amazing, the way they smile is different. There is a huge satisfaction for me every single day. I love my job.'

TRAINING

Dr Manrina Rhode also runs a training academy for dentists. Running a variety of courses including a course, teaching dentists how to do porcelain veneers, called Designing Smiles.

The courses are small and bespoke and very hands-on with a live patient and they attract dentists from all over the world. All six appointments are done over four days with lots of theory and hands on.

As I mentioned, I had to get my training in the US, because there was none in the UK, and I did not want that to be a thing going forward so I thought about setting up courses and after a lot of demand through Instagram, I launched them under my brand DRMR.

MY OWN SKINCARE LINE

Because I was doing a lot of full-face dentistry, I became a clinical ambassador





for Obagi skincare and gave my patients a lot of their products. One of my friends, a Dominican Republic dermatologist, suggested I create my own skincare line.. She helped me develop it and launch it.

While doing that I learned about branding and marketing. And I created an umbrella brand DRMR. It is my baby. I love it and it is a lifestyle. DRMR covers the new clinic, the skincare line and the courses.

THE NEW SUPER CLINIC

Some 90% of the patients coming to me at the London Smile Clinic came to me through Instagram. And for 19 years my friends had scared me into not owning my own practice because of the stress and hassle, so it was time to create the clinic I'd had in my head since age 25.

To pursue the dream, I left the London Smile Clinic, rented a space and have started my own clinic. The next phase is underway. I have found my own premises in Knightsbridge now and am fitting out a squat practice which will open later this year.

The plaque has now arrived and I have launched it on social media and I document the design and construction daily. I am aesthetically driven, so every joint and every handle needs to be perfect. It is all consuming. I even dream about it.

SUMMARY

Manrina Rhode has had a spectacular career so far and it is only half way done. 13,000 veneers are an incredible number and

Manrina flies the flag for Women in Dentistry and is heavily involved with the British Association of Private Dentistry.

'My catch phrase is Be Your Best You. I want my patients to be the best versions of themselves that they can be.'

Manrina Rhode is full of energy and inspiration and a delight to work with. ●



I APPRECIATE EVERY SINGLE PATIENT I TREAT. I FORM A RELATIONSHIP WITH EVERY ONE OF THEM AND GET TO KNOW THEM ON A PERSONAL LEVEL

