

# Wembley Orthodontic Centre

Caption



Principal Farhana Campbell-Barr

Committed to creating “beautiful smiles”, Wembley Orthodontic Centre provides NHS orthodontic services to adults and children across Middlesex. Principal Farhana Campbell-Barr explains that the practice provides patients with a variety of options, including clear braces and innovative Invisalign technology. She tells *The Parliamentary Review* that the centre is driven by a desire to provide ethical, compassionate and professional care, and discusses how the NHS model continues to shift.

Wembley Orthodontic Centre is an orthodontic practice predominantly treating NHS patients, referred to us by local dentists in the London Borough of Brent. Our borough is quite deprived, with many children coming from low socioeconomic groups and English often not being their first language. We have around 20 schools in a five-mile radius, and the area is densely populated.

My specialism is in orthodontics. I qualified from Guy’s Hospital and subsequently attended Warwick University, where I attained a master’s degree in orthodontics. I have been working as an NHS dentist for 25 years and have another NHS general dental practice in Hayes, Middlesex.

## Providing ethical care with compassion and professionalism

We provide a wide range of treatments, including fixing children’s teeth with braces, treating children with severe malocclusions and treating bite and eating disorders. We also provide emotional support to our patients, as some have

### FACTS ABOUT WEMBLEY ORTHODONTIC CENTRE

- » Principal: Farhana Campbell-Barr
- » Established in 2010
- » Based in Wembley
- » Services: Orthodontic treatments
- » No. of employees: 8
- » [wembleyorthodonticcentre.com](http://wembleyorthodonticcentre.com)

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become emotionally traumatised from the bullying they have been subjected to about their appearance. We aim to provide excellent, ethical care to patients, with a focus on compassion and dignity. We speak several languages, reflecting the local population in Brent, and have easy access for disabled patients. We take care of our local community and have been established for over 10 years.

Our aim is to be all-inclusive, providing excellent, ethical care with compassion and professionalism. We believe in continuous learning, training and development in order to keep up with our fast-paced, fast-changing world.

Recently, we have expanded our referral base, and more local dentists have been referring patients to us in the last few years. Our patient base has also expanded from new patients finding us online.

In order to adapt to this increased demand, we have refurbished the practice and designed a more modern, fresh look. We also now offer more services and have taken on more staff to accommodate the increase in demand.

Members of the team at Wembley Orthodontic Centre



## Passionate about helping children

I am passionate about helping children and have been involved with charity work for Great Ormond Street Hospital. As well as working to provide fresh water wells in Bangladesh, I have been involved in sponsoring orphans there and have supported eight different individuals so far. Many of those I have supported are now young adults in employment. Beyond this work, I have also been involved in rebuilding my father's village and providing food and shelter for the poor.

I also contribute to Channel 5 on Sky TV, which targets the British Bangladeshi community. I appear on their health programmes and take calls from viewers in Bengali on any dental pain or other issues they may have.

As recognition for these efforts, I was invited to the Queen's garden party this May at Buckingham Palace, as one of the Queen's many subjects who have contributed in helping their communities.

## A shift in the NHS model for orthodontics

We have secured our NHS contract for a further two years and are working hard to move the practice into the private arena. In terms of the services we offer, we are providing more orthodontic treatments, encompassing both comprehensive and cosmetic procedures.

Despite our NHS contract running for another two years, we have recently been informed that it will not be extended beyond this period. This is entirely caused by the funding challenges the NHS faces for orthodontic treatments in London. In order to save money, the NHS has moved towards an American and

European model, in which orthodontic therapists perform the vast majority of the treatment, overseen by doctors. This is a huge issue for the sector, especially among qualified dental doctors. As treatments can now be completed by orthodontic therapists, the benefit of extensive training is being removed, and this is affecting the entire sector: I recently attended the British Orthodontic Conference and found that almost 50 per cent of practices similar to ours have also lost their contracts.

While the idea of the retendering process was to allow new operators to come into the industry, this is not what has happened in practice. In reality, big practices are taking over smaller tenders and supplementing their own borough tenders with other contracts. This has stopped new operators from entering the sector and means new tenders are being awarded to non-specialists.

In order to redress this balance and ensure patients continue to receive the best-possible standard of care, I would like to see a more in-depth process instigated, with detailed interviews and tours of the facilities. Without these improvements to this process, contracts can be awarded to substandard practices, destroying many people's livelihoods at the same time.

Studies have shown that orthodontic specialists can finish a child's treatment in 12 to 18 months, whereas it can take three to four years for a non-specialist to achieve the same result. As well as being financially unsustainable, this unnecessarily extends the period of treatment and the potential discomfort of the patient.

With more news that orthodontics may be taken out of the NHS completely, I would urge a rethink of the general strategy going forward. If a high standard of treatment is not promoted,



Wembley Orthodontic Centre, interior

a conflict will arise between financial efficiency and the morality of care.

This has been an extremely challenging year for us, but we are committed to providing care to our local community. We have developed a two-year programme which will convert the practice into providing private treatment, and if this is successful, we are confident that we can continue to support our community for many years to come.

“We are committed to providing care to our local community”