

Crossbank Dental Care Core Values, Mission & Vision Statement

CORE VALUES

Crossbank Dental Care's core values are all aimed at providing the highest quality of care for our patients while maintaining a positive impact on our planet and fostering professional growth within our team.

Excellence, Endeavour & Environment

1. **Excellence:** we consistently strive for excellence in every aspect of our practice
2. **Endeavour:** acknowledge that achieving excellence requires effort and dedication by every team member; we have a proactive approach to overcoming obstacles
3. **Environment:** encompasses patients, team & the wider world. Our patients are welcomed into a calm & caring environment; we cultivate a thriving workplace culture that nurtures, stimulates and empowers team members; we aim to maintain a sustainable, eco-friendly practice that minimises our ecological footprint.

MISSION STATEMENT

Crossbank Dental Care is dedicated to creating and protecting beautiful smiles. Care is in our name and it's embedded in our culture. Our care for patients is at the heart of everything we do, embraces our team and extends to the wider world.

We uphold a strong commitment to environmental stewardship. We aim to maintain a sustainable, eco-friendly practice that minimises our ecological footprint.

VISION STATEMENT

At Crossbank Dental Care, our vision is to be the region's "go to" referral centre, distinguished by our expertise in: dental implants, oral surgery, restorative dentistry, cosmetic treatments, endodontics & orthodontics. We seek to build trust and confidence among referring practitioners and their patients, earning a reputation for our excellence in complex dental procedures by ensuring optimal outcomes & patient satisfaction.

At the core of our vision is our patient centric approach: we aim to provide exceptional care with high quality dental treatments, ensuring patient comfort & satisfaction at every stage of their journey with us. Crossbank Dental Care seeks to cultivate long-lasting relationships with patients built on trust & communication; empowering patients with the knowledge and tools to achieve and maintain a healthy, confident smile.

By staying abreast of the latest advancements, the practice aims to offer patients state-of-the-art solutions in all aspects of dentistry. Our commitment to ongoing education ensures that we stay at the forefront of dentistry, offering comprehensive solutions tailored to each patient's unique needs.

We envisage fostering a dynamic work environment where our team members thrive, supported by continuous learning opportunities; and a collaborative culture that values their contributions to our collective success.

As a practice deeply rooted in environmental responsibility, we are dedicated to implementing sustainable practices throughout our operations, minimising our ecological footprint, and promoting environmental stewardship within our community.

Through our commitment to clinical excellence, patient education, team development, and planetary care, Crossbank Dental Care aspires to be the trusted choice for comprehensive dental solutions, setting the standard for compassionate, innovative, and environmentally conscious care.