

Mia, NHS Patient

# Queensway Orthodontics NHS WELCOME PACK

BILLINGHAM | BISHOP AUCKLAND | CONSETT | DARLINGTON | JESMOND | STOCKTON | SUNDERLAND | WASHINGTON | YARM



[www.queenswayorthodontics.co.uk](http://www.queenswayorthodontics.co.uk)



@queenswaybraces



@queensway\_braces





Welcome to...

## QUEENSWAY ORTHODONTICS

Queensway Orthodontics, founded by Dr Guy Deeming, is a small group of Specialist Orthodontic clinics established more than 10 years ago in Billingham, now with nine sites across the North East. Our practices are in Billingham, Bishop Auckland, Consett, Darlington, Jesmond\*, Stockton, Sunderland, Washington and Yarm.

We offer a full range of NHS and private treatment options for children and adults and believe our reputation and five-star reviews are testimony to the patient-centered care our Specialist-led team provides.

Why Specialist? Our highly trained and experienced Orthodontists have been through the required additional years of training to earn the title 'Specialists'.

\*Jesmond private only.

## Dr Guy Deeming

Managing Partner  
Specialist Orthodontist



Matilda - Invisalign Teen

Alexandra - Fixed Braces





## What we do...

### OUR SERVICES

At Queensway Orthodontics we offer a comprehensive NHS service for IOTN\* qualifying patients under the age of 18, as well as a full range of orthodontic treatments including conventional fixed appliances, aesthetic fixed appliances and Invisalign clear aligners for self-funding patients of all ages.

### SPECIALIST CARE

All treatment is carried out by trained, friendly and experienced member of our Specialist Led Orthodontic Team.

At Queensway we are proud to have treated more than 50,000 patients in the last decade including more than 5,000 Invisalign patients. We are actively involved with teaching and supporting colleagues both locally, nationally and internationally across a wide range of topics including referral management and IOTN, practice development, digital workflow, change management and Invisalign.

\*Index of Orthodontic Need, a rating system to determine whether individuals qualify for NHS care.



### FIXED BRACE TRANSFORMATION



### INVISALIGN TRANSFORMATION



## Who we are...

### OUR SPECIALIST ORTHODONTISTS

At Queensway Orthodontics we have twelve Specialist Orthodontists.



Dr Guy Deeming

Specialist in Orthodontics  
BDS (Hons), MSc, MFDS,  
MOrth RCS  
GDC: 77851



Dr Louise Carter

Specialist in Orthodontics  
BDS (HONS), MFDS RCS, MSC,  
MOrth RCS  
GDC: 83936



Dr Heidi Law

Specialist in Orthodontics  
BDS (BSC), MCLINDENT, MFDS, RCS,  
MOrth RCS  
GDC: 151748



Dr Peter Boyd

Specialist in Orthodontics  
BDS(GLAS), MFDS RCS(EDIN),  
MDentSci, MOrth(ENG)  
GDC: 81067



Dr Anna Scott

Specialist in Orthodontics  
BDS, MOrth RCS, MFDS RCS (ENG)  
GDC: 176891



Dr Jon Chapple

Specialist in Orthodontics  
BDS, MFDS RCS, MSC, MOrth RCS,  
FDS (ORTH) RCS  
GDC: 74381



Dr Colin McMurray

Specialist in Orthodontics  
BDS (HONS), MFDS RCS, MSC,  
MOrth RCS  
GDC: 76455

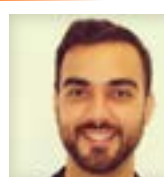


Dr George Jones

Specialist in Orthodontics  
BDS, MFDS RCS (GLAS), PGCert Clin Res,  
MSC, MOrth RCS (EDIN), FDS (ORTH)  
GDC: 258793



Specialist in Orthodontics  
BDS (HONS), MFDS RCS, MSC,  
MOrth RCS  
GDC: 177239



Specialist in Orthodontics  
BDS, MSC DPH, MSC Ortho, RCS  
GDC: 269371



Specialist in Orthodontics  
BDS, MDPH, MSC, MORTH RCS (EDIN), PhD  
GDC: 245392



Dr Richard Leck

Specialist in Orthodontics  
BDS, MFDS RCS (GLAS), PGCERT CLIN.  
ED, MSC, MORTH RCS (EDIN)  
GDC: 192325



# NHS orthodontic treatment explained

The NHS currently funds (at no cost to the patient) orthodontic treatment for patients of 17 years of age and under that meet the NHS criteria (the 'IOTN'). This system means that funding is fairly directed towards the most severe cases and those children who will benefit from treatment most.

While NHS assessments are available to all patients (aged 17 and under) referred by their dentist, treatment is not available if the problem is too mild according to the IOTN score. NHS treatment is also unavailable to patients aged 18 years and older, or to those who have already undertaken a previous course of NHS treatment.

For everything you need to know about orthodontics and the NHS, including IOTN, please [click here](#) to visit the British Orthodontic Society website.

## Initial assessment

At an initial NHS assessment there will be some simple forms to fill out asking about medical and dental history. A Specialist Orthodontist will then assess the teeth and discuss any problems with you. This might require the taking of X-rays, photographs or scans of the teeth.

Following the assessment, but at the same meeting, the nature of the problem will be discussed along with the need for and type of any treatment required. At the end of the first visit you or your child will be placed into one of the following groups:

1. **Treatment waiting list** - for those patients that are ready to start treatment.
2. **Review** - for patients likely to need treatment but are not ready to start.
3. **Discharged** - for patients who do not wish to go ahead with treatment or who are not suitable on the grounds of treatment need, motivation, dental development (not enough adult teeth) or tooth brushing.
4. **Referral** - for a small number of patients with more complex problems, referral to the hospital orthodontic service for advice and/or treatment may be required.

Please note that due to the limited funding of NHS orthodontic contracts and popularity of the service there may be a waiting list before assessment or treatment can begin. We work as hard and efficiently as possible with our partners at NHS England to minimise any waiting times.

## NHS charges

NHS orthodontic treatment is completely free of charge. However you will be advised to purchase a brace care pack after the brace has been fitted.

As part of your child's NHS treatment, they will receive one set of removable retainers, free of charge. Please note that lost appliances or retainers including those damaged beyond repair, will result in an NHS charge.

# What we stand for...

## OUR MISSION IS:

To be a 'people first' company. We want to give confidence to people who have been reluctant to smile for far too long, and be a place where people love to come to work, too.

## OUR VALUES ARE:

### People First

Our patients and our team are at the forefront of everything we do. Our number one priority is to provide the best patient care and specialised service. We believe in Real Patients. Real Smiles. Real Confidence. Our goal is to ensure our team feel safe, valued, inspired, and fulfilled by the work that they do.

### Responsible

We have a responsibility and commitment to care for our patients, community, and environment in our services and growth.

### Enthusiastic

Our success as a business is built on our passion for all we are and all we do.

### Trustworthy

We aim to build a strong and trustworthy relationship with both our patients and our team through openness, honesty, and specialist care.

## OUR VISION IS:

To become the North's most outstanding orthodontic business. To create confidence and improve wellbeing for everyone.





We have transformed more than 40,000 confident smiles!



...and counting!

Don't just take our word for it...

We have more than 1,600 5\* reviews  
on [Facebook](#) and [Google](#)!

"My Invisalign journey with Queensway Orthodontics has been amazing and I would highly recommend! Best decision I ever made!"

*Billingham patient*

"Thanks to the excellent, professional and caring staff I have recently started my journey to achieving the smile I have always wanted."

*Bishop Auckland patient*

"Thank you for great service! Clean clinic, professional staff and excellent after care!"

*Darlington patient*

"I cannot fault the team at Queensway, their care has been impeccable during my fixed brace treatment. Thank you!"

*Jessand patient*

"Absolutely first class service from the first appointment to the last. My daughter is so thrilled with the outcome. Couldn't be happier with the whole process and outstanding staff!"

*Consett patient*

Visit our [website](#) for amazing patient stories and make sure to follow us on [Instagram](#) and [TikTok](#)

Joey - Fixed Braces





## We can help to improve your child's confidence sooner

Is your child worried about their smile or waiting to start treatment? Are you looking for convenient, remote treatment monitoring and reduced clinic visits?

At QO, we can help to restore your child's confidence by starting their orthodontic treatment sooner through our range of self-funded options. We offer flexible payment plans to suit every budget.



1

METAL FIXED BRACES

✓ jazz your braces up with colours!



2

INVISALIGN ALIGNERS

✓ no wires, metal, brackets  
✓ invisible way to straighten teeth  
✓ play sports and music  
✓ continue to enjoy the food and drink you love!  
✓ customise with Invisalign stikables!



3

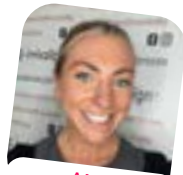
TOOTH COLOURED FIXED BRACES

✓ cosmetic alternative to a metal fixed brace  
✓ stays looking great due to high quality materials

To find out more and schedule a free online consultation or request a quotation, contact one of our experienced Treatment Coordinators:

Email: [orthotco@queensway.co.uk](mailto:orthotco@queensway.co.uk) | WhatsApp: +44 7534 702958

Online booking: [Book an appointment](#)



AMY



ANTONIA



GEORGIA

### Choose one of our fully comprehensive, flexible payment plans

All plans include comprehensive Specialist-led treatment and retainers - with nothing else to pay!

	Metal fixed braces	Tooth-coloured fixed braces	Invisalign clear aligners
Payment plans	From £2,695 treatment cost 60 months/£0 deposit	£3,395 treatment cost 60 months/£0 deposit	£3,995 treatment cost 60 months/£0 deposit
Monthly Cost over 60 Months 12.9% APR	Monthly cost From £56.57 Total amount repayable £3,394.20	Monthly cost £71.26 Total amount repayable £4,275.60	Monthly cost £83.85 Total amount repayable £5,031

Representative example of V12 finance. Please visit the [website](#) for full terms and conditions.

All of our costs are based on the complexity of your treatment plan and are bespoke to your needs. Prices start from £2695 for over 18. Book a free, consultation with one of our experienced Treatment Coordinators to find out more about your personalised plan.

Start treatment as soon as YOU are ready with no waiting list!

## Invisalign for children and teenagers

At Queensway Orthodontics, we remember what it's like to be teenagers and we appreciate how self-conscious young people can feel if they have to wear braces during their teen years. That's why our team use Invisalign for many of our young patients. This method is so discreet it is almost impossible to tell if you're wearing an appliance, allowing children to feel more confident during treatment.



Rachel, Invisalign Teen



- ✓ fits in with your child's lifestyle
- ✓ removable for sports, music and proms!
- ✓ comfortable to wear

Did you know? More than 15 million patients have benefitted from Invisalign treatment, and now children can enjoy those benefits too! At Queensway Orthodontics, we offer Invisalign First treatment specifically made for growing smiles.

### Amia, Invisalign First



- ✓ Effective Early Intervention: 'Phase I' orthodontic treatment in younger children can often be a great way to either reduce the need, time or complexity of treatment in the later years.
- ✓ Boosts Confidence: Early correction of dental misalignments enhances self-esteem.
- ✓ Custom Fit for Kids: Designed for comfort and effectiveness in growing mouths.
- ✓ Virtually Invisible: Clear aligners boost confidence without the self-consciousness of traditional braces.
- ✓ Kid-Friendly: Removable for easy eating, brushing, and flossing.
- ✓ Home Monitoring: Weekly scans at home fit seamlessly into busy schedules, ensuring consistent care.
- ✓ Active Lifestyle Friendly: Aligners don't interfere with activities.



### What we ask of our patients

- Continue to see your dentist for regular review appointments as usual.
- Cooperate with treatment and wear any appliance or elastics as directed.
- Keep all scheduled appointments, or cancel them with at least 24 hours' notice
- Endeavor to arrive on time for your appointments.
- Contact us immediately (by phone, email, or social media) if you have any problems with your braces, or think they are broken or damaged in any way.
- Do not tamper with your braces or attempt to adjust them at home as this can be dangerous.
- Keep your teeth, gums and braces clean during treatment.
- Wear retainers as instructed for as long as is needed to keep your teeth straight.

### Our specialist and friendly team

At Queensway we have a team approach to looking after our patients. This means that you or your child will be looked after by a combination of Specialist Orthodontists, orthodontic therapists, orthodontic/dental nurses and treatment coordinators.

All team members are fully trained or part of an approved training course, fully insured and operating within their General Dental Council scope of practice. Find out more at [www.gdc-uk.org](http://www.gdc-uk.org).



### Requesting a particular dentist

You can express a preference about which orthodontist or orthodontic therapist you would like to see. While we make all reasonable efforts to ensure that your request is met, this may not always be possible. Should you wish to express a preference of practitioner, please state who you would like to see when booking your appointment.

### Missed or cancelled appointments

If you need to cancel or rearrange your appointment, please let us know at least 24 hours in advance via our patient app, website portal, text message reminder service, phone, email or social media.

### Violent or abusive patients

Queensway Orthodontics refuses to tolerate any form of abusive behaviour towards any team member. In such circumstances you may be asked to leave the premises and may not be allowed to return to the practice for further treatment for you or your child.

### Complaints procedure

We recognise that we are not perfect and operate with a zero-blame culture within the clinics. This means we can learn from mistakes and make improvements when things may not have gone to plan. An important part of our ongoing improvement programme is a robust complaints procedure that we take very seriously. Our aim is to give you and your child the highest possible standard of care and service, which means we try to deal swiftly with any problems when they occur.

If you have a concern or complaint, in the first instance please contact the Complaints Manager at Queensway Orthodontics, 170 Queensway, TS23 2NT or email [orthopatientsupport@queensway.co.uk](mailto:orthopatientsupport@queensway.co.uk).

[Click here](#) to read a copy of our complaints procedure.

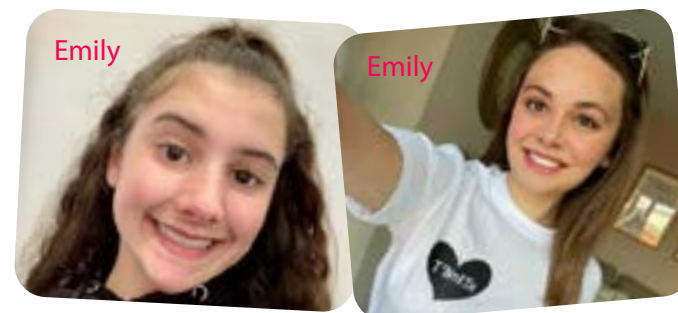
### Patient confidentiality

We take patient confidentiality extremely seriously. All personal information (including photographs) is managed in accordance with the latest regulations as set down under GDPR and the Information Commissioner's Office. Only members of staff requiring access to data in the best interests of patient care can do so, and only once they have completed data management and confidentiality training.

All patient records are stored securely at our clinic or as part of our fully compliant and secure data storage network.

No information will ever be released to a third party without your express permission. Data will be stored only as long required and in accordance with current regulations and medicolegal requirements. For further information regarding our data management policies and protocols, or if you would like further information about your right to view patient records, please contact the Caldicott Guardian or Data Protection Officer at the practice or visit our website to learn about our full GDPR policy, your rights and how we use manage your data.

If you change your home address, telephone number or email address, please let us know as soon as possible. This helps keep our records up to date.



### Care Quality Commission

We are regulated by the Care Quality Commission and adhere to all relevant National Standards including radiation, cross-infection and sterilisation policy. We are inspected regularly and our reports can be found at [www.cqc.org.uk](http://www.cqc.org.uk) or on our website.



## We have 9 locations

BILLINGHAM | BISHOP AUCKLAND | CONSETT | DARLINGTON

JESMOND | STOCKTON | SUNDERLAND | WASHINGTON | YARM

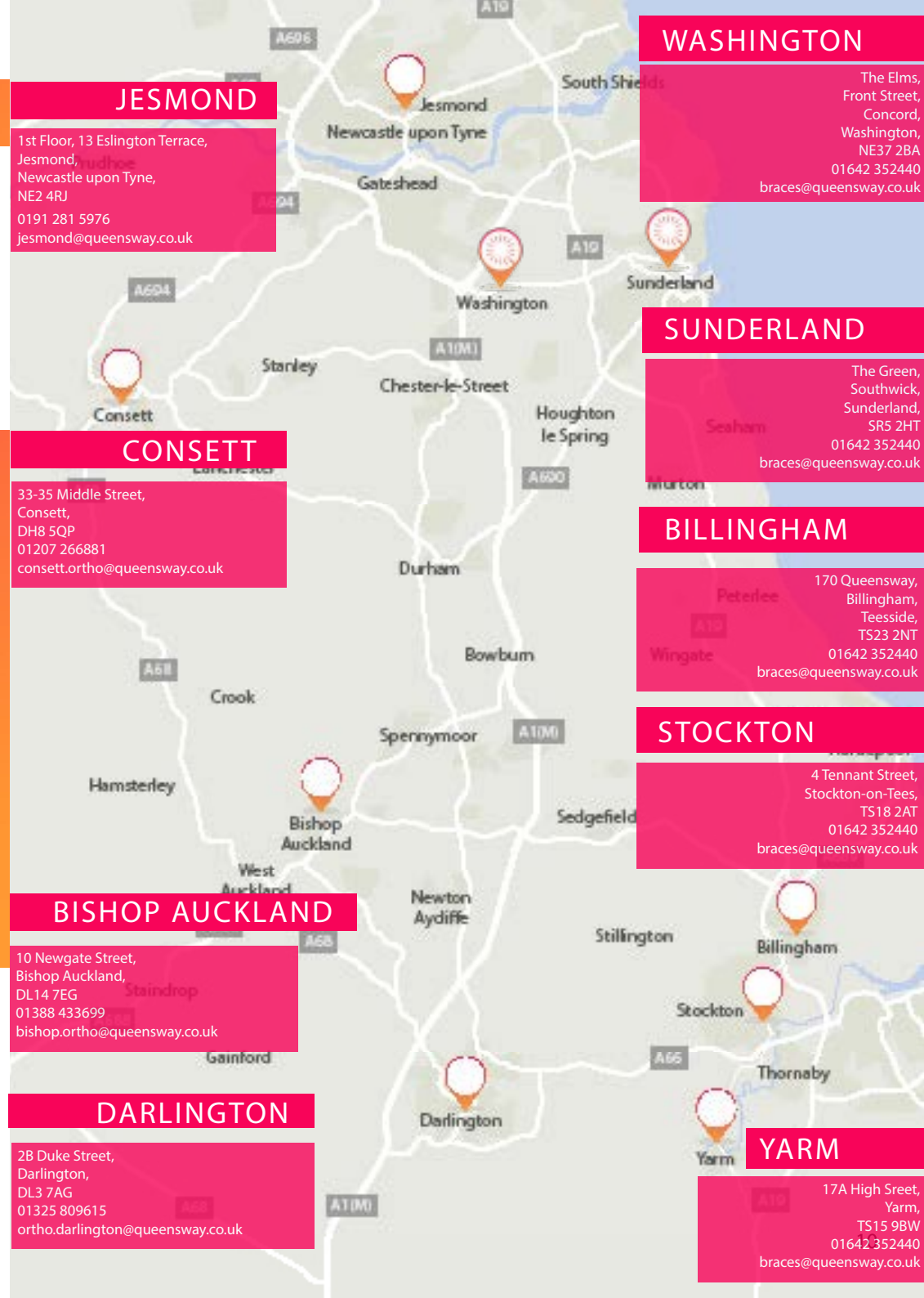
All of our sites are accessible, modern and fully digital in preparation for caring for our patients.



### ACCESSIBILITY

All Queensway Orthodontics clinics are fully DDA compliant with disabled access. Toilet facilities for the disabled are also available within the clinic. It is helpful if you can let us know in advance of any additional requirements or needs you may have so that we can make any arrangements to improve your experience with us.

Queensway Orthodontics does not discriminate on the basis of gender, religion, sexuality, disability or age and is an equal opportunities employer.



### JESMOND

1st Floor, 13 Eslington Terrace,  
Jesmond,  
Newcastle upon Tyne,  
NE2 4RJ  
0191 281 5976  
jesmond@queensway.co.uk

### WASHINGTON

The Elms,  
Front Street,  
Concord,  
Washington,  
NE37 2BA  
01642 352440  
braces@queensway.co.uk

### SUNDERLAND

The Green,  
Southwick,  
Sunderland,  
SR5 2HT  
01642 352440  
braces@queensway.co.uk

### BILLINGHAM

170 Queensway,  
Billingham,  
Teesside,  
TS23 2NT  
01642 352440  
braces@queensway.co.uk

### STOCKTON

4 Tennant Street,  
Stockton-on-Tees,  
TS18 2AT  
01642 352440  
braces@queensway.co.uk

### YARM

17A High Street,  
Yarm,  
TS15 9BW  
01642 352440  
braces@queensway.co.uk

### CONSETT

33-35 Middle Street,  
Consett,  
DH8 5QP  
01207 266881  
consett.ortho@queensway.co.uk


### BISHOP AUCKLAND

10 Newgate Street,  
Bishop Auckland,  
DL14 7EG  
01388 433699  
bishop.ortho@queensway.co.uk

### DARLINGTON

2B Duke Street,  
Darlington,  
DL3 7AG  
01325 809615  
ortho.darlington@queensway.co.uk





Eleanor - Invisalign Teen

THANK YOU FOR CHOOSING  
Queensway Orthodontics