

The logo for ASURA is rendered in a bold, black, serif typeface. The letters are closely spaced, with the 'A' and 'R' having a distinctive, slightly flared top. The overall appearance is clean and professional.

LONGEVITY DENTISTRY

CONNECTING TEETH, HEALTH AND LONG-TERM WELL BEING.

TERMS AND CONDITIONS

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Thank you for choosing to attend **ASURA – Longevity Dentistry** in Old Amersham.

ASURA represents our core values: **Advanced, Skilled, Understanding, Reassuring, and Attentive care**, with a strong emphasis on long-term oral health, function, and longevity.

This document sets out important information that we are required by law to provide to you. It has been written with a genuine intention to support and inform our patients. Many of the points included arise from previous patient experiences, as well as our legal and professional obligations.

This document is provided for **information purposes** only. As it includes details of our fees and policies, if another party will be responsible for payment, you may wish to share this information with them. Please note that regardless of third-party payment arrangements or private insurance, **you remain responsible for any fees not covered by those arrangements.**

HOW TO GET TO US



TRAVELLING BY CAR

Amersham is easily accessible via the M1, M40, or M25 and is approximately 40 minutes from Marylebone. Car parks are available in both the New Town and the Old Town.

Amersham is located at the junction of:

- A355 (Slough and Beaconsfield)
- A404 (Maidenhead, High Wycombe, Rickmansworth)
- A416 (Chesham and Berkhamsted)
- A413

TRAVELLING BY TRAIN

Direct services are available:

- Via the London Underground Metropolitan Line to Amersham
- Via Chiltern Railways from Marylebone or Aylesbury to Amersham

Amersham Station is located in the New Town. The Old Town is approximately a 20-minute walk or a 4-minute taxi journey.

From further afield, Chiltern Railways services to Beaconsfield (e.g. Banbury, Birmingham) are available, followed by a 12-minute taxi journey to Amersham.

PARKING

We have a small car park at the front of the practice; however, it is not suitable for larger vehicles such as SUVs or 4x4s. If you drive a larger vehicle, we kindly ask that you use alternative parking nearby.

The most convenient option is the car park in Old Amersham at **35 The Broadway, HP7 0HJ**, which is approximately a five-minute walk from the practice. Alternatively, parking is available at **Tesco Superstore, London Road West, Old Amersham, HP7 9JD**, as well as on-street parking along The Broadway. All of these options are within easy walking distance of the practice.



FEES

Our fees are clearly stated on our website. For more specialised or complex treatments, costs are assessed on a case-by-case basis. Full disclosure of fees will always be provided in advance, and your informed consent will be obtained prior to commencing any treatment.

We offer finance options for orthodontic treatments to help spread the cost.

CONSULTATIONS

Consultations for Longevity Dentistry with Dr Aston Parmar

For patients concerned about:

- Impacts of sleep and breathing on health and how dental treatments can reduce dental and risk
- TMJ problems
- Failing dentition
- Chewing problems
- Lack of teeth
- Implant treatments

Orthodontic Consultations for Adults with Dr Millie Morrison or Dr Steffen Decker

For Patients:

- Interested in improving the alignment of their teeth with orthodontic treatment – either with aligners, fixed buccal braces or lingual braces.

All adults will have a CBCT diagnostic scan taken. This takes the place of traditional 2D x-rays. It provides us with far more diagnostic information than the 2D x-rays and allows us to treatment plan in a way that we can ensure, we are recommending the best treatments for the longevity of your teeth. All CBCT scans are sent to a specialist radiologist for assessment to make sure all surrounding tissues are healthy.

All consultations are between 45 mins to an hour in length.

For adults, treatment planning can be complex and therefore we adopt a team approach. If after having an orthodontic consultation you are required to see Dr Parmar or Dr Suri at the practice, who deal with restorative aspect of the treatment, if further diagnostics are required a quote will be provided for these items.



General Dentistry Consultations with Dr Aston Parmar.

For Patients who are interested in:

- General Dentistry
- Restoring their failing teeth
- Replacing missing teeth.
- Improving gum health

Consultations For Porcelain Veneers with Dr Komal Suri

For patients interested in:

- Improving their smile with Porcelain veneers

Composite Bonding Appointments with Dr Izabella Romanowska

For patients interested in:

- Improving their smile with cosmetic bonding

The initial consultation will involve discussion of the concerns and a 'mockup' of the projected outcome in the mouth. This will be removed at the end of the appointment.

For patients that go ahead with treatment, £100 of the consultation fee will be redeemable against the bonding treatment for multiple teeth.

ZOOM CONSULTATIONS

We are happy to perform zoom consultations for patients that would travel a long distance or for international patients, this does not negate the need to see you in person, however it can help you determine whether you are happy to go ahead with an in-person appointment.

Please note the following important points:

- The cost of the Zoom consultation is £150
- The charge when you are seen in person will be the same as a new patient assessment.
- We are unable to take responsibility for any loss of consultation time or missed appointments resulting from poor connection quality due to the patient's location or internet service.
- Payment for the consultation is payable when the zoom call is booked, a payment link would be sent for this before the appointment is made.



FEES AND TERMS OF PAYMENT.

Our fees are clearly stated on our website, for more specialised treatments, the costs are assigned on a case-by-case basis. There will always be full disclosure of fees in advance of any treatment and your consent will be gained prior to commencing any treatment.

We offer finance options for our orthodontic treatments which helps spread the cost of the treatment.

CONSULTATION FEES

The fee for all initial New Patient consultation is £250 which is payable on booking the initial appointment, a payment link will be sent via email for this.

Please note 'new patient consultation' is defined as someone that has previously not been seen/spoken to, or presents with a new problem, or re-presents after the passage of 12 months from the last appointment for adults.

FOR ALL RESTORATIVE TREATMENT

- For single visit appointments: 50% on booking the appointment, 50% on arrival for the appointment.
- For 2 stage appointments: 50% on booking the appointment and 50% on arrival for the appointment.
- For multistage procedures. 50% of payment on booking the treatment appointment, and 50% on arrival for the appointment.
- Longevity Diagnostic Package- £2800 paid up front -on booking.
- Dental Finance is available for all treatment over the value of £1000. A minimum of 25% deposit is required and the remainder can be spread over 1 year interest free or over 3 years interest bearing. This is only valid for UK residents.

FOR ALL ORTHODONTIC TREATMENT

- 50% payment on acceptance of treatment and 50% payment on commencement of treatment.

Or

- Finance option -25% deposit and spreading of the remainder of the payment over 1 year interest free or 3 years interest bearing.



PRIVATE DENTAL INSURANCE

If you have private dental insurance, please contact your insurer to ensure that orthodontic treatment is covered.

Dental insurance differs from medical insurance in that you are responsible for paying the fees and then this would be claimed back from the insurance company. We are happy to provide any statements and proof of payment.

ADMINISTRATION FEES

Please note that an administration fee applies where we are requested to provide **separate invoices, detailed letters, or documentation for insurance companies**. An administration fee also applies for the preparation and supply of **clinical records, reports, or X-rays for medico-legal purposes**.

The fee for this service is **£75**.

This fee reflects the time required to review records, prepare documentation, and ensure that all information is accurate and compliant with professional and legal standards.

I have read and agree to the above information.



DIAGNOSTIC IMAGING

Comprehensive diagnostics, including appropriate dental X-rays, are essential when planning dental and orthodontic treatment and are therefore non-negotiable for most forms of care. While clinical examination allows us to assess what is visible, X-rays provide critical information about what cannot be seen, such as bone levels, root length and position, existing or hidden decay, infections, and the health of surrounding structures. This information is fundamental to safe, predictable treatment planning and helps us identify risks, limitations, or conditions that may influence outcomes. Proceeding without adequate diagnostics would compromise clinical standards, increase the risk of unforeseen complications, and limit our ability to provide informed consent. For this reason, diagnostic imaging is a necessary part of responsible, evidence-based dental care and underpins both patient safety and long-term treatment success.

COMMON X-RAYS

1. Orthopantomography X-ray – OPT
2. Lateral Cephalometric x-ray – Lat Ceph
3. Bite wing X-rays – used to check for decay
4. 4Periapical X-rays – used when the roots of the tooth need to be viewed
5. CBCT scan – 3D imaging used for more detailed diagnoses, implant planning and extraction planning

X-RAY DOSE

If there are concerns regarding the dose of x-rays, our CBCT and X-ray machines have an Ultra-Low Dose setting. This has been done to alleviate any concerns regarding exposure to x-rays for our patients.

The pioneering and scientifically proven protocols are based on intelligent low dose 3D imaging algorithms that decrease effective patient doses significantly without a statistical reduction in image quality – helping us to adhere to the ALADA principle (As Low As Diagnostically Acceptable). The use of the protocol and its benefits have been examined and scientifically proven in various studies.

The cost of the x-rays is **not redeemable or refundable**.

I have read and agree to the above information.



CLINICAL ADVICE

For new patients, we are unable to provide clinical advice or second opinions by email. If you have a clinical concern, please contact the practice so that we can arrange an appropriate appointment.

For existing patients, we may be able to offer limited guidance by phone or email; however, in most cases an appointment will be required to properly assess the situation and provide safe, accurate advice.

APPOINTMENTS

Opening Hours

Monday	8am- 5pm (last appointment 4.30pm)	Lunch 1pm-2pm
Tuesday	9am-6.30pm (last appointment 6pm)	Lunch 1pm-2pm
Wednesday	9am-5.30pm (last appointment 5pm)	Lunch 1pm-2pm
Thursday	8am- 5pm (Last appointment 4.30pm)	Lunch 1pm-2pm
Friday	8am- 3pm (last appointment 2.30pm)	Lunch 12pm – 12.30pm

Closed

Saturday, Sunday and Bank Holidays

The practice is closed **during lunch hours**, and telephone calls will not be answered during this time.

Christmas Closing

Due to Christmas being a family time we close the practice in between Christmas and New Year. This allows us to spend quality time with our families.

We are available to contact for emergency appointments, this information will be available on the phone message and via email at the time.



APPOINTMENT BOOKINGS

We appreciate that some patients travel significant distances to attend appointments with us; however, all appointments must take place within our published opening hours. Our opening and closing times are clearly communicated in advance, and we are unable to accommodate appointments outside these hours. Patients are responsible for making appropriate arrangements to arrive on time for their scheduled appointment. If you have specific timing requirements, we recommend booking well in advance, as availability for particular appointment times cannot be guaranteed at short notice.

CANCELLATION POLICY

We kindly ask that a minimum of **two working days' notice** is provided for the cancellation or rescheduling of all appointments. This allows us to offer the allocated time to other patients who may be waiting for care.

Cancellations made with **less than two working days' notice** will incur a charge, calculated at **£2 per minute of the scheduled appointment length**.

Cancellations made on the day of the appointment will result in forfeiture of any deposit paid.

Failure to attend an appointment without notice (no-show) will result in the full cost of the appointment being charged.

Please note that **this policy applies in all circumstances, including illness or sickness, and no exceptions can be made.**

This policy applies to all appointments, including clinical, diagnostic, and review visits. Charges are not covered by insurance and will be payable by the patient.

We appreciate your understanding and cooperation, as this policy supports the effective use of clinical time and helps us maintain a high standard of care for all patients.

Please **do not** leave a phone message if cancelling an appointment – either speak to a member of staff or send an email to info@asura-dental.co.uk and seek confirmation of cancellation instructions to avoid charges.

I have read and agree to the above information.



EMAILS

We receive a great deal of correspondence via email throughout the day which we will endeavor to reply to on the day that the email is received. Exceptions to this will be emails received towards the end of the day on Friday or emails received over the weekend.

Please note we may be unable to respond to clinical queries or complicated questions by email - you will be asked to make an appointment or zoom call to discuss such issues. There is no charge for administrative queries sent by email, and we encourage you to contact us if you any questions.

TREATMENT LETTERS AND REPORTS

Second Opinion Treatment Reports

Reports required for second opinions and legal purposes will incur a charge of £250

I have read and agree to the above information.



COMPLAINTS PROCEDURE

We strive to provide a high quality of care, delivered ethically. If, however, a situation arises in which you need to make a complaint, please either contact us on 01494 372472 or send a written complaint by email to info@theorthodonticspecialist.co.uk

You will receive a written acknowledgement of the complaint within three working days. We will then endeavor to provide a substantive response within 10 working days

of the acknowledgment. If for any reason it is not possible to give a substantive response within 10 working days, then you will be provided with an estimate of when the substantive response will be sent to you within the original 10 working days.

Zero Tolerance Policy

Our practice is committed to providing a safe working environment by minimising the risk of violent and aggressive behaviour at work. The working environment is defined as the practice premises and other premises where work is undertaken as part of a person's official duties including, travelling to and from the other premises.

The Practice takes it very seriously if a member of staff is treated in an abusive or violent way.

The Practice supports the government's 'Zero Tolerance' campaign for Health Service Staff. This states that Dentists and their staff have a right to care for others without fear of being attacked or abused. To successfully provide these services a mutual respect between all the staff and patients must be in place. All our staff aim to be polite, helpful, and sensitive to all patients' individual needs and circumstances. They would respectfully remind patients that very often staff could be confronted with a multitude of varying and sometimes difficult tasks and situations, all at the same time. The staff understand that ill patients do not always act in a reasonable manner and will take this into consideration when trying to deal with a misunderstanding or complaint.

However, aggressive behaviour, be it violent or abusive, will not be tolerated and may result in you being removed from the Practice list and, in extreme cases, the Police being contacted.

Patient Declaration

I confirm that I have read and understood the information provided above.

I am happy to proceed with booking a consultation appointment.

If I proceed with treatment, I understand and agree to the information enclosed.

Name: _____

Signed: _____

Date: / /

