



# FUTURE MASTERS OF PRIVATE DENTISTRY

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For growth-minded Associates who want to excel up the dental experience ladder and become a sought-after private Dentist.

*Become that Dentist you first envisioned... and more.*



## THE VISION...

**To build the next generation of private dentists in the UK,** and it is a journey; it will take you to become one of the very best and will take you five years minimum, if not longer. This is the first step of your journey.

*Dr Ahmad Nounu*







# ABOUT AHMAD NOUNU - HISTORY

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Founded by Doctor Ahmad Nounu, an award-winning private dentist and owner of the prestigious Black Swan Dental Spa. This programme reflects his extensive experience in dental mentorship and leadership roles, including chairing the BDA Young Dentist Western Counties branch for eight years.

Drawing on his 12-year journey in dentistry, this programme is carefully crafted to guide associates through a tailored education pathway, enabling them to acquire the right confidence and knowledge at each stage.

Designed to help associates grow amidst the complexities of dental practice, it is structured to **minimise distractions and foster optimal learning.**

The goal is to equip participants with a **solid foundation**, ensuring they emerge as popular and experienced dentists capable of maximising job satisfaction, confidence and earning potential in any private practice setting after two years of dedicated training.

Doctor Ahmad Nounu - an award-winning private dentist and founder of this programme





# INTRODUCING THE PDM PROGRAMME

Private Dental Mentor offers a proven mentored programme for those seeking to excel in private practice. The programme provides a structured pathway to help you as an associate to increase your knowledge, experience and ability.

This will enable you to rise up the dental experience ladder, produce superb quality, long-lasting, confident dentistry and **stand out amongst your peers.**

Spanning two independent years, the programme features **top industry speakers** for each topic organised in the ideal order of what you need at each step.



## ASPIRING ASSOCIATES

Many associates dream of thriving in private practice, working alongside a fantastic team and offering patients the best treatment options. We've reached this goal and let us tell you... **it wasn't easy.**

This is why we created this programme: **to allow the next generation of associates to avoid the wrong turns we had taken and learn from our wins directly.**

The PDM Programme was **carefully designed** to include essential monthly courses throughout the 12-month programme with weekly mentored sessions while working in your practices and implementing learning immediately.



# WHY ASSOCIATES THRIVE IN PRIVATE PRACTICE



## More Growth

Acquiring new and in-demand skills will certainly drive progression and be able to offer patients more treatment options.



## More Freedom

Patients receive better care with a broader range of treatment options through higher-quality equipment and materials.



## More Value

Investing in self-development can yield returns in the form of increased job satisfaction and opening new doors to opportunities.



## More Flexible

Working the hours that encourage a better work-life balance contributes to more consistency in high-quality work.



Build your skillsets to offer patients the **best treatment care options**, using the latest equipment and working with peers that will aid in your professional career prospects.

In as little as two years, you could **be the dentist you've always aspired to be** with the Private Dental Mentor Programme.

# YEAR 1 EXPLAINED

The programme will consist of a weekly study day with face-to-face sessions every four weeks at our Somerset training facilities.

On the remaining three Thursdays, you will engage in **remote learning** with monitored assignments and mentorship focussed on the month's topic.

Zoom sessions will facilitate case discussions, ensuring a **comprehensive exploration of various subjects**.

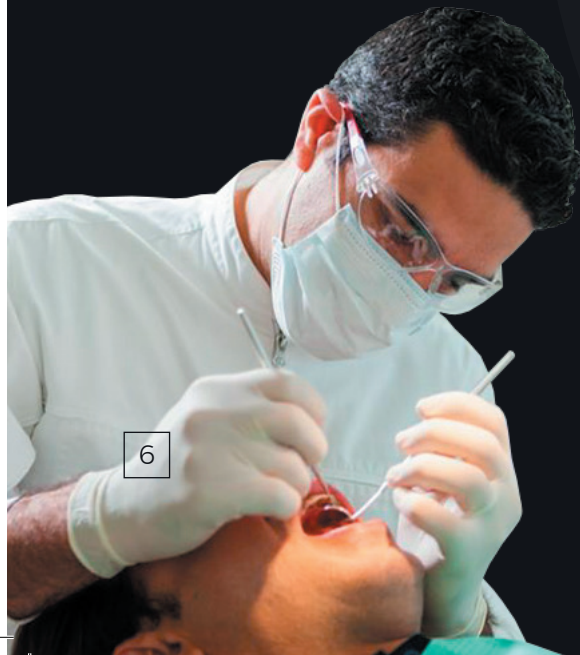
Limited to 20 associates per cohort, the small group setting enhances learning. Yearly topics, including dates and speakers for year one, are shown below.

Only a maximum of **20 delegates** will be taken each year, allowing the group cohort to make the learning in small groups as **beneficial as possible**.



## YEAR 1 OVERVIEW

- Detailed Dental Examinations
- Communication and Customer Service
- Dental Emergency Management
- Endodontic Restorability Assessment
- Periodontal Case Planning
- Photography
- Posterior Dental Morphology
- Anterior Dental Morphology
- Posterior Composites
- Anterior Composites
- Whitening
- Treatment Presenting and Case Planning



# OBLIGATIONS AS PDM TRAINEE - FINANCIALS

Participating in a mentorship within the programme involves participating in the monthly sessions. In addition, a user-friendly app-based calendar system will be implemented, serving as an integral part of the programme.

This system will efficiently assign weekly tasks and homework crucial for your continuous progress within the programme.



## FOUNDATION DENTISTS

- Weekly mentored online sessions
- Monthly face-to-face sessions
- All course materials included
- Free DSLR camera & accessories

**£600 PER MONTH**

For Associates that have recently completed their FD or DCT year

## ASSOCIATE DENTISTS

- Weekly mentored online sessions
- Monthly face-to-face sessions
- All course materials included
- Free DSLR camera & accessories

**£700 PER MONTH**

For associates that want to fully progress into private dentistry.

# THE SPEAKERS

## DR AHMAD NOUNU

**Programme Director, Traditional & Cosmetic Dentist**

*BDS (Bristol), MJDF RCS (Eng)*

Dr Ahmad Nounu BDS, MGDRCs is the practice principal and clinical director of Black Swan Dental Spa. He graduated with a degree in dentistry from Bristol Dental Hospital in 2008 and has taken giant steps to enhance his skills and cement himself as one of the leading cosmetic dentists in the southwest. He is committed to providing the highest standard of care in the gentlest way possible. His interests in dentistry include whitening, implants, orthodontics and cosmetic dentistry. Dr Nounu continuously enhances his skills through global education, contributing articles to dental publications and the national press. His impactful presence extends to lectures and committees, exemplifying leadership in the British Academy of Cosmetic Dentistry and the Young Dentist Group of the South Western Branch of the British Dental Association, where he presently serves as chairman.



## DR GURVINDER BHIRTH

**Composite Master**

*BDS (Liverpool) MCLinDent Fixed and removable prosthodontics (KCL)*

Special interests are in the prosthodontic aspect of implantology from a single tooth to full arch restorations, the restorative management and rehabilitation of tooth wear and minimal intervention cosmetic bonding.



## DR AMMAR AL-HOURANI

**Endodontic Master, Consultant Endodontist**

*BDS (Glas) DDSc (Endo) MFDS RCS, Ed MEdno RCS (Edin) - Clinical Lecturer Peninsula Dental School*

Ammar Al Hourani qualified from Glasgow Dental School in 2009 and became interested in Endodontics early on in his career. After several years as a Senior House Officer and General Dental Practitioner, his interest led him to embark on a three-year full-time postgraduate DDSc endodontic training programme at Liverpool Dental School in which he achieved his Membership in Endodontics specialism examination by the Royal College of Surgeons in Edinburgh (MEndo RCS Edin) and his Doctorate in Endodontology (DDSc). Ammar is currently an Honorary Consultant and Clinical Lecturer at Peninsula Dental School, Plymouth, supervising undergraduate endodontic teaching and teaching the postgraduates on the Endodontic MSc programme at Peninsula.



## JANOS MAKO

**Morphology Master**

World Renowned Dental Technician Master focusing on prosthetic basic skills, patterning and tooth anatomy, morphology and function. Key Opinion Leader for GC Company





## DR IAN DUNN

### Periodontal Specialist

*BchD MFGDP(UK) MSc (Perio)*

Ian qualified from Leeds in 1998 and went into general practice in the North West. In 2001, he was awarded the Faculty of General Dental Practice membership. In 2002, he joined the teaching staff at Liverpool Dental Hospital in the Periodontology Department, where he became the Undergraduate Teaching Lead in Periodontics and a Senior Clinical Teacher in Periodontics, a role he held for five years until leaving that position in 2018. In 2010, he completed his MSc in Periodontology, and in 2013, he was admitted to the GDC Specialist List in Periodontics. In 2023, Ian was invited to become a College of General Dentistry Fellow. Ian teaches for the Faculty of Dental Surgery at the Royal College of Surgeons and runs their short course in Periodontics.



## LAURA HORTON

### Communication Master

Laura has over 18 years of experience in practice management and 18 years of experience working as a Treatment Coordinator. In 2008, Laura left her full-time practice management role and founded Horton Consulting, which works with dentists and their teams, providing business coaching and training support. Laura is well-known for implementing the treatment coordinator role into practices across the European continent, supporting clinics in their quest to achieve their dream practice.



## DR NADEEM YOUNIS

### Rubber Dam Master, President of British Academy of Aesthetic Dentistry, Founder of Northwest Dental Academy

*BDS (Sheffield) DGDGP (UK) DPDS (Bristol) MSc (Bristol)*

Orthodontics- Over 23 years of experience treating adults and children with removable and fixed appliances. Member of the British Orthodontic Society. Extensive experience in smile makeovers, particularly in minimally invasive techniques, which are less destructive to teeth, giving better and more predictable long-term results. Bespoke service provided for complex treatments in liaison with a skilled ceramist. An active member of the British Academy of Aesthetic Dentistry and runs hands-on courses on aesthetic dentistry. Member of the British Dental Association and the Faculty of General Dental Practitioners, Royal College of Surgeons England.



## DR STEVE CONTEH

### Photography Master

*BDS (KCL) MSc Dental Implantology (Bristol)*

Special Interest in Cosmetic / Aesthetic & Implant Dentistry Steve has a special interest in Aesthetic Restorative and Implant Dentistry within which he is continually travelling and learning to advance his skills. He also has a passion for dental photography and has taught many courses on this over the years.



# FREQUENTLY ASKED QUESTIONS



## Is this programme like a private foundational year?

The programme has been designed to be an **extension of Foundation training** for private practice to allow you to transition and take the next step as smoothly as possible. **No courses out there exist like this** with as strong a line-up of speakers and mentors - **this is a true UK first**.

## Is private practice really that different to NHS?

Unfortunately, there is a **steep learning curve** from NHS to private practice purely down to the patient's expectations changing the moment they have to part with their hard-earned cash, and everything needs to be upgraded. This includes communication skills, body language, confidence, diagnostic skills, treatment and practical skills and follow-ups, as well as complaint management.

## Can't I go and do the courses myself?

**You certainly can try.** Many of our successful associates have found the PDM programme to be very comprehensive with all the correct order of world-class speakers being brought in specifically for you to be taught in a small group session as well as weekly mentoring on each month's topic and cases.

## Why should I trust your course structure?

We have been there and done it - and if we were to start our careers again, **this is the exact order that we would've done our journey**. Leave the experimenting to us and enjoy the benefits of our dental life experience as course junkies.

## Would I be able to spread the cost?

We have **further finance facilities available** beyond the 12-month interest-free period if needed, so please do enquire and we can certainly consider it.

**FREE DSLR  
CAMERA  
WORTH  
£1500  
INCLUDED!**



All Associates that sign up will receive a Digital SLR camera, accessories and full setup at the photography segment of the course for in-practice use.



# TESTIMONIALS

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We are delighted to have received positive feedback from many of our delegates. Here are just some of their comments.

“It’s been a really **fantastic day**. I’ve really enjoyed all the detail, all the hands-on experience and one-to-one feedback.”

“I love the way that things were explained. I think it was all very clear, comprehensive and step-by-step. **It just makes things make sense.**”

“The clinical teacher has been absolutely fantastic. They really break things down and **make it easy for you to understand** and follow.”

“**The tutor is awesome.** He takes everything at a reasonable pace and is happy to slow down and speed up based on our pace. He makes sure we understand each stage before he moves on. It’s been a great experience.”

“**It was like no other course I’ve been to before.** It’s a completely new way of building up posterior teeth and making them anatomical, functional and correct.”



**Mentorship is crucial in bridging the gap between theory and practical application.** The mentor sessions provide a supportive environment for continuous learning, helping participants apply their newfound knowledge effectively in their practices.

*Dr Ahmad Nounu*



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