

# Anthea fills a gap

Floreat woman sees an opening in the dental industry and puts her plans into practice through her new business venture

by simone considine  
picture sean middleton

WHILE working as Braun Oral B State manager, Floreat business-woman Anthea Clarke was frequently asked to refer people for jobs in the dental industry.

Seeing the demand for trained dental hygienists, therapists and other dental staff, she recently set up her own recruitment and oral hygiene consultancy business in Subiaco, called ContactPoint Dental.

Ms Clarke said ContactPoint Dental simplified practice management for dentists by sourcing skilled people to deliver preventative oral hygiene services and to provide important patient education.

“Our database of trained dental hygienists and therapists enables us to provide people who have up-to-the-minute knowledge in dental

technology and the training to assess periodontal tissue, provide hygiene services and teach patients how to extend their dental health through brushing, flossing and a healthy diet,” Ms Clarke said.

She said the benefits of offering a dental hygienist or therapist as part of the dental team were now widely recognised by both the industry and the community and this had created a high demand for specialist dental staff.

A recent review of oral hygiene trends in London had revealed hygienist services not only promoted good oral health, but also enabled dentists to guard against unwanted litigation.

Ms Clarke said the response to ContactPoint Dental’s recruitment services and its education and consultancy program had attracted national interest from many dentists seeking to introduce, monitor, maintain or extend their oral health services.



Anthea Clarke, oral hygiene consultant, in centre, with Michelle Monteleone, dental hygienist, and Dr Hooman Golestani.