



News release: 25 September 2012

New website marks 10 years for Harley Street Centre for Endodontics

Today (25 September 2012), The Harley Street Centre for Endodontics launches its new website – www.roottreatmentuk.com. The new look coincides with the eve of the 10th Anniversary of the Centre in October.

Designed and developed by Advertising Image, the site has been written as an introduction to the world-class endodontic treatment offered by Dr Julian Webber and Dr Trevor Lamb and to appeal to both dentists and patients.

New features on the website are a dedicated area for dentists which includes an online referral form and a log-in portal from where referring dentists can track the progress of their patients' treatment. For new patients there's a 'are you in pain' area which aims to re-assure and answers questions that are often asked about treatment and emergency care.

From several pages of the new site you can link to the website of the Saving Teeth Awareness Campaign. This was spearheaded by Drs Webber and Lamb early in 2011 and provides clear explanations of the importance of saving teeth through endodontics as well as support from patients and professionals.

Julian Webber, founder of the Harley Street Centre for Endodontics, says:

“We wanted our new website to engage, inform and enthuse. We’re proud of our work and believe we offer some of the best treatment available. The numerous testimonials of support on the website speak for themselves. We hope the new site will be a welcome reference point for both dentists and patients by giving a

clear insight into endodontic treatment, the care we offer and the people involved.”

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