

HOW I DID IT

DRMR superclinic

Dr Manrina Rhode - Dentist of the Year 2022 - tells us about the journey in setting up her new DRMR Superclinic in Knightsbridge

I started my career in dentistry 20 years ago after graduating from Guys Hospital. I've always been based around Knightsbridge since the early days of my career when I became the first dentist for Harrods and Harvey Nichols. Following this, I worked as an associate dentist at Lund Osler and The London Smile Clinic.

I always dreamed of setting up my own practice but friends often warned me it would be too much hard work and not worth the hassle. Something suddenly changed two years ago when my father sadly passed away. Life suddenly seemed all too short and I felt driven to seize the moment and turn my dream into reality. I reasoned if I could get through losing my dad then I could get through anything. It was the catalyst I needed to start setting up my own practice.



THE PRACTICE

I knew from the start that I wanted to locate my clinic in Knightsbridge, so it was just a matter of waiting for the right property to come up. Client privacy was a key factor when selecting the location. The clinics at Harrods and Harvey Nichols both have private exits to maintain patient privacy and I wanted the DRMR clinic to offer

its clients a similar level of discretion.

Having several international clients, from as far afield as New York and Saudi Arabia, means a central London location was paramount for us and one of the added bonuses of our location is the fact it can be easily accessed from Heathrow.

Another key element for me was natural

light. I spent 20 years working in surgeries without windows, so one of my highest priorities was finding a property with lots of windows! The one I finally settled on is in a Victorian building with beautiful high ceilings, which help create the open and airy feeling I was striving for.

State-of-the-art technology enables the clinic to also be used as a training academy

60
SECOND
TOUR

THE PRACTICE

DRMR

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THE ETHOS

The ethos behind the DRMR brand and our flagship clinic is to offer much more than just dentistry – we provide our clients with a full body transformation service. We embrace an all-round approach to aesthetic, mental and physical wellbeing. Our DRMR 'Superclinic' is where clients can find all these services under one roof.

Our comprehensive range of treatments includes general and cosmetic dentistry, aesthetic treatments, dietary advice, skincare, body transformation coaching and much more.

We strive to help you 'be your best you'.

THE TEAM

PRINCIPAL AND AESTHETIC DENTAL SURGEON

Dr Manrina Rhode

TREATMENT COORDINATOR

Sarah

DIETITIAN

Rachel

MANRINA'S ASSISTANT

Lia

FACIAL AESTHETICIAN

Gosia

DENTAL NURSE

Haki

HYGIENIST

Zara

BODY TRANSFORMATIONS

Chris

IMPLANTS

Naveed