



© EMS

A visit to Dr. Hugo Madeira's (5th from left) GBT clinic is a unique experience. Before its opening, the entire team was trained by the Swiss Dental Academy (SDA) at the EMS headquarters in Nyon, Switzerland, among others by Celso Da Costa (5th from right).

First GBT CLINIC opens in Portugal

Contributed by Christin Hiller

[PRACTICE PROFILE] Dr. Hugo Madeira heralded a new era of oral health in Lisbon in January with the opening of the “GBT Clinic by Hugo Madeira”. Guided Biofilm Therapy is not a mere accessory here, but a key player, and sheds a completely new light on prevention in dentistry.

Oral health as an expression of a healthy lifestyle

In addition to its 18 conventional treatment rooms, the Hugo Madeira Clinic in the center of Lisbon has opened a new facility with a total of six state-of-the-art pink GBT lounges, exclusively for Guided Biofilm Therapy treatments for primary, secondary and tertiary prevention. GBT is a concept that is not only limited to professional mechanical plaque removal, but also includes education and guidance on oral hygiene. Here, high-tech prophylactic devices are used in a brightly designed environment that is almost reminiscent of an art gallery and conveys the message that top performance, far removed from conventional treatment methods, can be expected here.

Investing in team competence

Positive patient experiences and the long-term preservation of oral health are at the center of the clinic's concept. This combines personalized education as well as instructions for use at home for professional mechanical plaque removal and focuses on the evidence-based systematic GBT protocol. For this purpose, the entire clinical team received training from the Swiss Dental Academy (SDA). The team learned the technology and embraced a new oral health philosophy. Training at the Swiss EMS location also ensured that every detail of the GBT protocol could be implemented correctly.



© EMS

Every detail at the "GBT Clinic by Hugo Madeira" has been designed to make patients feel at home – from the art gallery-like waiting room and pink chairs in the GBT lounge to the clinic's clean, modern aesthetics.

Patients appreciate prevention and are happy to come back

Since opening, Madeira has had a full schedule in his well-organized GBT recall practice. His many health-conscious patients leave the clinic with a positive experience free of anxiety and pain together with a healthier smile. Oral health is not a necessary evil here, but a way of life that patients actively seek. These positive vibes and the continuous confirmation that he is pursuing exactly the right practice concept have already inspired the founder to take on new projects: one future project is the opening of another "GBT Clinic" in Cascais.



© EMS

EMS Electro Medical Systems GmbH
Information on the company



More information about the GBT Clinic by Hugo Madeira at: www.clinicahugomadeira.com

ADVERTISEMENT