



Bringing boutique opulence to dentistry

By Carol Hayes

Tom
Linehan
and
Edmond
O'Flaherty

Company:

Seapoint Clinic

Position: owners

Location:

Blackrock,
Co Dublin

Having first crossed paths in 1995, it was another ten years before dentists Tom Linehan and Edmond O'Flaherty joined forces to establish their boutique-style dental practice: **Seapoint Clinic** in Blackrock, Co Dublin.

The clinic, on three floors, offers a wide range of cosmetic treatments, including Botox, as well as the traditional dentistry services.

"We knew that most people don't like visiting the dentist, so we wanted to create a practice that encompassed a whole relaxation experience – hence the concept of a boutique hotel-type environment," said Linehan.

"Each surgery offers the choice of TV or DVDs while undergoing treatment and, for those patients who are nervous, we offer a range of sedation to help them feel more at ease."

Linehan and O'Flaherty grew up in Dublin – in Sutton and Blackrock, respectively – and first met in sixth year at the Institute of Education on Leeson Street in Dublin in 1995.

They ended up studying dentistry together in Trinity College Dublin and, on graduating in 2001, Linehan and O'Flaherty moved to Britain for 18 months separately. O'Flaherty worked in London and Linehan was based in Essex. When they returned to Ireland, Linehan moved to Limerick where he worked in his brother's practice and

O'Flaherty worked part time in the Dental Hospital in Dublin, supervising students, and in practice in Dublin city.

"It was while we were undergoing a year-long, part-time implant course in 2005 that the idea of setting up practice together first came about. We realised that our ideas on the future of dentistry and practice were very similar, and Tom was thinking about a return to Dublin," said O'Flaherty. "A few months later, we met to draw up plans for the ideal new

clinic."

In 2006, after much research and fundraising, they purchased the clinic, which had previously been used as an advertising agency.

"Even though the building had a lot of potential, we had our work cut out for us," said Linehan. "There was a lot of fitting-out required to make it suitable for dentistry, and it took nine months to obtain planning permission for the change of use."

Since the official opening in 2007, the clinic has added extra dentists, and has increased its number of patients by 30 per cent this year.

The duo have also applied for permission to expand and add an extra storey at the back.



Tom Linehan and Edmond O'Flaherty

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