"... the beginning of leading network of dental clinics in the UAE..."

Interview with Mr Álvaro Martínez-Arroyo López, Asisa Internacional Salud General Manager and General Manager and Director of True Smile Works Dental Network LLC

By Kinga Mollov, DTMEA

True Smile Works Dental Network clinic offers the expertise of international, modern and dynamic dental services to the UAE residents while concentrating on providing quality, integrity and world-class standards across dental care in the region.

Could you please explain the vision behind True Works Dental Network Clinics?

True Smile Works is a joint venture between Faisal Holding and the Asisa Group, one of Europe’s largest medical corporations. True Smile Works Dental Network was launched to provide the expertise of an international dental services company to the UAE residents while concentrating on quality, integrity and world-class standards. Our mission is to develop long-term relationships with our patients and to ensure distinguished services through personalized, honest, ethical and informed care.

The objective of our team of qualified dentists is to take care of our patients’ oral health and provide specialty services.

Which specialized treatments are provided by the clinic?

We are specialized in the following:

• General Dentistry
• Cosmetic Dentistry – Veneers, smile makeovers, Teeth Whitening
• Prosthodontics – Dental Crowns & Bridges
• Endodontics (Root canals treatment)
• Children Dentistry, Orthodontics (Braces)
• Periodontics – gum disease treatments, Dental Hygiene/cleaning,
• Laser Dentistry
• Oral Surgery – Dental Implants, wisdom tooth extractions
• Sedation Dentistry

True Works Dental Clinics are the first international dental network which sets its presence in UAE. Could you elaborate more?

As you may know, ASISA Group is one of the leading Spanish private health care establishments, international expansion of the company led by ASISA Dental units and ASISA International allows us to develop projects in new countries and offer high quality service and treatment.

We distinguish UAE as a strategic business location for the regional growth, and an essential market where we recognized the opportunities to develop and establish our presence.

We have embarked on a joint venture with Faisal Holding and established TRUE SMILE WORKS Dental Network. A network of dental clinics in the UAE that will provide the expertise of an international dental services to the UAE residents following the successful model of Asisa Dental, the international dental network of Asisa Group. With more than 40 clinics in 15 countries and over 20 years of patient satisfaction, we are the network of more than 40 class professionals working in clinics equipped with the latest technology and using the most advanced medical techniques. We focus on the patient and the constant pursuit of excellence whilst concentrating on customer’s satisfaction and well-being.

Additionally, our customers have a big advantage being part of our clinic; we are not only the dental clinic, we are the network of more than 40 clinics, which means our patients can have access to international professionals available in Spain, Italy, Portugal and Brazil.

How many clinics do you plan to open up across UAE and how many in Dubai?

Our first Dental Clinic at Marsa Plaza, Dubai Festival City, is the beginning of the leading network of dental clinics in the UAE that we hope to become in a few years’ time.

In a span of four years, we are planning to open up to 11 clinics throughout the UAE.