

# A day in the life: Dr Linda Greenwall

Julie Ferry begins a series of features which gain an insight into the day-to-day lives of dental personalities. Linda Greenwall runs a multi-disciplinary private practice in Hampstead, north west London. She juggles her editorship of *Aesthetic Dentistry Today* and her position as chair of the British Dental Bleaching Society with a busy family life



Some might say that Linda Greenwall has more than earned the title of super-woman – and taking a look at a typical day in her life, not many people would be inclined to disagree. The mother of four, practice owner, author, lecturer, editor, and chair of the British Dental Bleaching Society has

more than enough on her plate to keep her occupied, yet she is adamant that she enjoys every minute. She admits that life is a little 'hectic' but talking to her you get the feeling that she wouldn't have it any other way.

'A typical day starts with me waking up at 7am when my husband brings me a cup of tea,' she says. 'I then wake up my third son, who I have to take to the bus stop for school, and make sure the other children are awake and getting ready before I leave the house for work.'

## Demanding

Linda has four sons; Andrew, 17, Joseph, 15, Edward, 11, and Rayno, 6, who are all at different stages in their education but who are all equally demanding of Linda's time. She has a nanny, Suzy, who is on hand to help out and who was Linda's husband's nanny many years

ago, so is just like another member of the family.

'I get to work at 8am and have a meeting with my staff for half an hour where we go through what's going to be happening that day with each patient and discuss any other projects that we are doing,' she continues.

'I start seeing patients at 8.30am and continue through until 1pm when I break for lunch. I then have a meeting with my administrative staff and receptionist to go through any problems we've had during the morning. After that I try to catch up with all my emails.'

Linda explains that she works with patients right through until 5.30pm, then she finishes more paperwork before leaving to go home, where she starts to supervise four lots of homework.

'My oldest son is doing his A-Levels and applying to university so there's a lot of work to do with him,' she

says. 'Joseph is doing his GCSEs, Edward has just started secondary school so there's a lot of pressure on him too, and Rayno is in Year One so he has to read every night.'

Linda admits that it is difficult to juggle all of the competing elements of her life but maintains that the 'children come first' and even though weekdays are often busy, weekends represent family time.

## Textbook

Over the last few years as well as running a successful practice in Hampstead, north west London, Linda has completed a Masters and written a highly acclaimed textbook on tooth whitening. Because of this success, she has become a much sought-after speaker and lectures around the world. 2009 is already proving to be busy with speaking engagements lined up in America, South

Africa, Spain and Croatia.

And, of course, there is the work that comes with her position as chair of the recently formed British Dental Bleaching Society and editorship of *Aesthetic Dentistry Today* – the to-do list goes on and on.

However, despite the demands, Linda is happy. 'I love the variety in my life. I am very passionate about dentistry and I want to give something back, whether that is through teaching or through the society. My

favourite part of my career is having contact with colleagues.

'A lot of dentists email me or phone me during the day and ask me questions and when my head hits the pillow at around 11.30pm I am content because I've really enjoyed engaging with them.'

• You can read the second part of Linda Greenwall and Philip Newsome's clinical article, titled *Alternatives to indirect ceramic veneers*, on page 30 of this issue. ■



Linda Greenwall is speaking at her seminar *The world of whitening* on Friday 24 April 2009 in London, followed the next day by an optional bleaching hands-on session. For full details and to book, call Independent Seminars on 0800 371652 or visit [www.independentseminars.com](http://www.independentseminars.com).