

Gladiator goes to the dentist



Gladiator is a favourite choice among patients

Dentist James Goolnik has come up with a novel way of helping his patients relax - showing them the movie of their choice while under the drill.

Mr Goolnik, who runs the Bow Lane Dental Group in the City of London, offers patients the chance to enjoy Hollywood blockbusters through DVD glasses.

They can pick from a range of 20 popular titles, including *Gladiator*, *Titanic* and *Erin Brockovich*, to make their time in the chair more pleasurable.

Mr Goolnik, 32, believes he is the only dentist in the UK to use the DVD glasses. He says his idea has gone down well with patients after just one week.

“It helps calm people down, stops them fidgeting and gives them something to look at

James Goolnik

“Most of them take up the offer and say they have never enjoyed coming to the dentist as much,” he told BBC News Online.

The glasses were originally designed for use with a Sony Playstation to free up the TV.

Mr Goolnik - a self-confessed gadget fan - designed the system to connect the glasses to a DVD player with wires running through the chair and under the floorboards.

He says there are great benefits to showing

patients movies.

“It helps to calm people down, stops them fidgeting and gives them something to look at,” he explained.

Car chases

The most popular movies from Mr Goolnik's collection are *Gladiator*, *A Bug's Life* and the BBC's TV series *Walking with Dinosaurs*.

Mr Goolnik says the series is particularly suitable because one episode will fit into a consultation.

Movies, however, have to be stopped before the end. So, Mr Goolnik sometimes has to let patients take the DVD home.

The only other disadvantage is that some patients get a little carried away when watching high-action films.



Walking With Dinosaurs fits into several visits

“With car chases people start moving their heads around as cars go around corners.

“And fight scenes sometimes make patients suddenly jolt.”

Mr Goolnik came up with his idea after having had his own share of visits to the dentist.

“I thought there had to be a way to make the experience better,” he explained.

“I hit on the idea of the DVD after I saw some people wearing personal stereos to block out the sound of the drill.”

He says he intends to increase his choice of films. But he has drawn a line under some patients' requests for horror and blue movies.