

Now the dentist can be as much fun as going to the cinema

By Valentine Low

IMAGINE the scene. You have decided to spend the afternoon at the movies. You choose a film, get comfortable — then some chap comes along and whips out your wisdom teeth, repairs a loose filling or sorts out that troublesome molar.

This is the new face of dentistry, courtesy of James Goolnik, 32, who has opened a practice in the City. Mr Goolnik has addressed the problem facing all dentists — how do you get people to *want* to have work done on their teeth?

The answer is to show a Hollywood blockbuster movie to the patient while scraping and drilling is in progress.

Using a DVD player and a pair of DVD glasses — a smaller version of a virtual reality headpiece — patients at Bow Lane Dental Group can watch movies such as *Gladiator* and *Titanic* while Mr Goolnik checks out their cavities.

"We are the first dentist in the country to have DVD glasses," Mr Goolnik said. "You can relax and watch a movie and chill out. It helps time go by, especially if you are having a procedure like whitening of the teeth, which takes about an hour and is a bit boring.

"If you are having a crown drilled



Pulling power: films such as *Gladiator* on DVD take patients' minds off dental surgery

there can be up to a quarter of an hour of drilling. It's nice if you can listen to the film music and you don't have to hear the noise. If you want you can turn up the volume and ignore the whining of the drill."

Mr Goolnik got the idea following his own experiences as a patient. "You don't know what to look at. Anything more than a quarter of an hour and it gets boring staring at the ceiling," he said.

Among the popular movies are *A Bug's Life*, *Titanic* and *Gladiator* — but some films are too popular. "One guy wanted to finish *Bad Boys* and we had to let him take it home for the weekend and bring it back on Monday," Mr Goolnik said.

Unlikely to find an audience is

Mr Goolnik's favourite movie, an obscure thriller called *The Dentist*, about a dentist who goes mad and kills his patients.

There are other problems: car chases cause people to move their heads about, violence causes people to recoil in shock and children forget to keep their mouths open.

But just think, there could one day be dental multiplexes with Bridget Jones's Diary and fillings in Screen One, *The Wedding Planner* and teeth capped in Screen Two, and, for that serious bit of dental surgery requiring general anaesthetic, a really worthy Chinese epic with subtitles in Screen Three.