



Norfolk and Suffolk Health and Care Awards 2026

Inspirational Leader Award

Dr Jeffrey Sherer

The Dental Design Studio

Dr Sherer is an inspirational leader whose vision and innovation have transformed access to NHS dental care across Suffolk and Norfolk. As Director of multiple practices, he has fostered a collaborative, multi-disciplinary approach, bringing together dentists, hygienists, therapists and dental nurses to deliver high-quality, patient-centred care. Central to his leadership is a strong commitment to workforce development, supporting dental nurses to gain qualifications, mentoring overseas clinicians to practise in the NHS, and nurturing apprentices into skilled professionals.

He promotes an open and inclusive culture through regular team meetings, peer review and a clear duty of candour policy, ensuring transparency, continuous learning and improved patient outcomes. Staff wellbeing is prioritised through initiatives such as a 24/7 counselling service, creating a supportive environment where employees feel valued and empowered.

Dr Sherer has driven significant service innovation, including extended opening hours, same-day emergency appointments and collaboration with NHS 111 to reduce unnecessary A&E attendance. Investment in digital technology has improved efficiency, reduced environmental impact and enhanced patient experience. His practices have also been recognised nationally for sustainability and innovation.

His impact is substantial, with practices now serving over 200,000 patients annually and improving access in rural "dental deserts." He successfully revitalised a struggling practice in North Walsham into a thriving service supporting over 10,000 patients yearly. Beyond clinical care, he actively advocates for the profession, influencing policy and future service development.

Through forward-thinking leadership, commitment to equity and focus on excellence, Dr Sherer has strengthened dental services and improved health outcomes across the region.