Editorial comment

The price of success

If at first you don’t succeed, try, try and try again. These fitting words were as good as written for Dr Eddie Crouch, who never once thought about throwing in the towel. Some of us are born to fight, while others - well they just don’t have it in them. But what a way to end 2008 - not just for Dr Eddie Crouch, but also for the profession. Furious right from the start on the way the ‘un-tried and untested’ contract was thrown at the profession, Dr Crouch was having none of it. Challenge - designed to ‘champion the cause of individual General Dental Practitioners (GDPs) who feel unable to fight the might of the Primary Care Trust (PCT) or the Department of Health’ was quickly set up. It attracted many followers but clearly this was not enough. The new clause allowing Primary Care Trusts to terminate the contract with GDPs without cause or notice was, according to Dr Crouch and most of you out there, not just an insult but an absolute joke. Only a man with steely determination could fight this one out in court and it had to be Dr Crouch. But not only did he have to fight this largely unsup- ported (think David and Goliath First Samuel 17), it drained him emotionally and financially, the latter costing him thousands and thousands of pounds. And he won. But then the news that the DH was going to appeal the case or notice was, according to Peter Ward, ‘a seminar spread over 2 days, 6 months apart. After day 1 you will be fully qualified to use the Invisalign® system. Day 2 is an advanced educational day that we highly recommend you attend to help with your continued Invisalign® system learning.’

Nevertheless, at least the BDA turned up in the end. Dr Crouch says it shows ‘the huge learning curve the profession is on with dealing with these issues’, and that the BDA for ‘various reasons’ chose never to pay any of the legal bills. Dental Tribune thinks he is being kind. In short the BDA paid him a big fat zero - what a generous, supportive Association we have. So as usual in situations like this, it is our true friends who have come up trumps. Dentists and orthodontists have dug pretty deep – and paid for almost half the costs.

All in all Dr Crouch’s act of bravery shows not just courage but also a side of utter selflessness. For he did this not just for himself but for the whole profession, and it will never be forgotten.

* * *

‘In short the BDA paid him a big fat zero – what a generous, supportive Association we have’

Invisalign® - Clearly exceeding your patients’ expectations.

Many patients who could benefit from orthodontic treatment do not consider it due to the potential discomfort and disruption to daily life. Invisalign® addresses these real patient concerns. Clear, removable and comfortable, Invisalign® allows patients to get on with their normal daily life without worrying about how they look or what they eat. That’s why leading Invisalign® practitioners state that the majority of their patients come from patient to patient referrals.

Delight your patients today, become Invisalign® certified, and visit www.aligneu-gdp.com

Get Certified. Register today!

The 2009/10 Invisalign® Certification has been designed with high quality clinical education & training in mind. It now consists of a seminar spread over 2 days, 8 months apart. After day 1 you will be fully qualified to use the Invisalign® system. Day 2 is an optional advanced educational day that we highly recommend you attend to help with your continued Invisalign® system learning.

Join the 52,100 practitioners who have already discovered the benefits of Invisalign® and find out why more than 838,000 patients worldwide have chosen Invisalign® as their treatment option of choice.

Attend an upcoming Invisalign® Certification Workshop:

20th February, Central London  6th March, Manchester  27th March, Central London
3rd April, Birmingham  8th May, Central London  12th June, Central London

For more information or to register online visit www.aligneu-gdp.com or call 01908 56 95 55

© 2009 Align Technology (BV). All Rights Reserved. Invisalign® and ClinCheck® are trademarks or registered trademarks of Align Technology, Inc. in the United States and other countries.