Ten reasons to be at Clinical Innovations

*Dental Tribune* looks at some of the reasons why this year’s CIC should be in your diary.

1. **Get 14 hours worth of verifiable CPD at one event.**
   The leading conference in the country for innovations in dentistry.

2. **Get your Core Subject Medical Emergencies certificate with Joe Omar,** who will take you through a session of BLS (basic life support) on Resus-Ann dummies and also a demonstration of the correct use of an AED (automated external defibrillator).

   Medical Emergencies has the reputation of being a rather dry and theoretical subject. Not so when presented by Dr Joe Omar. Dr Omar is a Clinical Lecturer at the Eastman Dental Institute and runs a private practice in Dental Anaesthesia and Sedation in Central London with more than 200 referring dentists.

   In his lively and amusing presentation Dr Omar will explain what constitutes an emergency and engage with delegates about the time-critical ways to tackle them. After establishing what problems may arise in the surgery, delegates will be shown the vital equipment needed by every dental practice, which falls into one of five key categories: oxygen, resuscitation, drug box, portable suction and defibrillation. Dr Omar will then round up by describing the key conditions likely to be encountered in the dental practice including breathing difficulties and choking and the best ways to treat them.

3. **Have a chance to speak to the cream of dental manufacturing and service at the trade exhibition.**
   Representatives from each of the companies will be on hand to guide you through the latest innovations designed to make life easier in practice.

**Exhibitors include:**

- The Dental Directory
- KaVo
- Enlighten
- Maurice Nutting
- Practice Works
- P&G Oral Health
- Ospary
- Wy10
- Costech
- Sybron Implant Solutions
- NSK
- Dental Protection Ltd
- Qslant

4. **Learn how to manage endodontic failure with Dr Julian Webber.**
   Endodontic success rates vary considerably around the world from 50-90 per cent, which implies that many endodontic treatments are failing. The management of endodontic failure is one of the biggest challenges practitioners will face in modern dentistry, and as a result, many teeth are unnecessarily extracted and replaced with implants. Widely recognised as one of the country’s leading voices in endodontics, Dr Julian Webber will be sharing his views on how to manage endodontic failure.

5. **Let your hair down and raise some money as Smile-on, the AOG and The Dental Directory host the glittering State of the Nation Charity Ball.**
   This will be held on Friday 7th May at the London Marriott Hotel in Grosvenor Square, London. The hotel is situated in fashionable Mayfair and just minutes from Park Lane and Oxford Street. Speaking at the charity ball will be two key speakers representing their opinions on ‘The State of the Nation.’ In addition to a delicious meal and fabulous music, Channel 4’s Shandag Servit Millionaire Seema Sharma will provide food for thought on giving something back to dentistry.

6. **Have the unique chance to get ‘Hands-on’ experience in a variety of disciplines including whitening, facial aesthetics and periodontics.**

7. **Hear the leading speakers in the subject of Whitening give their views on the latest developments.**
   Speakers include:
   - Wyman Chan
   - Trevor Bigg
   - Sia Mirfenderski

8. **Network with your colleagues and peers from around the globe in a fantastic venue, The Royal College of Physicians, Regents Park, London.**
   The Royal College of Physicians is the oldest and most prestigious English medical foundation, incorporated by Royal Charter in 1518. Since then, for nearly 500 years, the College has promoted the highest standards of medical practice.

9. **Broaden your horizons with Dr Achim Schmidt who will be discussing aesthetics and ethics.**
   Dr Schmidt will be drawing from his experience as a private practitioner in Munich, Germany and also as a frequent lecturer at national and international meetings.

10. **Meet the team at Smile-on who will be on hand to demonstrate how they can help with education and development for the whole dental team using their extensive library of products.**
    Come to the stand to hear about e-learning solutions such as the MSc in Restorative and Aesthetic Dentistry, in conjunction with The University of Manchester.

   And as it is Smile-on’s 10th Anniversary year you will be able to find out the journey they have made over the last decade and their plans for the future of healthcare learning.

The Clinical Innovations Conference will take place on Friday 7th and Saturday 8th May at the Royal College of Physicians in London.

For more information please contact us on 020 7400 8989 or email info@smile-on.com.