Delivering the best

A n e-learning solution to help dental professionals implement government guidance on improving patients' oral health has been launched by a learning resource provider.

The two-hour programme, Preventing Disease and Improving Oral Health, was launched at the British Association for the Study of Community Dentistry (BASCD) conference in Manchester.

The training DVD was developed by Smile-on at the request of the Department of Health, which had input from members of the team that produced the Delivering Better Oral Health toolkit, which was sent to all NHS practices in England in 2007, by the Department of Health.

Dr Gill Davies, specialist in dental public health for Manchester Primary Care Trust, who wrote some of the educational material on the DVD said: ‘It is designed to help general dental practitioners implement the preventive messages and actions that are detailed in the Department of Health’s prevention toolkit. It deals with issues such as the best ways of communicating with patients, overcoming opposition within the practice, and perceived barriers to integrating preventive activity for every patient.’

She added: ‘A variety of teaching methods are used, including short film sequences, illustrations of key points and indications of the sources of the evidence on which the prevention toolkit is based. It is interactive in that it asks questions about attitudes at the start of each topic and then checks on knowledge gained at the end.’

Relevant resources are provided to support the activity.

The training DVD is aimed at all members of the clinical team as they should all be involved in giving consistent preventive messages. It can be watched from start to finish or can dip in and out of topics as they choose – the screen is very user friendly and constantly shows the stage that the viewer has reached.

For any dental professional who is becoming involved in the implementation of a more preventive approach to oral care, or needs more help to impart the messages or provide the preventive care described in Delivering Better Oral Health, the ‘Prevention in Practice’ DVD is a rich source of support.

Helen Falcon, postgraduate dental dean for NHS Education South Central, was also involved in developing the DVD. She said: ‘Preventing disease and improving health is the most important thing we can do for our patients and it’s something that all dental teams can actively engage with.’

She called it a ‘great privilege’ to have been involved with its development and added: ‘You will see how one practice has adopted new ways of working, learn about the difficulties that individuals in a practice might face when changing to an evidence based approach to prevention and learn more about how to carry out effective short interventions with patients.’

The e-learning package can either be downloaded online or bought as a CD-ROM.

The programme is for all dental professionals from dentists to orthodontists to hygienists. Each DVD provides two hours of CPD.

Delivering the best

T his year’s Annenburg Lecture and Clinical Innovation Conference was a ‘big success’, according to the event organiser.

The joint endeavour from Smile-on and Alpha Omega on 15–16 October brought together the world’s leading thinkers in aesthetic and restorative dentistry.

They were able to share their experience and knowledge with the numerous dental professionals who attended the two-day conference at the Royal College of Physicians.

A spokeswoman for Smile-on said: ‘This turned out to be a truly unmissable event for dental professionals who are committed to great results and the very best skills in cosmetic and restorative dentistry. It was a big success as it gave dental professionals the unique opportunity of discovering what is happening at the forefront of aesthetic and restorative dentistry.’

Professor Nitzan Bichach, a worldwide authority on aesthetic and implant dentistry and Dr Deborrah Schwartz-Arad, a specialist in oral and maxillofacial surgery, presented the Annenburg Lecture. Success factors in dental implantation: a multi-disciplinary approach between the surgeon and the prosthodontist.

On the second day, there was an impressive programme of lectures including presentations and hands-on sessions. One of the highlights of this year’s conference was the live demonstration of innovative techniques for the treatment and management of surgery bleaching.

The live demonstration was part of the lecture ‘Profitable Clinical Practical Dentistry’ by Edward Lynch and Wyman Chan, which included the latest practical clinical tips for successful posterior composites, bleaching plus the latest developments in tray design and the use of initiators and promoters.

The lecture also covered predictable internal whitening, micro abrasion, perfect placement of posterior composites, the best results with adhesives and the use of Ozone.

Edward Lynch is a recognised specialist in several fields including restorative dentistry and was recently elected the third most influential person in UK dentistry. Wyman Chan has trained more than 1,500 professionals across the dental spectrum and his training courses incorporate the most cutting-edge thinking. Dental professionals also learnt the key elements to running a successful whitening centre at the conference.

Dr Sia Mirfendereski’s lecture ‘Key steps to a successful whitening centre’ covered how to select the right bleaching method, concentration issues, chemical activation, restorative implications, new regulations, patient communication, marketing and PR and competition.

One of the top implantologists in the world, Dr Achim Schmidt, lectured on ‘The compromised alveolar crest in the posterior mandible – regeneration by restoration or augmentation – evaluation of different treatment options’ providing a guide on helping dentists effectively deal with damage to the alveolar crest. The lecture examined the benefits of restoration and augmentation, so delegates could decide for themselves which option is the most suitable when they returned to their practices. There was also a talk on three-dimensional imaging equipment in implant and restorative dentistry, covering recent advances and how they impact on day-to-day clinical work.

Speaker, Dr Andrew Dawood, explored the integration of the latest generation of digital imaging equipment into the dental practice, and how manufacturing technology has revolutionised cutting edge dental treatments. Dr Dawood has a wealth of experience in maxillofacial and craniofacial reconstruction, having been involved in the treatment of patients at St Bartholomew’s, the Royal London and University College Hospitals. The lecture was of great benefit to dentists as it brought the generation of 3-D imaging equipment into the practice. Advances mean that even the most complex cases can become much more straightforward and predictable, opening up new avenues of opportunity.

Dr Dawood highlighted to delegates how implant and restorative procedures can benefit in particular. With a faster, more straightforward and less invasive approach, superior results are facilitated and patients receive even higher standards of care while the dental team enjoys an easier and more efficient process.

Clic-ing up success

Dr. Andrew Dawood

Professor Nassir Barghi

Another popular lecture was ‘Aesthetic Dentistry From Start To Finish’, which covered the entire process of treatment planning for aesthetic dentistry.

The much sought after speaker, Dr Ian Buckle, led delegates through a step-by-step guide to treatment planning, through a comprehensive and straightforward ‘treatment planning matrix’.

Another speaker at the conference included Professor Eddie Scher, Dr Chris Orr and Professor Liviu Steier.
Editorial comment
A big applaud

It’s that time of the year again when the profession shows its’ solidarity as it pulls together to support National Smile Month. But what would we do without stalwart organisations such as the British Dental Health Foundation?

Dentists and DCPs cannot be solely responsible for sending out good oral hygiene messages. They are busy enough juggling UDAs and keeping up with new regulations to say the least. Nevertheless, without national – and now transatlantic oral health campaigns, the profession would be in dire straits. So is the message getting through?

Well let’s consider the pro-active evidence going on right under our noses this very minute. Dental packs are being distributed to school children in Doncaster; Peterborough is handing out Brushing for Life packs to parents of babies and children, while The Oral Health Promotion Team for West Sussex Primary Care Trust has invited all primary schools in West Sussex to join the National Smile Month Brushathon during the week of 8 June. It’s pretty impressive, don’t you think?

As Dr Nigel Carter, the Foundation’s chief executive said: ‘The Foundation is very excited to be working on the second trans-Atlantic National Smile Month and we look forward to working alongside partners and thousands of event organisers in both countries. Dentists and hygienists can now truly be said to be on the front line of healthcare, and this campaign and our extensive range of educational resources provide the ideal platform to spread the message.’

The Foundation should be feeling not just excited by all this activity but damn right proud of all it has achieved.

BACD study nights

The British Academy of Cosmetic Dentistry is putting on two study nights for those wanting to improve their knowledge of cosmetic dentistry.

The Birmingham Study club will be held on 18 June.

The guest speaker will be Dr Ian Buckle, who will be lecturing on Single Crown to Full Arch restoration. With over 20 years of both NHS and private experience behind him, Dr Buckle is a senior clinical instructor in London, New York, and Palm Beach.

The British Academy of Cosmetic Dentistry (BACD) also presents the Nottingham Study Club on 24 June, where the guest speaker will be Dr Ken Harris. Completing complex reconstructive procedures within the field of cosmetic dentistry is Dr Harris’s forte.

He will be speaking on the Kois Deprogrammer, a vital appliance that can be made simply by technicians.

For more information or a booking form please contact Suzy Rowlands on 02082418526 or email suzy@bacd.com.

Together, guiding the way to long-term oral health

Recommending Oral-B® Power toothbrushes can help your patients reach their long-term oral health goals. That’s because the unique small round brush-head design and the oscillating-rotating cleaning action ensure a superior clean in hard-to-reach areas, versus a regular manual brush. Together, we can make a difference.
School brushathons and a competition to find out who has the cleanest teeth are just some of the events being held during this year’s National Smile Month.

The campaign, backed by companies such as Oral-B, aims to increase public awareness of the benefits of good oral healthcare. This year’s campaign message ‘Look After Yourself, Brush for Health’ highlights the systemic links between oral and overall health. Recent research has linked oral health to heart disease, diabetes, strokes and pregnancy problems, not to mention tooth loss and familiar dental issues, emphasising the importance of good oral hygiene.

Last year’s campaign was run in partnership with Oral Health America leading to the first National Smile Month to run simultaneously on both sides of the Atlantic. This is being done again this year.

Evidence of the systemic links between oral health and overall body health has been mounting considerably in recent years. Dentists and hygienists can now truly be said to be on the front line of healthcare, and this campaign and our extensive range of educational resources provide the ideal platform to spread the message.

Support for the campaign comes from platinum sponsors Oral-B, Wrigley’s ORBIT Complete sugar-free chewing gum and Tesco Dental Insurance.

Roger Matthews, chief dental officer at Denplan said: ‘There is mounting evidence that people who suffer gum disease are more at risk of serious general health conditions.

‘National Smile Month is something that we here at Denplan support whole-heartedly and our new posters can help practices encourage their patients to maintain good oral health while also promoting their practice.’

Campaign guides from the BDHF featuring event ideas and resources have been sent to each practice in the UK. The website www.nationalsmilemonth.org serves as a hub for health professionals and event organisers, incorporating helpful hints and tips, useful information and a chance to report on activities and upload their own photographs for posterity.

To order your own National Smile Month resources or for more information go online or contact the Foundation on 0870 770 4000.