Sainsbury's dentist
The UK's first supermarket dentist has opened in Sainsbury's. The dental surgery in the branch of Sainsbury's in Sale, Greater Manchester, opened earlier this month. It is open every day and check-up charges are virtually the same as those of an NHS dentist. Patients can get two for the price of one by nipping into the dentist after stocking up their shopping trolley.

Dental practitioner, Dr Lance Knight, the brainchild behind the surgery's novel location, plans to create more dental surgeries in supermarkets, if the pilot scheme turns up trumps.

Patients are welcome to just drop in or they can book an appointment in advance.

The dental surgery follows hot on the heels of the first GP surgery, which was opened several months ago at a nearby Sainsbury's branch.

Free tickets
The BDTA Dental Showcase 2008 takes place from Thursday, October 2 to Saturday, October 4 at, Excel, London. To reserve your complimentary ticket, log onto www.dentalshowcase.com, telephone the registration hotline on 01494 729959 or text your name, address, occupation and GDC no. to 07786 206 276. Advance registration closes on September 26, with registration on the day at £10 per person.

Reservation Highway is the official booking agency for the event. For advice and information or to book a hotel, call the helpline on 01423 525577 quoting BDTA Dental Showcase.

Eastern Europe
About 35,000 people living in Eastern Europe for dental work, ranging from implants to braces and crowns, according to the latest available figures from 2006.

Smile-on launch
Don't miss Smile-on's launch of module two and three from Communication in dentistry: Stories from the practice at BDTA's Showcase, October 2, Communicating with your patients and Communicating with your team is to be unveiled in a special screening at the show. Visitors can enjoy hotdogs, popcorn and champagne at the event. Visit stand R12 for this exciting launch.

www.dental-tribune.co.uk
Ethical dilemmas continue

Too much target-setting contradicts a more patient-centered approach said Steve Gates, managing director of Denplan last week.

His response follows the news that that the Health Select Committee Report is calling for the removal of child-only contracts from NHS provision.

He said: "Putting targets ahead of patient needs presents a growing ethical dilemma for dentists. If the heart of the new contract lies an approach which is at odds with the patient-focused aspects of the current NHS contract then the foundation of professional training. At worst the new contract encourages dentists to not do what is best to treat a patient, but rather what is the fastest and most UDA-efficient way to treat them."

Any dentist deciding to stop treating children under the NHS will be concerned about the response from families registered with the practice, but those who have introduced Plans for Children report a positive response from most families, most of whom simply want to continue bringing their children to the family dentist.

Bristol-based Dr Peter Redfern, who instigated children’s dental plans in his surgery, said: ‘We have been offering children’s plans for over two years now, since our PCT confirmed that it was unlikely to offer child-only contracts. In the run up to the end of our old NHS contract we spoke to parents about our decision, explaining that lack of time to provide quality care and the number crunching approach was at odds with our professional training. It was very successful with most parents accepting the change and signing up. We will be pleased when we have walked away from the NHS, especially as we continually read about problems colleagues are experiencing with the new contract. I only wish I’d converted the children at the same time as their parents.’

Many practices set the fees for their children’s plan to cover check-ups, x-rays and scale and polish twice a year, and then charge any restorative treatment at a discounted private rate. Some create fee bands according to the child’s age or disease risk; others have a single fee band for all children.

Another option is Denplan’s Excel for Children – a quality programme developed with specialist dentists, giving advice and assistance from leading global experts in paediatric dentistry.

For more information about dental plans for children, call 0800 528 5225.

A coup for Morris & Co

Dental specialist chartered accountant firm, Morris & Co, has strengthened its capability further by recruiting Bob Cummings - one of the country’s foremost experts on dental taxation - to its specialist dental team.

His appointment as an associate represents a significant coup for the North-based firm, which uses a low viscosity compound in an innovative way to control plaque formation, using photo dynamic therapy (PDT). The patient uses a mouth wash containing an anti-bacterial agent which is activated by bright light and results in plaque destruction. This is trialled in the clinic and patient feedback helps researchers identify where further modifications are needed.

‘The principle of working from bench to clinic and back to bench will see a circle of constant improvement in speed, with research and development in oral health – for example, bringing the laboratory activity directly to the needs of patients treated in the clinic. The flagship centre world class dental research and clinical practice, the first of its kind in the UK, opens at the Leeds Dental Institute in January 2009.

Leeds Dental Institute fights the fear factor

Leeds Dental Institute, ranked the top school in the UK for dentistry is currently looking at better ways to improve dental treatment and take the fear factor out of the patient experience for good.

Professor Jennifer Kirkham, research director of Leeds Dental Institute said the laboratory was looking for safe new ways to control plaque which do not rely on toothpaste.

She said: ‘We see patients in the clinic who are not able to brush effectively because the shape of the mouth may not allow sufficient access, the patient could be disabled or just not a proficient brusher.

‘One of the new treatments makes use of a readily available compound in an innovative way to control plaque formation, using photo dynamic therapy (PDT). The patient uses a mouth wash containing an anti-bacterial agent which is activated by bright light and results in plaque destruction. This is trialled in the clinic and patient feedback helps researchers identify where further modifications are needed.

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DDU advises the expert witnesses

The Dental Defence Union (DDU), the specialist dental division of the Medical Defence Union (MDU), has issued advice to dentists who write expert reports or give evidence in court to help them avoid common pitfalls. Common allegations against expert witnesses are failure to be impartial, not examining papers or patients properly, giving misleading advice and not declaring conflicts of interest.

The DDU’s tips for dental professionals who act as expert witnesses are to ensure that intelligible instructions are given, to understand legal and civil procedure rules, to keep up-to-date in specialist areas of practice and be aware of ethical codes, to avoid acting as both an expert and factual witness on the same case, to inform the court with care if a new conflict of interest, not give opinions on things little known about. Also, expert dental witnesses should not disclose confidential information, except to those instructing them, without consent.

Rupert Hoppenbrouwers, DDU head, said: ‘While the General Medical Council (GMC) has recently published, Acting as an Expert Witness, which sets out the role and duties of the legal practitioners who act as expert witnesses, there is no equivalent for dental professionals. The DDU often instructs experts in a wide range of dental specialties when we are defending our members. They are needed to provide evidence in a variety of legal proceedings, including negligence claims and GDC-Disciplinary actions, and so we are very aware of the qualifications necessary to do the job. We also assist members with ethical dilemmas, complaints and claims arising from their own expert witness work and know there are quite a few pitfalls awaiting an unsuspecting dental professional. The expert witness is a key player in many dental cases, as the court or tribunal will want to hear the opinion of an experienced, impartial dental professional to assist in making a decision about the case.’

Expert dental witnesses can be confused with the professional dental witness. The expert dental witness is instructed by lawyers to provide the court with an opinion, whereas the professional dental witness is a witness to facts, rather than the context of past dental treatment. In many trials and hearings, both kinds of dental witness give evidence.

The DDU has published a briefing document – Dental Reports and Court Appearances – for dental professionals asked to act in legal proceedings. DDU members can phone 0800 085 0814 for a copy or advice.