Lavender heals

The scent of lavender calms patients’ nerves at the dentist, claims a study which will be presented at the British Psychological Society’s health psychology conference at Bath University. Researchers from King’s College London used a questionnaire to measure the anxiety levels of more than 500 patients in dental waiting rooms over a month, where 50 per cent were exposed to the scent. The anxiety level of those not exposed to lavender was 10.7 compared with 7.4 among those smelling it, regardless of the type of dental appointment anticipated. Lavender essential oil reputedly has a calming effect and is often used in massage and bath oils. It is said to help in treating migraine, headaches and anxiety and is a good remedy for insect bites. However, the study did not observe that smelling the oil decreased anxiety in patients when they were thinking about future dental appointments.

Off-white teeth

A national survey has reported that men from Leeds regard themselves as having some of the most discoloured teeth anywhere in the UK. The dental health questionnaire showed that men in the North-East were most likely to regard their teeth as being the least white in the country. Every male participant from the city took part in the survey and 63 per cent confessed that they would like much whiter teeth and on average they gave their set of teeth, marks of four out of 10.

Dental roadshows

A series of dental roadshows on the implementation of the new contract have launched around the UK, catering for dental service commissioners, local dental committees and dental practice advisers. The first one kicked off in London on Friday, September 19. Three others are set to take place around the country in Taunton, Nottingham and Leeds. Chair/Government dental officer, Dr Barry Cockcroft said: ‘The aim of these roadshows is to show where and how preventative dentistry is being incorporated.’

Committee Response

The response to the Health Select Committee report on the new contract will be published on October 7. Dr Barry Cockcroft said: ‘We will respond to every single recommendation of the Health Select Committee.’

SDAC abolition is ‘misguided’

The British Dental Association (BDA) has written to the Secretary of State for Health, Alan Johnson urging him to reconsider the decision to abolish the Standing Dental Advisory Committee (SDAC).

The letter from the BDA’s chair of the executive board sent earlier this month, voices the association’s ‘deep concern at the decision, particularly in light of overwhelming support for the continuation and strengthening of the committee in responses to the consultation on the issue.’

Susie Sanderson said: ‘We believe the decision to abolish the SDAC to be a misguided one that goes against a strong consensus of opinion across different branches of the profession. The committee offered an effective method of canvassing the whole spectrum of the profession including those on the frontline of patient care. One of the key principles of the NHS Next Stage Review is the promotion of a quality service developed with full professional engagement. This decision appears to be contrary to that principle. We urge the Secretary of State to reconsider the decision and guarantee the future of a committee which is an invaluable source of expert consensus in dentistry.’

Dr Sanderson added that the SDAC, with its professional authority and strong links to hands-on patient care was very much in line with the principle of providing a quality dental service with full professional engagement and would make an invaluable contribution to discussions and planning about the future of NHS dentistry.

She stressed that one of the SDAC’s greatest strengths was its ability to draw together different strands of the profession, including dental care professionals engaged in the day-to-day treatment of patients as well as people involved in academia and regulation. Accordingly, the body was able to anticipate developments in the sector and produce balanced, strategic thought, together with informed advice.

Dr Sanderson added: ‘Even though in its response to the consultation, the Department of Health (DH) noted that ministers would still get independent and impartial advice, none of the bodies which it has listed are directly linked with day-to-day providers of dental care to patients.

‘We are therefore unconvinced that they gave their alternatives proposed would ensure that the views, opinions and the expertise of the general body of the profession, were properly reflected.’

On the SDAC’s future, the consultation document states that because ad hoc committees are time-limited and subject specific, they make fewer demands than standing committees, from both expert members and the secretarial staff who support them.

The DH has made increasing use of subject-specific committees and members of the National Committee for Health and Clinical Excellence (NICE) to obtain clinical advice about dentistry.

To provide a further source of professional advice, England’s CDO has appointed a consultant adviser to complement the skills and experience of his team at the DH, together with a specialist from secondary care dentistry.

Dr Cockcroft said: ‘The SDAC has not met for two years and does not advise on policy around contracts, but on clinical matters. We have produced a series of documents by bringing together experts, which is a much better method. The BDA has provided us with the people with expertise.’

He said the Secretary of State is going to reply to the statement from the BDA.

The Standing Dental Advisory Committee was established in the NHS Act 1946 and set up in 1949 as one of nine bodies to advise on matters relating to services provided under the act. The remit of the committee is to advise the Secretary of State on matters relating to the services with which the committee is concerned, as it sees fit, as well as questions referred to them by the Secretary of State.

Big salaries

The NHS Information Centre says that dentists are earning more money than ever, but at what cost to the patients?

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The World’s Dental Newspaper · United Kingdom Edition

PUBLISHED IN LONDON SEPTEMBER 29–OCTOBER 5, 2008 Vol. 2 No. 25
Drop-ins for fluoridation consultation

Residents and workers in those areas of Southamp-
ton which might receive fluoridated water can attend a series of drop-in events during the official public consultation period.

The sessions are organised by South Central Strategic Health Authority (SHA) and began in Bitterne on Thursday, September 18. Interested parties are invited to talk to experts and give feedback on the controver-
sial proposal. There are display boards with detailed informa-
tion, as well as the consultation documents and other explana-
tory literature.

The SHA claims it is inde-
pendently overseeing the con-
sultation to help people under-
stand the arguments for and
against fluoride. However, anti-
fluoride campaigners are not al-
lowed to give their own presenta-
tions at the sessions leading to
claims of bias against the health
authority.

Chairman of Hampshire
against Fluoridation John
Spottiswoode said the outright
refusal by the SHA to let his or-
mation make their own present-
ations at the drop-in events gave weight to the no-
tion that the consultation was a
’sham’.

He said the material pro-
duced to date by the health au-
thorities was one-sided and a false picture about the true effects of fluoride. It did not take into account other research which showed that fluoride could cause serious and negative side-effects on health.

Dental crisis in Lincoln improves

All patients living within a
20-mile radius of Lincoln can now be seen by an NHS
dentist, according to the county’s
dental service. Since the new
contracts were introduced in
April 2006, 60,000 county patients
have registered with an NHS
dentist with new practices recently
opened in Nettleham, Louth and Gainsborough. The only ar-
as in which the waiting lists still
need to be reduced are Louth and
Mablethorpe.

Before the government intro-
duced the new NHS dental con-
tract in April 2006 when local
PCTs began to control dental pro-
vision in their areas, it was al-
most unheard of to find a dentist
taking on new NHS patients in the Lincolnshire area at the time
when dentistry was controlled centrally.

As a result, there was more
cash given to the county to im-
prove the availability of NHS den-
tists and the situation was reme-
ded, although NHS dental take-
up has a long way to go.

The challenge now is to get
the message across to residents
that dental access has greatly im-
proved, with regard to NHS den-
tistry in the locality.

Six figure salaries for dentists revealed

The number of people seen by NHS dental practices has dropped by about one million since the contract was introduced.

In July, the Commons Select Committee on Health said that the Department of Health (DoH) had gone back on its words by not bringing about improved ac-
cess to dentists, because the amount of complex treatments such as crowns, bridges and dentures had fallen by 57 per
cent since the contract’s intro-
duction. The number of root
canal treatments fell by 45 per
cent in England and Wales, al-
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Editorial comment

Off with his head...

Yet again we have another ‘misguided’ decision this week only this time it’s to axe the Standing Dental Advisory Committee (SDAC). The BDA has done its bit by writing to Alan Johnson, MP, but whether it will make a difference remains a mystery. But the fact that there was ‘overwhelming’ support to keep SDAC, says it all. The profession’s respect for the Committee is apparent – but armed with the knowledge of its commitment to patient care and quality service is – ironically - disconcerting to say the least. For why, oh why would the government want to eliminate this professional authority, which has been a political stalwart in such uncertain times? If quality dentistry is key for the government, would it not make more sense to work more closely with SDAC instead of pushing it out the door? Or is the plan to weaken the profession further all part and parcel of a much bigger, bleaker picture? We hope not.

Okay, so we all know the old saying – the contract was rolled out without consultation...blah, blah but then ‘ding!’ Let’s get rid of SDAC – for who needs a body that not only draws to ‘simple’ work to accumulate this extra cash or not? The evidence of less complex work is the talk of the profession. Crowns and bridges, and dentures have fallen by 57 per cent, while root canal treatments have decreased by 45 per cent. Should we be worried? These are not small numbers, and indeed this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this other ‘misguided’ decision this week only this 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‘misguided’ decision this week...
Schottlander announces the winner
Mary Queen of Smiles

Mary Harrison, 72, from Whickham near Newcastle, is the winner of the 2008 Schottlander, Smile of the Year, competition for the denture wearer with the best smile in Britain.

Mary, who has worn dentures since she was 29, dazzled the judges with her radiant smile and won an Italian holiday.

She said: 'I had trouble with one tooth and my husband said to take the lot out. Times have changed, but a lot of people did that in those days.'

Mary has a real zest for life and keeps fit by going dancing and working out at the gym three times a week. 'I'm a very friendly happy person,' she said. 'People always compliment my smile and say my teeth look great.'

Schottlander, launched the Smile of the Year campaign to recognise the millions of people of all ages in the UK who wear dentures and look good.

Dentures are worn by more than 11 million people in the UK, of which one million wearers are people between 16 and 44. Last year alone, the NHS in England and Wales provided dentures for more than 10,000 children and young people aged between six and 24, according to the Dental Practice Board.

Dr Brian Schottlander, whose company makes the award-winning denture systems, said: 'Today, with advances in technology, dentures can look so realistic and natural that they are indistinguishable from real teeth.'

Schottlander won the Queen's Award for Innovation for its Enigma & Natura range of teeth and denture systems.

We want dentists not fluoride

Councillors in Rossendale would rather see cash spent on another NHS dentist for the borough, than on the fluoridation of water by North West Primary Care Trust (PCT).

The cabinet debated the subject after they heard a talk on fluoridation by a consultant in dental public health and now must decide whether they want a consultation period to consider water fluoridation as a method of reducing tooth decay.

The general consensus was a lot of money would be needed for fluoridation which would be better spent on improving dental services. The public also need to be educated to take responsibility for their own teeth.

Nearly 50 per cent of five year old children in Rossendale have one or more decayed, missing or filled teeth and it is claimed that fluoride reduces the loss of minerals from tooth surfaces and makes teeth more resistant.

However, councillors are of the opinion that the money should instead be used to fund another NHS dentist for Rossendale, of which there are currently only five.

Coun Darryl Smith said: 'I am pleased we are being consulted about this, but I think it's completely pointless. Adding fluoride to water is an example of extracting away responsibility from people. For me it's like taking a sledgehammer to cracking nuts - if I had a headache, I wouldn't expect everyone else to take an aspirin.'

The PCT board now has to decide if it wants to request the Strategic Health Authority to look at the possibility of fluoridating public water supplies by October 31.
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The Wrigley Oral Healthcare Programme from ORBIT Complete® is specially designed for oral health professionals. It offers a complete range of free information, including CPD compliant professional publications on plaque, edited by well known names in the dental industry, plus patient leaflets, samples of ORBIT Complete, online factsheets for you and your patients and a newly refreshed website.

New developments for Smile-on continue

Leading integrated dental course provider, Smile-On is adding a series of new training and career development programmes to its award-winning library:

DENTSTART, which includes 10 hours of verifiable CPD, incorporates the essential induction requirements for trainee dental nurses before they can undertake practice duties, which includes confidentiality and health & safety. Developed by Kent, Surrey and Sussex (KSS) Deamery and the University of Kent, the course is particularly useful for experienced nurses returning after a career break. Sponsors include leading infection control product suppliers, Schulke, top dental payment plan provider, Denplan and major healthcare product manufacturer, SciCan.

Smile-On is also offering, Monitoring practice progress with Clinical Governance Progress Management, (CGPM) which uploads Smile-On’s Clinical Governance Programme, so Primary Care Trusts (PCTs) can electronically log the progress of local practices and get information on what still needs to be done. It includes a text-message reminder service, a users’ forum to share experiences and offer support to each other and a diary system. The programme assists PCTs in meeting NHS Clinical Governance Agenda requirements using an innovative multimedia combination.

Smile-on understands the importance of risk management and that effective communication can reduce the chances of litigation. Communication in Dentistry: Stories from the Practice, is a three-module programme to implement successful communication techniques with patients and staff, as well as learn the basics of essential communication. The course, which offers three hours of CPD, also looks at ways of reducing stress and developing a positive working environment.

There is also a Clinical Photography course, which offers two hours of CPD, through which team members can discover the best ways of capturing and storing high-quality clinical photographs digitally, for record-keeping as well as tracking changes in fields including orthodontics and periodontal treatment.

A Smile-on spokesman said: ‘We are proud to be the UK’s leading provider of integrated learning programmes to the dental industry, developed with subject matter experts, top universities, hospitals and other dental institutions.

‘Our award-winning course portfolio also includes Key Skills in Primary Dental Care, The Bleaching Business and Perfect Posture.

For more information, call 0207 400 8888, email info@smile-on.com or log onto: www.smile-on.com.

Dental earnings figures mis-leading

Figures for dentists’ earnings and expenses for 2006/07 which were published earlier this month do not paint the whole picture, claims the British Dental Association (BDA).

The Dental Earnings and Expenses report states that dentists earned £98,155 on average in 2006/07.

Dr Peter Ward said: ‘The figures don’t tell the whole story. They fail to take into account the claming back of money from NHS dentists who have failed to meet the treatment targets set for them. We know that nearly half of high street dentists across England and Wales could be subject to such clawback this year and are currently facing an anxious wait to see whether and how they will be penalised.

‘The figures for the first year of the new dental contract may be further distorted because of factors which include the completion of work under the old system and the advance payment for work under the new one.’

The Dental Earnings and Expenses report states that dentists earned £98,155 on average in 2006/07. The report – the first overall of dental earnings under the new contract – covers dentists’ NHS and private work.

Practising dentists who held a contract with a Primary Care Trust (PCT)/Local Health Board (LHB) to provide NHS services earned on average £534,827 before tax with average gross earnings of £553,980 and expenses of £219,042.

Dentists who held General Dental Services (GDS) contracts earned on average £117,085, while those with Personal Dental Services (PDS) contracts earned on average £172,494.

NHS Information Centre chief executive Tim Straughan said: ‘The report reveals the pay of NHS dentists varies greatly depending on their contractual arrangements.’

The report also looked at earnings and expenses related to the working patterns of dentists, their age and gender, their level of orthodontic activity and their Strategic Health Authority.

Changes in the way figures have been produced mean it is difficult to compare the figures to those in previous years’ reports.

Congratulations to Dr Chan

A leading teeth-whitening expert dentist has received a prestigious award for his research.

Dr. Wyman Chan, whose professional dental work is dedicated to teeth-whitening, received the Procter and Gamble Investigator First Prize Award from Professor Domenica Sweier, University of Michigan in Toronto, Canada during the 2008 International Association of Dental Research (IADR) meeting in July.

Dr Chan, who is a researcher at the Centre for Materials Research and Innovation (CMRI), at the University of Bolton, won the accolade for his research paper entitled, A Comparative Spectrophotometric Investigation of Selected Professional Tooth-Whitening Products.

His study investigated the in vitro efficacy of several professional teeth-whitening formulations with regard to their bleaching of Melaninidum Browning Products, (MBPs) which are known to contribute to extrinsic teeth discolouration.

The authors compared the bleaching efficiencies of three chairside teeth-whitening products which contained hydrogen peroxide, namely Zoom, Zoom2 and wy10, using MBP as spectro-photometric probes.

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‘Bringing innovation to dentistry’

Buy your dream dental chair and take away your dream holiday*
FGDP rolls out masterclasses

The Faculty of General Dental Practice (UK) FGDP is launching a series of five masterclasses in aesthetic dentistry, including tooth-whitening, porcelain veneers, anterior aesthetic direct restorations, soft tissue management in the aesthetic zone and facial aesthetics. They will provide dental professionals with the opportunity to improve the level of aesthetic care delivered to patients.

Students will also be able to prepare and submit a case for assessment, which will carry ten credits on the FGDP (UK) career pathway.

The courses have been developed by programme director and former FGDP (UK) dean, Professor Mike Mulcahy, along with experts including Linda Greenwall, David Alaff and Bob Khanna.

Professor Mulcahy said: ‘There exists a strong commercial imperative for robust educational programmes in the area of aesthetic dentistry, with patient demand fuelling a proliferation of dentists and non-dental professionals, offering so-called cosmetic procedures. These masterclasses will set the standards towards which all dentists in the field should aspire.’

The courses, largely held at The Royal College of Surgeons in London, each involve two days of teaching and hands-on sessions, followed by a further study day, amounting to 21 hours of CPD per course, apart from the masterclass in facial aesthetics, which are five-days with 55 hours of CPD and compulsory student assessment. The programme involves anatomical dissection of frozen cadavers with Professor Vishy Mahadevan, as well as lectures from Professors Bob Khanna and Jonathan Britto on aesthetic technique.

- The tooth whitening course is on October 23/24 and December 11, cost: £1,795.
- The anterior aesthetic direct restorations course is on November 14/14 and January 10 2009, cost: £1,795.
- Porcelain veneers (tbc) is on April 24/25 and June 27 2009, cost: £1,795.

Members of FGDP (UK) get a 10 per cent discount when purchasing all five modules.

For more information, please contact the FGDP (UK) Education Department on 020 7869 6772.

BioHorizons rolls out the programmes

BioHorizons is to offer an extensive array of dental educational programmes in London this coming November led by expert lecturers, backing up its belief that education is the key to business success.

Speciality topics will include surgical, regenerative and restorative techniques as well as how to build up a successful practice. BioHorizons is supporting the, Sinus Grafting & Posterior Maxilla Implant Dentistry, course on November 19/20 with Dr Michael McCracken and Dr Eugene Marais. The six-day course, Surgical Placement & Restoration of Dental Implants, also led by Dr Michael McCracken, takes place over two consecutive weekends: November 14-16 and 21-23.

For more information and to reserve a place on a course in November, please call 08700 620 550, email infouk@biohorizons.com, or visit the website at www.biohorizons.com.

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Dental Centre for 3,000 patients

A £9m state-of-the-art dental centre in Portsmouth is set to treat up to 3,000 NHS patients annually.

The Dental Outreach Centre, due to open in 2010, will train 80 students a year as dentists, dental therapists, hygienists and dental nurses.

A partnership between the University of Portsmouth and King’s College London Dental Institute, the centre will provide treatment to people from across south-east Hampshire and the Isle of Wight.

Final-year dental students from King’s College will conduct 10-week supervised clinical placements at the new centre, which is funded by the Higher Education Funding Council for England, the NHS, the University of Portsmouth and King’s College London’s Dental Institute.

Professor John Craven, vice-chancellor of the University of Portsmouth, said: ‘We are very proud to be involved in a project which brings such tangible benefits to people from across the south-east of England, including patients who would not normally have access to NHS dental care.’

The centre will be housed in a new building linked to the University of Portsmouth’s School of Professionals Complementary to Dentistry, in Hampshire Terrace.

Popular NHS dentist dies

A popular NHS dentist from Wiltshire has died at the age of 50.

Dr Michael Frain was born in Bristol and attended St Benedicts College and Bristol University, where he studied dentistry.

His company owned and ran dental practices across the south-west of England, including practices in Chippenham, Melksham, Calne and Swindon, with more than 40,000 NHS patients on its books.

Dr Frain built up a dental practice which included 17 dentists before opening the Bell Barn practice in Stoke Bishop in Bristol in 2004.

Dental Fees Freeze

The price of fuel, food and life’s other basic necessities may be rising, but at least one thing is staying the same in 2009, which is the cost of registration renewal with the General Dental Council (GDC).

The council agreed at its meeting in Belfast earlier this month not to increase its registration fees next year.

GDC President Hew Mathewson reminded that we are in the grip of a credit crunch and life is getting tougher for people. Costs may be increasing elsewhere, but I’m pleased to say that the GDC has after a period of time built up its reserves and we can manage the budget effectively for the coming year without increasing fee levels.

The fees freeze means that the cost of annual registration renewal remains at £438 for dentists and £96 for dental care professionals. The cost of being on a GDC’s specialist list stays at £52.

The GDC also agreed to change the registration renewal date for four groups of dental professionals – dental hygienists, dental therapists, clinical dental technicians and orthodontic therapists - to July every year rather than December, to bring them into line with dental nurses and technicians.

The four groups will be required to pay £56 for seven months registration, in December 2008 to take them through to the end of July next year. They will then pay the full year’s registration through to the end of July 2010. This will synchronise all Dental Care Professionals (DCPs) onto the same annual renewal cycle.

The annual fees payable are as follows:

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<th>Registrant</th>
<th>Annual retention fee (ARF)</th>
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<tr>
<td>Dental</td>
<td>£438 due in December 2008</td>
<td>£458 deregistering in January. From February, £37 per month until December 2009 when ARF is due.</td>
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<td>Specialists</td>
<td>£52 due in December 2008</td>
<td>£250</td>
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<tr>
<td>Dental nurses and dental technicians</td>
<td>£56 due in December 2008</td>
<td>£56 due in December 2008 £96 due in January, £52 per month until July 2009</td>
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Current forecasts predict that two-thirds of Portsmouth adults will not be registered with an NHS dentist by 2010. The new dental partnership is designed to remedy that situation, by providing high-quality NHS dental treatment in an area of generally very poor dental health and oral hygiene, particularly in some inner-city areas.

The centre will be housed in a brand new building linked to the University of Portsmouth’s School of Professionals Complementary to Dentistry, in Hampshire Terrace.

UK Dentist to teach Pankey Dental Method

Cosmetic Dentist Dr. Hap Gill from south-west London has qualified as one of the first official teaching members of the UK from the Florida-based Pankey Dental Institute.

Dr Gill will start training other dentists in April 2009 to achieve the highest standards of patient care.

He said: ‘The relationship that I now have with my patients plus their appreciation for what I have done for them is on a level about which I could only dream of just five years ago. It has been a long slog, but it is ultimately very rewarding to make such a difference to people’s lives.

‘I am very much looking forward to teaching other UK dentists to know their patients better in order to deliver the highest standards of healthcare possible.’

The Pankey Institute was founded nearly 40 years ago by Dr L D Pankey. It is committed to its mission of improving the health and well-being of the world’s citizens by helping dentists achieve professional excellence and fulfilment.

Dr Gill will train dentists at the Pankey Dental Institute in Belle Terce, where he qualified in 2004.
Are you sitting comfortably?

Adding some new chairs is a great way to revamp a tired waiting room, make the patient's experience comfortable and keep them coming back. Kathy Adams offers some interior design ideas

Seating is an important part of the welcome your patients receive in your reception or waiting room area. Providing your patients with an inviting, comfortable and warm area to wait in, will not only boost your practice image, it will also help encourage your patients to want to return.

Furniture can also be used to create and project your practice’s chosen image. The type of furniture you choose will give a certain atmosphere to a room. For example, choosing clean, modern furniture can create an uncluttered, contemporary and airy ambience. So it’s good to explore the options before you buy, and think about what kind of mood you like to set.

Choosing a style

Patients’ requirements should always be considered when choosing chairs – after all, they will be sitting in them. Elderly patients may prefer a more supportive and higher chair, that’s easy to get in and out of, so it’s a good idea to have at least one chair with arms in your waiting space. Low seating creates a more luxurious and relaxing environment and can be suitable if you have a private patient base.

You might choose to create several different spaces, similar to that in a hotel lounge, with a variety of seats to meet the needs of a varied patient base. You could enhance the areas with low tables, a selection of magazines and the appropriate lighting to create the mood you would like to portray.

Occupy your younger visitors with small, fun seating. The furniture can be arranged to create a children’s area and can utilise a small awkward corner very well. Keeping the children busy can help to ensure a quiet and peaceful wait for all your patients, giving parents time to enquire at reception or fill in forms should they need to. For difficult small spaces, banquette or upholstered seating is a good choice.

Space-saving ideas

Stackable chairs work well in waiting and reception rooms. Popular for their versatility, they can be stored away leaving waiting spaces open for staff meetings and events, as well as making sure all floor surfaces are cleaned thoroughly.

With such a variety of fabrics available for chair upholstery, an easily cleanable or a Scotch-guarded fabric that gives resistance to spills, for example, is ideal for waiting room areas. A vinyl or leather would be my choice, as it will look good for longer, is cost-effective and available in different colours.

Investing in a relaxing environment can go a long way to attracting more revenue from both returning and new patients. Remember, you are purchasing for a commercial space and not a domestic environment. Ideally your seating should meet BS EN 12727 contract level three to stand up to the usage of a public space such as a busy practice.

About the author

Kathy Adams is design director at Admor. For more information, contact Admor on 01273 555078 or visit www.admor.co.uk.

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I’ve followed the development of the customer-service revolution in dentistry for many years. In the process, my own practice has been transformed as my vision and personal interests have developed – from a family general practice to a practice which emphasises advanced restorative and cosmetic dentistry, which relies on our reputation for excellent customer care (and of course good dentistry) to retain existing and recruit new patients. However, this is easy to say – not so easy to implement in practice.

A friend of mine who remains loyal to his National Health Service practice is facing a decision. His practice is going ‘private’ in the near future, and he expressed his feelings very strongly to me. ‘I know what you provide at your practice and the level of attention and service is unbelievable – but I don’t want to spend that much on my teeth.’ Fair enough. However, he continues: ‘If my dentist goes private, they’d better up their game. Do they expect me to pay more for the same when I don’t even get a hello or a how are you?’ Notice – not a comment on the dentistry. Is he going to be satisfied with ‘we’ll spend more time with you?’ I doubt it.

Upping your game

Of course, in modern dental practice, the clinical dentistry has to be the best you can deliver. Membership of organisations such as the British Academy of Cosmetic Dentistry, or the Association of Dental Implantology, provide excellent educational and networking opportunities without the necessity to travel abroad. Nevertheless, any time away from the practice has a cost implication. An investment in postgraduate education is an investment which should be reflected in an increase in your fees. Meanwhile, your patients do have a choice about where they spend their hard earned money, and one of the factors they will use in differentiating between your practice and the competition is the level of service they receive. Where does your practice position itself with regards to customer care?

Extreme customer service

Dr Tom Orent from New England wrote a book called Extreme Customer Service – in other words, going over the edge in terms of what is expected. The book is full of illustrations from...
all businesses of going above and beyond, or absolutely not going anywhere. The delivery of the WOW experience is a sure way to generate word of mouth referrals. Another excellent book on this subject is Raving Fans by Ken Blanchard – a must read for all team members. The leading management thinkers of our time are saying this – it is no longer good enough to be good at what we do, we have to be world class, to be continually improving our service to our customers, or our business will not survive.

Critical non-essentials

Paddi Lund, an Australian dentist, wrote a book called the Happiness Centred Practice. His philosophy was simple – many of us can spend more time at work then we do with our loved-ones, so why not make it a pleasant place to be, and work with patients who value and trust us? He does no external advertising, he doesn’t even have a sign up at his door, just an apple to identify him to his ‘invitation only’ patients. His concept of the critical non-essentials is key. It is all the little things that we can do, none of which are essential, but all of which combined will make our patient’s experience with us outstanding. Little things such as, having name badges for all team members so that our patients know who they are speaking to, offering to take our patient’s coats, presentation of all our paperwork, the list is endless. For Paddi, it includes a tea ceremony between him and a new patient, baking sugar-free muffins to give away as gifts… you can find your own unique critical non-essentials – you need to identify and know them, and make them part of the norm.

Five-star service

Again, little things such as making sure patient’s are escorted from room to room, standing up and shaking hands when any team member meets a patient for the first time, having fresh flowers and comfortable seating...

Larry Rosenthal’s renowned practice in Manhattan is an example of concierge service. Many of his patients travel in to see him so he offers a complete service, including hotel and restaurant reservations. I’ve even seen practices in the States that will valet your car or have someone walk your dog while you are having treatment.

The Ritz-Carlton hotel chain is often quoted for its excellent service standards, and a useful team exercise can be to visit the nearest five-star hotel to your practice, and take notes! What is the first impression? How is the ambiance? Note the clutter or lack of it at reception? The floor covering, the music, the precise words used by the staff, their uniforms, for example.

Spa dentistry

The premise of spa dentistry as opposed to a beauty spa, is that most patients don’t like coming to the dentist. Therefore, how can we pamper them as much as possible using spa-like ambience and amenities – so that they don’t feel like they are at a dentist, and will hopefully feel more relaxed and therefore more able to cope with treatment. Many studies have shown that pain threshold is increased dramatically by the use of relaxation techniques – sometimes even as simple as listening to music. In other words, utilizing pampering such as paraffin hand-wax or massage pads on the chairs, lets your patient know you care, and helps them relax and cope with or even enjoy their treatment!

Still not enough?

Now, I find, none of the above are enough. And that makes sense. I have believed for years, that a practice can have all the spa amenities, all the clinical expertise and enough paraffin hand wax and lip balm to grease an ocean liner, but if the SYSTEMS are not in place so that these courtesies are offered every single time without fail to your patient (oops…. I meant guest of course), you set yourself up for failure, and a more disgruntled patient than if you hadn’t tried in the first place. This can feel unfair in the reality of a busy dental practice, just trying to catch up after an almighty disaster leaves you running behind, but it is the reality.

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In one of this year’s top-selling business books, Setting The Table by Danny Myer, another concept is introduced – he calls it ‘Enlightened Hospitality’ and it has a lot to do with all of the above plus, the all important relationship building. And more than that – turning over rocks and connecting the dots – which really means listening and probing further into our customers wants, needs and expectations, and networking! All of which can equally apply to our world of dentistry.

When you are thinking about the ultimate in customer service – it doesn’t stop with the non-clinical. Critical non-essentials carry straight through into the clinical area also. Breaking down every step of the patient journey is a very useful tool in analysing your systems for care. For example, in the area of delivery of local anaesthetic, do you use the strongest available topical gel, do you warn the anaesthetic, do you utilise computerised delivery like The Wand?

All of the above depend on a proactive approach to caring for our patient’s best interests – and cannot be achieved without a team of people who are also prepared to care for themselves, each other and most of all the patients. Treat your team members in the manner in which you expect them to treat your best customer – invest in training and be specific about the level of service that is acceptable. The old clichés still hold true – the road to providing excellent, profitable customer service should be considered a journey, and never a destination!
Team with talent

Jeremy Reuben insists that by casting a wider net to find your new team member, you are more likely to find several professionals who meet your requirements.

T
k
om the increasingly high expectations of patients, you need a team that is efficient, extremely skilled and motivated. You also need considerable expertise and experience to give yourself the edge over competitors. To make your business a positive example to others, and attract more patients, you need to be recruiting from the widest pool of talent available.

This is not always easy to do. Recruitment is a highly specialised area, and requires unique expertise. Even when you are drawing just from the local area, sifting through all those CVs and conducting all those interviews is a lengthy, involved process. You would also need to check multiple references for each candidate. Whatever way you look at it, that’s a lot of work – work you probably don’t have time for. Another consideration is that you might not find the person you are looking for in your local area.

Further a field

What if you were casting a wider net? Imagine if you were including candidates from every corner of the UK in pursuit of a team member of the very highest calibre. If you could reach out that far in your search, you would have better chance of finding that consummate professional – but how would you deal with all of those responses from potentially many hundreds of candidates?

It is possible of course to place an advert in the dental press, but this can take time to produce a response. Even then, you might not find the right professional to complete your team. In short, it costs a lot of money to advertise in the dental press, with no guarantee of success.

Lightening the load

By enlisting the support of an employment agency that specialises in finding permanent and locum professionals for the dental industry, you can make the task of recruitment a great deal easier, and by opting for an agency that has a ‘no placement, no fee’ approach, you are assured of a cost-effective service.

With skilled consultants handling the process, you are free to continue focusing to find your perfect match on treating patients and running the practice.

This means that the candidates on the agency database (numbering tens of thousands for the most renowned agencies) are from locations all over the UK, so with a simple phone call or email you will be able to reach all the relevant candidates in your region, and beyond. It is worth remembering that, where permanent positions are concerned, people will often consider relocation. It is also possible that arrangements can be made for the right candidate to relocate temporarily to fulfil a locum role.

It is a simple question of statistics: by casting a wider net to find your new team member, you are more likely to find several professionals who meet your requirements, giving you the luxury of choice. With a UK-wide employment agency handling the recruitment process, your practice can only benefit. So next time you have a vacancy, think about taking the easy route – and let the experts bring the talent to your door.
Avoiding the tribunal

There are many things to be aware of when you are the employer, especially with new laws and regulations being brought in all the time. Frank Pons explains

There are more than 70 reasons why an employee might take you to a tribunal, and as an employer you need to be aware of all of them. The reasons for health and safety regulations and employment law are the protection of employees, and employee’s rights.

The penalties for not fulfilling your legal responsibilities can be disastrous. Even claims settled out of court still cost the business on average £7,000, just to cover lawyers’ fees. Not to mention the knock-on effects of such action, like lower moral and adversely affected productivity. So, what things do you need to bear in mind, as an employer in the 21st century?

The minimum wage

Firstly, every employer needs to realise that now, every employee over the age of 21 has the right to expect the minimum wage. Ensure that any workers you have in your practice benefit from a contract that meets this basic requirement.

Sexual harassment

Thankfully, we have moved forward as a society enough to recognise that there are certain things in the workplace that are simply unacceptable. Both male and female employees can be offended by sexual harassment, and all employers need to understand this. What one person calls an ‘innocent remark’ might cause a great amount of upset to their side if you prevent them from taking it.

Working fathers

There has also been provision made for paternity leave. Working fathers can now request a full two weeks leave. This is not something that is open to negotiation – the law is very clear. Employers must be careful not to pressure male employees into not taking this leave. They are entitled to it, and the law is on the side if you prevent them from taking it.

Safe equipment

You employees should not be in unnecessary danger at work, and employers have to grasp the potential consequences of cutting corners in terms of safety equipment.

Under current legislation, every single employee has the right to expect equipment that functions to a safe standard. None of your employees should be at risk because a piece of equipment is faulty or damaged. It is absolutely crucial that all equipment is regularly inspected and maintained, and that all employees have access to safe equipment.

Age discrimination

It is not acceptable to discriminate against someone because of their age. How would you feel, for instance, if somebody told you that you were too old to fulfil a certain task? This sort of thinking has no place in the modern working environment and employers are urged to recognise that the law is well and truly on the side of the employee in this case. Employees must be judged on merit, not on age.

There are many things to be aware of when you are the employer, and with new laws and regulations being brought in all the time, it is absolutely crucial that you stay up to speed. Ensure that your human resources provider can provide you with information and support in comprehending just what sort of comments, behaviour or accident might lead to a costly tribunal, and put all the necessary steps in place to make sure that these situations do not occur.
Fund performance – the cost

If you've an ISA or pension, it's likely the money's invested in an ‘active’ fund. ‘Passive’ funds are the alternative and are usually cheaper. Confused? Ray Prince unravels the jargon

There is so much terminology used to describe the charges levied by either type of fund. What is the difference between the annual management charge and the total expense ratio? Does the total expense ratio actually describe the total costs applicable to the fund?

What are the options?

Active Fund Management:
The goal of an actively managed fund is to ‘beat’ the market (a specific market index). An active fund manager uses research and market forecasts to select securities that the manager feels will increase in value over time. What the value of the investment is, in the manager’s opinion, at its peak, the manager sells the security.

Passive Asset Class Investing:
A passively managed fund seeks to match the investment performance of a specific target index or asset class. The passively managed fund manager does not actively buy and sell securities in an effort to beat the market. Rather, the manager simply holds all, or a representative sample, of the securities in the index or asset class.

What are the charges?

Let us start with the terminology. The annual management charge is the cost levied by the fund manager for running the fund. This ranges from 0.1 per cent in the case of some passively managed funds to 1.75 per cent or more for certain active funds.

Actual cost comparisons:
Let us now turn to the question of actual cost comparisons between active and passive funds. If we take the UK all company stocks index as an example, most actively managed funds have an Annual Management Charge (AMC) of 1.5 per cent. They also have other expenses declared of typically another 0.1 per cent to 0.2 per cent a year.

Compare this with, say, Fidelity Moneybuilder UK index tracker, which has an AMC of 0.1 per cent and a total TER of 0.28 per cent. Therefore, before even considering portfolio turnover costs, the average actively managed fund has to deliver a further 1.5 per cent or so each year, without taking any more risk than the index, in order to simply match a tracker.

In the case of Fidelity Special Situations, you get total annual fund costs of 3.96 per cent. In contrast the F&C FTSE All Share Index tracker has combined costs of 0.39 per cent. This means the average active fund has to outperform trackers by up to 2.94 per cent without taking any more risk.

Quite apart from wondering whether active funds can recover the extra costs and consistently achieve returns well in excess of them, you have to ask just how much cost an equity-based investment can put up with before the prospective returns on reasonable assumptions are reduced to a level no better than cash (similar to what you would earn in a savings account with your bank or building society).

Portfolio turnover rates

If this occurs, you will have incurred all the risk associated with equity-based investments but attracted none of the gains.

Contrast this with a typical tracker. The Foreign and Colonial FTSE All Share Index tracker has a PTR of 0 per cent. Others have PTRs of between 10 per cent and 20 per cent. To get the total annual cost, you have to add the PORTO cost to the TER. This means that the actual annual cost of the average active UK fund amounts to between 2.86 per cent and 5.22 per cent.

Ray Prince is a fee-based Impartial Financial Planner with Rutherford Wilkinson plc and helps dentists plan towards their ideal retirement, as well as getting the best deals on mortgages, protection and investments. Call him on 0191 217 5540 or email ray.prince@rwplc.co.uk. To request Rutherford Wilkinson’s free CD: How To Avoid The Three Most Common Retirement Planning Mistakes, just call Catherine Lowes on 0191 217 5540 (quoting ref: DT).
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Clark Dental, 6 Victory Close, Fulmar Way, Wickford, Essex SS11 8YW. Email: clarkdental@aol.com
While UK dentistry events are generally well supported by UK clinicians, comparatively few are able to attend gatherings in the USA. In February, I was fortunate to be present at the Chicago Mid Winter meeting, probably one of the largest international dentistry gatherings after the IDS in Cologne. The weeklong congress began with a ‘summit’ led by Gordon Christensen focusing on US dental laboratories, sponsored by a group, which for the last four years has been promoting US dental technology and US trained dental technicians.

A wide-ranging agenda covered topics such as Continuous Professional Development (CPD) for dental technicians, patient disclosure documents for all custom-made dental appliances and the key topic of entry level education and training. However, the underlying reason behind the summit is the growing concern, which is likely to become increasingly relevant to the UK dental laboratory dental market within the near future, regarding the outsourcing of the manufacturing of dental prostheses.

A danger to livelihoods?

A conservative estimate suggests that up to one fifth of custom-made, relatively straightforward dental appliances are now imported into the USA. A natural anxiety is growing across the domestic industry associations, including the ADA (the American Dental Association) that the time will come when there will be no skilled technicians left in the country to create the higher quality, more complex and high value added prostheses demanded by the cosmetic customer/patient. There is apprehension that the transfer of all prosthetic manufacture to the Far East laboratories will damage the more discriminating patient’s ‘dental experience’, with severe consequences for dentists’ livelihoods in the US.

Securing a future

The relationship between US dentists and their laboratories is as competitive and commercial as it is in the UK, and they were not attending a technicians’ summit for purely altruistic reasons. Fully aware of the challenge to their own prosperity posed by the threat to the US laboratories, they have joined forces with the technicians to lobby state and national governments in an effort to secure their own futures as well as that of the appliance manufacturers. While some might suggest this is protectionism, I would suggest they have every justification in protecting themselves and their own futures!

On this side of the Atlantic, the Health Select Committee review has taken place. It was encouraging to observe that independent presentations to the committee from both dental and dental technology organisations put forward similar views on this subject, and perhaps an appearance of solidarity across the industry on other matters, such as the new NHS contract, in an effort to secure their own futures as well as that of the appliance manufacturers. While some might suggest this is protectionism, I would suggest they have every justification in protecting themselves and their own futures!

It’s well known that where the US leads, the UK tends to follow. Is it time for a ‘lab summit’ between UK dentists and technicians, to harmonise approaches to government and attempt to safeguard the future for the different branches of the industry over here?
Endo treatment softening the blow

Offering care and reassurance to patients frightened of pain, should really start before they even get into the chair, so carrying out treatment isn’t made difficult, says Dr Michael Sultan

To most of our patients, root canal treatment is synonymous with pain. If a patient’s finding treatment uncomfortable and is anxious, this type of complex treatment can be made easier, so it’s important that they’re made to feel at ease from the start.

A patient’s first point of contact is usually the receptionist, who should give the patient the peace of putting the patient at ease, by greeting them in an empathic, reassuring, informative and helpful way. A medical background is far less important than excellent people skills at this point, and makes the difference between having a defensive and anxious patient and a fully informed patient who knows what to expect, how long treatment will take and how much it will cost.

Recording pain history

After the initial gentle greeting, the first step is to take a full history of the patient’s experience with pain, as well as a social and medical history. The pain history quickly allows us to assess whether the pain is of dental or non-dental origin, and if tooth related whether it may be primarily endodontic or periodontal. It also makes the patient feel they are talking to someone who is genuinely listening with real empathy.

Any special tests required should be explained to the patient from the start, and maintaining a reassuring dialogue during the process will maximise results. Only once the diagnosis has been ascertained and treatment plan explained and agreed can treatment actually begin.

Sedation as an option

If the patient is particularly anxious, it’s a good time to discuss sedation so that they can be treated in a more comfortable state. Many are only nervous about the actual injection – doing this slowly and calmly is a real skill. In our experience, the Wand has proved the most successful method in giving a great local anaesthetic.

Although the rubber dam has been used to great advantage in dentistry for over 100 years, it isn’t a common sight in a lot of practices. It effectively ‘takes the tooth out of the mouth’ for treatment. Not only does it save time and maintain a clean, dry field, it can also stop potential legal problems later. Dam placement can take as little as 10 seconds and once the clamp has been placed, my DSA will pass me the dam already on the frame ready for placement.

The best way to improve a patient’s acceptance of the rubber dam is for clinicians to use it frequently and proficiently. If the patient is claustrophobic, the dam can be cut back to provide a breathing hole. Many of the patients appreciate not having water and fluids building up at the back of their throat and genuinely feel more comfortable.

Props are used as routine. This stops the patients suffering from aching joints and jaws and reduces TMJ problems later. At the end of the procedure, many cannot remember if their mouths are open or not as their muscles have relaxed so much.

Given that endodontic treatment is lengthy, noisy and potentially quite stressful for a patient, it is good to offer a pleasant distraction such as a personal music player or the latest video glasses for listening to music or watching DVDs.

Communicate clearly

On completion of any treatment/procedure, it is a good idea to tell the patient what to expect in terms of pain, bruising and swelling. It really helps to take an analgesic at the end of the procedure before the injections wear off and if pain is expected, alternating regular three-hourly doses of paracetamol (500mg) and ibuprofen (400mg) give optimal pain relief.

Endodontic treatment may involve a certain amount of discomfort, but if time is taken to explain to the patient exactly what you are going to do and how it will feel afterwards, they will be prepared and able to tolerate a greater degree of discomfort than if they are taken by surprise.

A sympathetic follow-up phonecall a day after treatment is reassuring and allows the patient to voice any anxieties associated with their recovery. Patients really respond to and appreciate clear and concise communication at every stage of the process.

Endo treatment can be a source of solace for many firstly, as it’s a public school of dental excellence, and secondly, the fact that the treatment is taken seriously. The staff have been trained to provide a high level of care and the environment in which the treatment takes place is calming and soothing.

About the author

Dr Michael Sultan

BDS MSc DFO

is a specialist in endodontics and the clinical director of EndoCare. Michael qualified at Bristol University in 1986 and worked as a general dental practitioner for five years before commencing specialist studies at Guy’s Hospital in London. He completed his MSc in endodontics in 1995 and worked as an in-house endodontist in various practices before setting up in Harley Street, London in 2000. He was admitted onto the specialist register in endodontics in 1999 and has lectured extensively to postgraduate dental groups, as well as lecturing the endodontics courses at Eastman CDU, University of London. He has been involved with numerous dental groups, has been chairman of the Alpha Omega dental fraternity and in 2008, became clinical director of EndoCare, a group of specialist practices. Dr Michael Sultan can be contacted for advice regarding patients or any issues raised by the articles on michael@endopro.co.uk.

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Smartseal in practice

In the last issue, Sandra Watson outlined how she uses Smartseal for successful endo treatment. This week in part two, we ask Sandra why she prefers it to her old method of treatment and why she would recommend it to her colleagues.

Predictable Endo for the General Dental Practitioner

smartseal are delighted to announce dates for their popular evening seminars. The events will be hosted by Jerry Watson BDS, a practising GDP from Lincolnshire.

Aim of the course

To provide course participants with the necessary knowledge and skills to be able to implement the smartseal endodontic system in their practice.

Course objectives

By the end of the course participants should:

- have an understanding of the science behind the smartseal system
- have knowledge of the polymer plastics used in the system
- have the necessary skills to be able to use the smartseal system
- understand the nature of the material and its uses
- be able to interpret x-rays where a smartseal endodontic treatment has been used.

Format of the evening

6.30pm buffet supper/networking with colleagues
7.00pm overview of the system, science behind the material and how it works
9.00pm close

Dates and venues

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<td>12 March</td>
<td>Newcastle upon Tyne</td>
<td>Holiday Inn</td>
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<tr>
<td>19 March</td>
<td>Edinburgh</td>
<td>Marriott Hotel</td>
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Delegate rates: £65 - dentists, accompanying nurse free of charge*. Delegates attending the seminar will receive a 50% discount against the purchase of an introductory pack of smartseal. *one nurse per dentist!

About the speaker: Jerry Watson is a general dental practitioner based near Stamford. He works in two locations - Peterborough and Easton on the Hill. Jerry is a well respected trainer and has worked with many companies and organisations to deliver training for dental teams; he is particularly interested in facilitating customer care and team work training events.

New dates and venues for 2009!

1. What product/s and brands have you used in the past?
   I used to use hand files and then fill with GP using lateral condensation. More recently I have used K files with Pro Fit GP.

2. What prompted you to consider new kinds of products?
   I was interested to use a product which expanded laterally because of the obvious potential benefits. I had heard that Smartpoint swelled laterally, adapting to the shape of the canal and that once a seal was created, the point would stop swelling and its controlled hoop strength prevented root fracture. I recognised that these inherent characteristics could improve the outcome of root canal treatments and so decided to investigate further.

3. What decision-making process do you use to purchase new products?
   From personal experience dentists are naturally creatures of habit and although I believe we’re reticent to try new technologies and products, I do think we have a responsibility to be aware of and investigate new products that may help us to deliver an improved service and/or outcome for our patients. I form purchasing decisions by keeping abreast of information presented in literature sent to me and featured in the dental press, and I listen to what my colleagues have to say about products they have tried.

4. When did you become aware of Smartseal and what interested you most about it?
   I have been aware of Smartseal’s development for some time and have been watching the outcome of the trials with great interest. GP has been used for over 100 years and while it has served a purpose, we are all aware of its limitations. It makes sense that new, 21st-century technologies should pose, we are all aware of its limitations. It makes sense that new, 21st-century technologies should pose, we are all aware of its limitations. It makes sense that new, 21st-century technologies should pose, we are all aware of its limitations. It makes sense that new, 21st-century technologies should...
prompted you to actually use it? Was it a particular kind of case, the time of day…?

My nurse prepared a trial mix of the paste. We thought it might work well, it looked more than satisfactory and we decided to use it for the next root treatment.

7. Did you have any apprehension about using a new product and if so, why and how did you overcome it?

There is always a slight apprehension when using a new product and that inevitably makes using it for the first time more demanding. For instance I think you need to run through the process and discuss its use with your nurse in advance of using it so you both feel confident. You should also ensure no mention of new products is made in front of the patient.

8. What limitations or dissatisfaction did you have with the product/s you had been using? Did Smartseal overcome these issues and if so, how?

I had experienced a couple of failed endo cases where I had used GP and wanted to give Smartseal a try, especially on molars. I had experienced difficulties with molars in locating the canals when the pulp chamber was full of sealer, bending GP point after GP point. Smartpoints are much more rigid and easier to place than GP. Smartpoints are easier to push into curved canals and they are trimmed off easily using a high-speed drill with the water running. So much easier and nicer for the patient than sending up smoke signals when trimming GP using a hot instrument. I like the singly packed points, much cleaner than rummaging through a pack of mixed GP points. If using a constant taper file system only 04 and 06 points are required, these being trimmed to size using the gauge enclosed in the kit.

9. How did your nurse take to using Smartseal?

She found it easy to use and was the one who pushed me into my first Smartseal endodontic treatment!

10. Were there aspects of using Smartseal that you would like to see changed/improved?

No, the initial anxiety associated with performing a known treatment in a new way was soon overcome because of the simplicity and ease of use of the Smartseal system. I couldn’t find any fault at all.

11. Why do you think other practitioners may be reticent to try new products and what would you say to them now that you have tried it?

I guess most practitioners would be worried about handling a new product in front of a patient. I would suggest they try a test mix of sealer with their nurse first because other than that, the technique is the same; just pick up a Smartpoint instead of a GP point. Of course in hindsight I wonder why I hadn’t used it sooner but isn’t that always the case? The Smartseal team provides help in practices with lunch and learns and evening seminars for the dental team are also available. I would highly recommend either. I found them extremely helpful and informative. They helped me to learn more about the technology and encouraged me to purchase and then try it which in hindsight I am delighted I did.

12. How do you currently evaluate ongoing success of your endo treatments?

I review the results radiographically and check if the patient is symptom free.

A SMART POINT

All products were new once – even GP! As people try them and advocate their benefits, they move into the mainstream. At some point they become commonplace and no one ever gives the fact that they were once new a second thought. New products are successful when they fulfill a need or overcome an existing problem and that’s exactly what the Smartseal system purports to do. You be the judge by making an informed decision like Sandra Watson, Undertake your own investigation by visiting Smartseal at Showcase where presentations will take place every 50 minutes.

About the author

Sandra Watson
MDSc Eng 1980, BDS Lond 1980 is a general dental practitioner based in Easton-on-the-Hill, Lincolnshire.

Patient Treatment Centre

- Includes the award-winning Aquacut “Quattro” unit polishing, drying, cutting and washing all through one handpiece.
- A new accessory the Velopex “Zephyr” compressor, custom-designed to power the Aquacut.
- The trolley is part of the package on offer.

Digital X-Ray package

The current offer of a trial period rapidly establishes Clinicians’ confidence.

www.velopex.com
Dr Philip Preshaw from the University of Newcastle’s School of Dentistry was awarded the Young Investigator’s Award at the 86th General Session and Exhibition of the International Association for Dental Research (IADR) held in Toronto, Canada. The IADR Young Investigator Award, supported by Crest Oral-B, P&G Professional Health, is designed to stimulate basic research in all dental disciplines. The recipient must not have reached their 40th birthday at the time the award is presented and the award consists of a cash prize and a plaque.

MK: What factors contributed to you being awarded this honour by the IADR?

Philip Preshaw: I was recognised for my research focusing on clinical periodontology and applied laboratory research, specifically periodontal immunobiology, risk factors for periodontal disease (such as smoking and diabetes), and clinical trials design and execution. One study in particular that I conducted focussed on the effect of quitting smoking on periodontal treatment outcomes. This study was the first longitudinal project of its kind to confirm the benefits of quitting smoking in smokers with periodontal disease, and attracted significant international media attention.

IADR recognises young researcher

Maria Kritzinger spoke with award-winning Dr Philip Preshaw from the University of Newcastle’s School of Dentistry about the award and what it means for his future research goals.
MK: What does the award mean to you in terms of your career and research?
PP: To receive a Distinguished Scientist Award from the IADR is a tremendous accolade. It is recognition, both nationally and internationally, of my research activities and achievements. There are very few recipients of these awards, and therefore they are very prestigious. I hope that this award will improve my prospects for future career opportunities. With regard to research, this award will send a clear message to potential research funders that my research is of a high quality and generates clear and tangible outcomes that benefit patients, which I hope will enhance my competitiveness when applying for research grants in the future.

IMTEC’s Sendax MDI® Implant System offers a revolutionary one-hour, one-stage solution for long-term denture stabilization. This immediate loading mini dental implant system utilizes a patented, flapless placement protocol, using MDI instrumentation, making it the most minimally invasive implant of its size.

MDI Hybrid Implant
2.9mm Implant System

This one-piece implant enables placement with a procedure much like the Sendax MDI placement protocol, using MDI instrumentation, making it the most minimally invasive implant of its size.

IMTEC One-Day Seminar Schedule 2008
Lincoln: 15 November
Manchester: 25 October
IMTEC Seminars with Live Surgery
Shrewsbury: 8 November
Trade Show Special
See us at The Dental Showcase, Excel 2nd, 3rd and 4th Oct on the 3M Booth!
The Clinical Innovations Convention 2009

Top international speakers discuss the latest in practice management, aesthetics, implants and orthognathic surgery

Friday 13th and Saturday 14th February 2009

The BMW Pavillion
Cape Town
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Earn up to 14 hours verifiable CPD

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Fax: 020 7400 8988
Somewhat when we meet people, we just click with them. We get along with them without any effort. Yet there are other people who seem nice enough, but we do not develop the same bond with them. We develop a rapid and strong rapport with some and not with others.

Trust develops hand-in-hand with rapport.

Expressing yourself
Neurolinguistic programming (NLP) gives us insight into why we click like this and how we can develop a strong and lasting rapport with our patients. We all have five senses that we use to make sense of the world as we experience it. These are touch, taste, smell, sight and hearing. In dentistry, we don't do much licking or sniffing of our patients although they might do it to us. The main senses we use are visual, auditory and kinaesthetic (feelings). Rapport is quickly developed when we express ourselves using the same sense as the predominant or leading sense that the other person uses. We trust people who perceive things the same way we do.

Tuning in
Kay and Tinsley (2004) report that although we all use all these senses, 35 per cent of us are primarily visual, 25 per cent are auditory and 40 per cent are kinaesthetic. The words people use indicate their perception. If we can tune into these and give similar signals back to them through our words, they will realise that we can perceive things as they do. This in turn enables them to trust us and develops a strong and lasting bond.

A visually orientated person will tend to use visual words like ‘I see’, ‘It looks like’. They will also be motivated by potential visual improvement, find visual aids such as models or follow-up leaflets helpful, but he easily distracted by unwanted visual stimuli such as messy hair or something else that they can see going on.

An auditory person will benefit from being told information as they will remember how things sounded to them. For such a person spoken instruction should accompany written data, preferably following shortly after it. They will be easily distracted by background or extraneous noise. A kinaesthetic person may be motivated by the smooth feel of our dental work or of a plaque-free mouth. They may benefit from touching models and the feel of practising toothbrushing.

It’s all about trust
Developing this trust is also essential in patients adopting the behaviours we suggest. Would you follow the advice of someone you don’t trust? Probably not, says Mike Wanless who discusses how developing rapport with clients is being taught.
Tetric EvoFlow composite restorative ranges; IPS e.max CAD and IPS Empress CAD blocks, which enable Dentists to create state-of-the-art all-ceramic restorations with optimised aesthetics, and function at the chairside using CEREC; MultiLink Autolux and Variolink Veneer, composite luting cements designed to work in perfect harmony for optimised aesthetics with all-ceramic and metal-ceramic indirect restorations.

For further information visit Stand M04, contact your local Ivoclar Vivadent Representative, visit www.freeradiantcement.com or telephone 0116 284 7888.

There’s something for everyone at Sirona.

With over 10 years experience in this rapidly evolving field, they appreciate that every Practice is different and has individual requirements. Not restricted to just one or two manufacturers they supply what they believe are the best products on the market, products that can integrate with any Practice Management Software to deliver seamless integration and paperless practices.

Visit Stand E07 to see all the new developments in CEREC®

GC UK is at the forefront with new technology and techniques. The latest addition to GC’s portfolio is EQUA. Defining a totally new approach to restorations based on glass ionomer technology, it has never been so aesthetic, translucent, high-performing and economical! Fuji IX EXTRA and G-Coat PLUS are the first to combine quick and easy handling with perfect physical and incomparable aesthetic properties, which means: double the power for double the performance combined with natural optical characteristics.

For further information please contact GC UK on 01908 218 999.

A Fabulous Show – Guaranteed By Kerr!

Visit Stand F10 for unbiased advice on all your digital imaging needs

The company are so convinced of the benefits that they are offering you a free 3-day trial in your own practice. For further information please contact Bambach directly on 0800 581 108.

Support Chairs

Relax and feel the benefits on Stand K06

Support Stools have been developed for professionals working in sedentary positions, where both body support and the ability to move freely are essential. The seat and back of the Support Stool is designed to take the weight off the incumbent’s back and provide maximum comfort. The fully adjustable back support and bowl-shaped seat ensuring a proper posture.

Support Chairs also offer a wide range of accessories including new Swing and Swing Mini Armrests. Easy to fit, the Swing Armrest offers a number of options for varied seating positions. It gives the incumbent’s upper body a comfortable and stable support; and its soft padding can be upholstered in the same material and colour as the Support Stool or Perfect Saddle Stool.

For further information contact your regular Dental Dealer or Support Chairs on 01296 581764, fax 01296 585658, email sales@supportstool.co.uk or visit www.supportstool.co.uk.

The Bambach Saddle Seat helps to maintain the natural s-shape of the spine, preventing the discs from being put under pressure.

Lot's for Everyone

They will be exhibiting the latest digital imaging innovations from Vatec including their NEW Uni-3D digital panoramic and CT system which makes 3D/CT imaging affordable for the general practice. Visitors will also be able to see and compare various types of digital x-ray units from Durr, Digora, Sat-elec and Schick Technologies. There will also be a dedicated booth so they can compare at least five of the latest intra oral cameras..

For further information please visit Stand F10, telephone 0800 027 8595, email ja@digitaldental.co.uk or visit www.digitaldental.co.uk.

Visit Stand MO4 for your free Adhese One Sample

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A Fabulous Show – Guaranteed By Kerr!

See Kerr’s innovative products first hand; with two new products guaranteed to make your working life more pleasurable! The extended Herculean family now includes the aesthetic anterior and posterior Herculean X9 Ultra with Nano technology.

NEW Maxcem Elite with improved bond strength from Kerr takes cementation to the next level of simplicity. This self-etch, self-adhesive resin cement is perfect for all indirect restorations.

Sirona CEREC – Now the patient’s choice

Dentists and patients alike appreciate the one appointment required to make, fit and finish the perfect restoration with CEREC from Sirona.

The CEREC CAD/CAM system produces highly aesthetic, perfectly fitting, long-lasting all-ceramic restorations quickly and efficiently in your own practice.

With more and more patients now asking for Ceramic restorations, CEREC offers the perfect opportunity to recommend to your patients a wider choice of treatment. CEREC from Sirona ensures that you can be absolutely confident that the patient is getting the very best treatment the industry has to offer.

Sirona believe their CEREC 3D System is now even easier to use offering cost effective restorations with high financial returns.

For further information please contact Sirona Dental Systems on 0845 071 5040.

Visit Stand MO4 for your free Adhese One Sample

Visitors to Stand MO4 will receive a free sample of Adhese One, Ivoclar Vivadent’s Award Winning self-curing universal adhesive in the innovative “Click & Bond” VivaPen delivery system designed to work in perfect harmony for optimised aesthetics with all-ceramic and metal-ceramic indirect restorations.

There’s something for everyone at Sirona, and we’d like to give you the opportunity to have first hand experience of our wide variety of high quality, durable handpieces and equipment, and invite you to visit us at stand J03, Dental Showcase 2008.

If you’re unable to attend this year’s Showcase but would like to see our products in action then feel free to contact one of our Product Specialists, who will be more than happy to come and visit you. For those in the South of England please contact Dominic Ventimiglia on 07900 246822 and for those in the North of England please contact Pauline Johnson on 07872824175. If you’re from Scotland or Ireland you’ll be pleased to know you can contact our new Territory Manager, Angela Glasgov, on 07525911006.

New Exciting Products from GC UK at Showcase 2008

GC UK is at the forefront with new technology and techniques. The latest addition to GC’s portfolio is EQUA. Defining a totally new approach to restorations based on glass ionomer technology, it has never been so aesthetic, translucent, high-performing and economical! Fuji IX EXTRA and G-Coat PLUS are the first to combine quick and easy handling with perfect physical and incomparable aesthetic properties, which means: double the power for double the performance combined with natural optical characteristics.

That’s not all – GC UK has recently introduced Uniast II self-curing acrylic resin, FujiCem Autolux luting cement and Tissue Conditioner – revolutionary patented all-in-one soft reline and conditioning material.

For further information please contact GC UK on 01908 218 999.

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Relax and feel the benefits on Stand K06

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NEW Maxcem Elite with improved bond strength from Kerr takes cementation to the next level of simplicity. This self-etch, self-adhesive resin cement is perfect for all indirect restorations.
A British engineerered autoclave you can depend on at Stand S01

Win a luxury food hamper on the Dentists' Provident stand (T17)

Dentists' Provident is the leading provider of income protection insurance to dentists in the United Kingdom and Ireland. As a specialist insurer, we understand the complex income protection needs of dentists. Our flexible contract gives you the peace of mind that you and your dependants are financially protected if illness or injury prevents you from working.

On the Dentists' Provident stand at the 2008 BDTA Dental Showcase, one lucky visitor could win a luxury food hamper. All dentists who complete a simple online enquiry form to receive an instant personalised income protection illustration will be entered into the prize draw.

Stand E08 for the ultimate Sirona experience

British Academy of Cosmetic Dentistry at the 2008 BDTA Dental Showcase in London

The British Academy of Cosmetic Dentistry’s (BACD) enthusiastic commitment to the future and promotion of cosmetic dentistry in the UK and the organisations devotion to promoting clinical excellence in cosmetic dentistry, will once again bring it to the 2008 Dental Showcase to offer information and explain the role of the BACD in the promotion of cosmetic dentistry.

Members will be on hand ready to talk to delegates about the benefits and unique opportunities available upon becoming a member of the Academy, such as:

• Superior educational opportunities
• An excellent route to accreditation
• Networking opportunities, including the forum for the exchange of knowledge
• A patient referral service
• Conferences to show you the latest technology and techniques
• Discounts on courses and products

For more information visit stand H02 at London ExCel.

NEW – “Longlife Paks”

Bien-Air are so confident in their range of products, that we are now offering a Two Year Warranty with all our Top-of-the-Range products.

This is provided free of charge on all Triple Paks of Turbines: Bora/Bora L; Prestige/Prestige L; AND Triple/Quad Paks of Contra-angles and DIAMOND Contra-angles.

Keep ahead with the continuing advances in dentistry with Evident’s “Longlife” quality, affordable, dental imaging products, including the easy-to-use digital dental radiography system Digyrexi and the USB intraoral camera Cammy. Available exclusively from Evident, our selection of Danville consumables include Accolade SRO; the super radiopaque composite lining material and Accolade PV, the veneer cementing material with a unique try-in paste. Try the Prepstart, the versatile and powerful air abrasion equipment.

Visit Evident and see it all in action at stand K02. For more information contact: FreeCall 0800 521111 or visit Evident’s website at www.evident.co.uk

A British engineered autoclave you can depend on at Stand S01

Good bacteria on show at the BDTA

Most people now embrace the concept of probiotics for gut health, however debating at the BDTA this year is the world’s first probiotic for oral health.

GUM PeriBalance will undoubtedly be the star of stand T02 – which is hosted Dental Shop and a team of six dental professionals - however, also on show will be an extensive array selected from the 80 products in the Sunstar GUM oral health range – number one brand in Japan in the market leader in the USA – both renowned for their high levels of oral health.

Sunstar has created a cheque book containing tear out pages of discounts, competitions and special offers on the GUM product range, including PeriBalance, especially for dental practices. The vouchers can be redeemed at the BDTA or any time up until 31 December 2008 through Dental Shop.

For more information about Sunstar GUM call your dental wholesaler, Dental Shop on 01677 424 446 or visit www.dentalshopwholesale.com or visit www.sunstarargum.co.uk
Takara Belmont – Stands out from the crowd Stand No C02

Visit Stand No C02 and experience Takara Belmont’s treatment control units, E2 and E5 delivery systems and semi-custom machines. Technical, sales and surgery design staff will be on hand to provide detailed information and advice on the equipment, planning and installation.

The dental equipment on show will include the hugely popular surgical Light X, which offers 5 delivery options and supreme patient comfort, the stylish and unique space saving yet patient friendly Voyager II L, whose centrally mounted delivery unit ensures absolute equipoise for both left and right handed operators and the Phot X11 which offers greater control over delivery for the benefit of each individual patient.

For further information call Takara Belmont on 020 7515 0333 or email dental@takara.co.uk.

The Dental Directory

(A01 & B02)

As in previous years The Dental Directory will have two locations at Dental Showcase. The larger of the stands, A01, will host the company’s popular hospitality suite, with desktop computers, with desktop computers, with desktop computers, with desktop computers, with desktop computers.

Representatives from their experienced Equipment Division will also welcome the opportunity to discuss the latest surgery innovations and answer any questions on equipment or digital imaging matters. Their experience combined with their impartiality puts them in an ideal position to review the numerous options available and help you decide on the most appropriate solution for your practice.

Stand B02 will be dedicated to facial aesthetics and experts will be on hand to answer any questions you might have with regard to treatment including dermal fillers and Botulinum Toxin Type A.

Designer Dental

Join Frank Taylor Associates At The BDTA

Frank Taylor & Associates, the leading independent valuer and sales agent to dentistry, has invited Designer Dental to be their guest at the 2008 BDTA Dental Showcase.

Designer Dental is an experienced promotion and marketing company dedicated to tailoring their marketing plans to meet the customer’s requirements and aspirations.

Attendees will have the opportunity to talk to both expert team members and patients who can stay ahead of the game with assistance from these innovative companies.

Designer Dental offers extensive marketing plans that will maximise your patient or client spend and allow you to progress into the future. There will also be information about the fuss-free finance with Loan Hunter part of the Frank Taylor family. For more information contact Designer Dental on 0161 206 0160 or visit www.designerdental.co.uk.

Will Philips break the sound barrier at The BDTA?

Last year Philips completely re-engineered Sonicare to create FlexCare, which so far has achieved great strides being achieved in plaque biofilm disruption and plaque removal. So effective has this new brush proved that it has become the company’s flagship oral health product and has broken new ground amongst dental professionals. Such is its popularity that FlexCare will form the focus of the Philips stand at the BDTA (S00).

On show for the first time at the BDTA this year will be the newest Sonicare - HealthyWhite – which was launched in Spring, and which is uniquely designed to lighten teeth over a two-week period. This ‘must try’ product is the first sonic toothbrush specifically designed to whiten teeth, up to two shades in a fortnight.

Philips is encouraging show goers to try Sonicare for themselves and feel the difference after only two minutes of brushing, by visiting stand S06 at the BDTA. There they will be able to hands-on try FlexCare and the new HealthyWhite – in a private brushing booth, and even be able to take the brush head away with them.

Make a Date with Henry Schein Minerva!

If you’d like to practice more profitably you should be working with Henry Schein Minerva, who not only provide an extensive range of materials but work in complete partnership with you to develop a more successful practice.

Henry Schein Minerva’s team of experienced consultants can offer advice on every aspect of running a successful practice, recommending and helping you implement solutions that are tailor-made to suit your individual and practice needs. And, as your practice grows from strength to strength, Henry Schein Minerva will continue to play an important role in your business, supporting you in achieving your desired personal and practice goals.

For further information call the P&G Helpline (0870 2421850).

The Company is also committed to supporting oral health education and produces a range of free literature covering both manual and power brushing techniques as well as floss usage. Please speak to any of the company’s reps for more details or call the P&G Helpline (0870 2421850).

The main focus at this year’s Showcase will be Triumph SmartGuide, a power brush whose breakthrough technology goes beyond clinical superiority to tackle the challenging issue of compliance.

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Visit Henry Schein Minerva at the 2008 BDTA Dental Showcase - Stand Q05 & R16, or if you’re unable to attend please call 0870 10 20 40 to find out more.

Exhibition Stand D01: Research shows that 91% of dentists see acid erosion on a weekly basis.

Advances in dentistry mean that patients’ natural teeth are lasting longer and are therefore subject to the effects of erosion for a longer time than previously.

Further research which was undertaken by GalexSmithKline Consumer Healthcare (034k) amongst over 50 dental professionals, also highlights that 8 out of 10 dentists would recommend Sensodyne Pronamel to help protect against acid erosion.

Visitors to this year’s British Dental Traders Association (BDTA) will be able to find out more about Sensodyne Pronamel as part of GSK’s product range (Stand D01).

This year we will be launching the GXCB500 Cone Beam 3D Dental imaging system, powered by i-CAT to enhance the current imaging range. KaVo will be showing exciting products such as the top of the range ES0 dental unit that boasts many features and benefits not otherwise available, the GENTLERay 980 soft tissue laser and the full range of unbeatable KaVo handpieces.

KaVo will also be demonstrating our comprehensive ranges of top quality handpieces, which are designed to meet all clinical and economic needs and a number of innovations such as the NEON® Scafford Pen, a convenient easy to use laser diagnosis system that covers the full range of X-ray equipment including many new innovations in digital technology. You will also be able to see the i-CAT Cone Beam Scanner and discuss how it can improve your practice.

KaVo has a reputation for unsurpassed reliability and service. So, come and meet the KaVo team and find out more about all the products and fantastic promotions available on stand H05.
The evening of 22nd of Octo-
ber this year will find an audi-
cence in Fulham taking part in
the Velopex London Qua-
cut and Laser Workshop – pre-
sented by Dr Howard Gluck-
man. As a Specialist Periodon-
tist, Dr Gluckman has made ex-
tensive use of both his Velopex Laser and Aquacut. His illus-
trations will take the audi-
cence through a journey of how
to get the most from this equip-
ment – and how it can benefit
every dentist and every patient.

Dr Gluckman qualified at the University of Witwatersrand in 1990. He specialised at the University of Stellenbosch in 1998 in Oral medicine and peri-
odontics (cum Laude). He is in
private practice in Cape Town
and London. He is the founder
of the Implant and aesthetic
Academy in South Africa which is
the only private dental educa-
tion centre in the country. He
has lectures extensively both
Domestically and Internation-
ally and has recently won a
poster prize at an international
congress for the development of
a new bone grafting technique.

At the Workshop, we en-
courage existing equipment
owners to bring case presenta-
tions for discussion. The venue
is Fulham Dental Care on the
Fulham Road - so numbers are
limited. Refreshments will be
available during the evening.
Participants are encouraged to
arrive at 6pm for a 6.30pm start.

Costs for the evening are £25
for existing Velopex Laser own-
ers, £55 for owners of Velopex
Aquacut units and £275 for
those who do not own a Velopex
Aquacut or Laser.

The seminar qualifies for 5
Hours CPD and can be booked
by contacting Mark Chapman at
Velopex
To book or for more infor-
amation or to ask any questions,
please contact:
Mark Chapman
Medivance Instruments Ltd
Barretts Green Road
LONDON
NW10 7AP
UK
Tel +44 7754 044877
mark@velopex.com

The evening of 22nd of Octo-
ber this year will find an audi-
cence in Fulham taking part in
the Velopex London Aquacut and Laser Workshop – presented by Dr Howard Gluckman. As a Specialist Periodontist, Dr Gluckman has made extensive use of both his Velopex Laser and Aquacut. His illustrations will take the audience through a journey of how to get the most from this equipment – and how it can benefit every dentist and every patient.

Dr Gluckman qualified at the University of Witwatersrand in 1990. He specialised at the University of Stellenbosch in 1998 in Oral medicine and periodontics (cum Laude). He is in private practice in Cape Town and London. He is the founder of the Implant and aesthetic Academy in South Africa which is the only private dental education centre in the country. He has lectures extensively both Domestically and Internationally and has recently won a poster prize at an international congress for the development of a new bone grafting technique.

At the Workshop, we encourage existing equipment owners to bring case presentations for discussion. The venue is Fulham Dental Care on the Fulham Road - so numbers are limited. Refreshments will be available during the evening. Participants are encouraged to arrive at 6pm for a 6.30pm start.

Costs for the evening are £25 for existing Velopex Laser owners, £55 for owners of Velopex Aquacut units and £275 for those who do not own a Velopex Aquacut or Laser.

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Take the Kent Express Price Challenge on Stand P01
Kent Express are committed to ensuring that you get the best prices for your purchases at Dental Showcase with the Kent Express Price Challenge – Kent Express will match or beat any advertised price – or you will be sent £100 of Marks & Spencer vouchers free!

There are many other reasons to visit Velopex Express – you can benefit from great sale offers and promotions on many of the very latest dental products, and as you would expect Kent Express will have some great gift rewards available too!

Showcase is always a fantastic opportunity for you to kit yourself and your team in the latest Hejo Uniforms, and the on-stand dressing rooms provide the convenience for you to try before you buy. Bring your team along and benefit from great offers on the most popular Hejo lines. You are also invited to help pick the winners of the popular ‘design a uniform’ competition – the best 12 designs will be on show for you to judge.

Windsor Practice Installs 3rd Aquacut Quatro
Windsor, in Berkshire, is now firmly on the map as far as Fluid Abrasion is concerned! The 650th Velopex Aquacut Quatro has been installed at Dr Tuda Mankoo’s busy Windsor Centre for Advanced Dentistry in Dorset Road, Windsor. This beautiful, light and airy building provides a superb backdrop for this busy dental practice - which now offers all patients the availability of fluid abrasion: Cleaning and Treating, in a calm soothing environment. Dr Mankoo commented: “This is the third Aquacut, in the building – it’s great! It’s an essential part of a modern practice”.

This is all achieved using the unique Velopex ‘water curtain’ bringing a new dimension to the air abrasion concept. The clinicians and patients dislike of air abrasion being principally the mess associated with this technique. The Velopex Aquacut Quatro delivers a vanilla scented fluid along with the stream of air and particles thus allowing standard aspiration to cope with the emissions from the handpiece tip.

For more information or to ask any questions, please contact:
Mark Chapman
Medivance Instruments Ltd
Tel 07734 044877

Who works harder? You... or your money?
Cover the ‘Essentials’ at the 2008 Dental Showcase in London, with a visit to the Essential Money stage. Specialist independent financial advisers for dentists, Essential Money can show you how your money could work harder for you. Plus enter the prize draw for a chance to win a Holiday!

Thomas Dickson, head of the Essential Money team has 15 years experience in financial services and has been working with dentists since 2001. Author of ‘106 money saving ideas for dentists’, Thomas’ knowledge has been harnessed in a unique way to allow dentists to benefit from his expertise.

It’s What’s On That Matters
See Things Differently at the 2008 BDTA Dental Showcase
As the exclusive supplier of the universally respected Carl Zeiss range of magnification and illumination systems, Navix is well equipped to offer expert advice to visitors and further information on its products, helping delegates select from the excellent range of magnifications and working distances.

Don’t miss DENTSPLY at the 2008 Dental Showcase!
Visit stands P09, P10 & N10 to experience the latest DENTSPLY products. The latest innovations will be on show displaying world class products, including SmartCem™ self-adhesive cement, boasting one of the market’s strongest bond strengths, low film thickness and quick setting in only 2 minutes.

The DENTSPLY team will present demonstrations and share extensive knowledge of products, latest concepts and working procedures with visitors, supported by an interactive area and ‘test driving’ hot-tubs of Veuve Cliquot Champage for orders placed during the show.
Data Hosting, and a range of Cutting Edge Features, from Practice Works

At this year’s BDTA Dental Showcase visit the Practice-Works team. Experts from the world’s largest provider of dental practice management software and digital imaging systems will be delighted to discuss the latest innovations, including version 5 of the proven Kodak R4 Practice Management Software, which now has a web based version which includes Data Hosting.

Never before used in dentistry, Data Hosting means that the application and the data are accessed via the internet – there is no need for expensive servers or software. R4 version 5 links directly to a credit card pin reader, means no need for expensive servers and a range of innovations, including version 3 and digital imaging systems will result in shorter visits.

Your patients will also be able to make bookings online, which means more convenience for them. They just access the online appointment book, select the preferred date, and choose from available appointment slots.

Blackwell Supplies: the source for innovative products

Blackwell Supplies, a market leader in the provision of cost-effective and high-quality solutions for the daily needs of the 21st-century clinician, has an impeccable reputation for meeting the needs of both dental staff and patients.

The comprehensive Blackwell Supplies portfolio includes, but is by no means limited to:

- Ledermix Combination Kits: this potent dental paste is indispensable when caring for patients with irreversible putpits who require emergency treatment.
- Chlorhexidine Gluconate: this germicidal mouthwash reduces oral bacteria and fights gum disease and plaque.
- Dometyn: This high-performance solution to periodontal disease, with anti-inflammatory action, Dometyn promotes connective tissue attachment.
- Denshi™ Home Therapy System: for rapid and complete relief from sensitive teeth, Denshi™ prevents exposure of pulp nerves to painful stimulation.

Discover the future of communication and education with e-touch

Discover the latest additional to the CollarDam family - Everyday Protect - the new, cost effective, super-absorbent/cellulosic patient protection dental bib. Lasting up to 1 hour during procedures that otherwise would leave patients feeling wet, cold, stressed and uncomfortable, Everyday bibs are composed of a lighter material than the acclaimed Premier Protect from CollarDam, offering a cheaper alternative to keeping your patients relaxed through those shorter visits.

From as little as 40 pence per bib when ordered in packs of 25, CollarDam™ patient protection caps and bibs are yet another weapon in the armoury of clinicians seeking to impress and retain the loyalty of increasingly demanding patients.

Recommended by many top industry names, CollarDam™ is setting new standards in patient comfort.

In order to fit your new surgery with the best equipment, Clark Dental offers the highest quality technology from leading manufacturers, including the CDR Wireless, the world’s first and only cable-free intraoral sensor from the Schick Technologies digital imaging range. Clark Dental also supplies the Nomad™ portable hand-held cordless x-ray, with rechargeable battery packs, 90 weight and full compatibility with digital imaging and film-based systems.

Benefiting from extensive industry experience and understanding, Clark Dental will quickly have you treating patients from your new dream surgery.

Dental Care for the 21st-century clinician, has a leading specialist centre for patient care, graduate teaching and advanced research. The Eastman, with its glowing national and international reputation, is the perfect choice for graduate dental education and training for those who aspire to realise their full potential and provide their patients with the best possible care.

Visit the Eastman Dental Institute at the 2008 BDTA Dental Showcase, London

The Eastman’s stand, F06 at the 2008 BDTA Dental Showcase, is the ideal setting for expert advice on continued education.

IDH Integrated Dental Holdings (IDH) are delighted to be attending the 2008 BDTA Dental Showcase.

The Eastman and its portfolio of specialist centres in addition to specialist referral clinics.

To find out more about IDH’s quality clinical den-
Hague Dental Supplies offer sales, design and engineering services to the dental industry.

In London, Hague have one of the largest showrooms in the UK, viewings are available by appointment (inc out of hours).

Hague also offer engineering and maintenance service packages on your equipment at agreed intervals to suit your needs. At the depot, in Surrey, Hague stock a huge selection of parts and equipment – in order to get you back up and running fast in an emergency.

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