Help Patients Fight the “Credit Crunch”!

The need to help patients spread the cost of their dental treatment is now even more apparent as the “credit crunch” starts to bite. As a leading provider of cost-effective, practice-branded, dental payment plans, DPAS believe in providing practices with a solution that not only helps retain patients but also attracts new ones, even in these times of financial hardship.

A DPAS Payment Plan enables your practice to offer a combination of membership, maintenance and/or prepayment schemes, specifically designed to suit your patients’ individual needs. A flat monthly practice fee, that has remained unchanged since 1996, is charged irrespective of the number of dentists, patients and plans you have, making a DPAS plan highly cost effective for practices with over 500 plan patients.

Whether you are changing from another provider or making the transition from NHIS to private practice, DPAS provide a unique blend of choice, flexibility and operational freedom that makes the financial aspects of practice easy to manage.

For more information about offering a cost effective practice payment plan call DPAS on 01747 881448 or visit www.dpas.co.uk.

The Financial Choice

In today’s hi-tech dental environment, it’s important to be able to keep pace with advances and use the most up-to-date equipment available.

Because we understand dentistry, we are perfectly placed to offer advice on the best ways to grow your practice. Now we are able to relate our dental knowledge to the world of practice finance through our Financial Services Division - ChoiceHealth Leasing.

ChoiceHealth Leasing has been specifically designed to provide options that will help you manage your finances and fund practice expansion. This, coupled with your extremely competitive rates, means that new, advanced equipment can be yours without being a drain on cash flow or cash reserves.

When it comes down to something as vital as your finances, it’s reassuring to know that when using ChoiceHealth Leasing you will be supported by highly experienced consultants.

So whether you’re in need of a total practice refurbishment or simply a new chair, you can do it all with ChoiceHealth Leasing from Henry Schein Minerva. Simply call 0870 10 21 20 today for more information.

Spend and earn with American Express

It sounds too good to be true - get money back on your spending, but with the American Express® Platinum Business Cashback Card that’s exactly what happens. You earn 5½% money back on all the business goods and services you routinely purchase on the Card for the first 3 months and then up to 2½% thereafter. Up to £1,000 Cashback can be earned in 12 months.

What’s more an exclusive deal with The Dental Directory means you get an additional £100 UnoDent credit when you spend more than £5,000 within your first 5 months.

Purchasing your dental materials and equipment from the Dental Directory using the American Express Platinum Business Cashback Card could save your business hundreds of pounds each year.

Mike Volk, Sales and Marketing Director at the Dental Directory said “American Express offers great value and efficiency, both of which are key to our own Dental Directors ethos. Together we enable our customers to simplify their purchasing and make real savings to their bottom lines. We are delighted that American Express has chosen to work with us exclusively in the dental market”.

To apply for a Card today simply call 0800 085 4958, alternately contact the Dental Directory Team on 0800 585 586, to benefit from this great deal.

iBOND® Self Etch gains best marks in six month in-vivo clinical study

iBOND® Self Etch provides the same or even better results in one single step than etch+rinse adhesives, according to the latest findings of a six-month in-vivo split mouth study by the Center for Dental Research at the Loma Linda University School of Dentistry in Los Angeles. The Heraeus Kulzer self-etching all-in-one adhesive earned best marks for marginal adaptation, marginal discoloration, surface stain, polish retention and secondary caries.

Clinical evaluation

In a clinical split mouth study, the Center for Dental Re-
search at the Loma Linda University School of Dentistry in Los Angeles evaluated the clinical efficacy of IBOND Self Etch in posterior direct composite restorations compared to the longer established adhesive GLIMA® Comfort Bond + Desensitiser.

Best results for IBOND Self Etch
At the six-month follow-up, the restorations bonded with IBOND Self Etch could obtain the best “Alpha” marks for all evaluation criteria, which are pre-requisites for an excellent adhe-
sive system. No marginal gaps or discolorations had been found nor surface stain or sec-
condary caries. “A” marks with-out exemption for retention indi-
cate excellent bond strength on enamel and dentine.

For the long term success of implants optimal oral hygiene is needed to ensure the tissues supporting them are kept in good health. Recent research has concluded that for patients with generalised severe chronic periodontitis, close monitoring is needed to prevent both development of peri-implantitis and recurrence of peri-
odontal infection.

Brushing with the proven benefits of Oral-B’s oscillating-rotating power brushes helps to ensure maximum effective-
ness and efficient plaque remo-
tion.

For the implant patient, their investment in oral health should encompass the best for ongoing maintenance which can be expressed simply as hav-
ing the best, in the form of Oral-
B’s evidence-based record, to keep the best.

The crucial importance of good oral hygiene cannot be emphasised enough for these patients. In another study sig-
nificantly increased incidence of peri-implantitis and signifi-
cantly increased peri-implant marginal bone loss were pres-
ent in individuals with peri-
odontitis-associated tooth loss, emphasising that implants are the start of a whole new oral hy-
geine habit.

Implants need good maintenance
With the continuing, grow-
ing number of implants being reliably placed worldwide, Oral-B power toothbrushes are the ideal adjunct to successful maintenance.

Perfect interproximal con-
tacts are a must when carrying out class II restorations. Dental professionals rely on the matrix system they use to ensure good contacts are achieved.

The Palodent Sectional Ma-
trix System is the original, trusted and highly rated con-
toured sectional matrix system that can be used with any restorative material.

When the Palodent BiTime Ring is placed before and during tooth preparation, the spring steel tension gently separates the teeth; this separation pro-
vides the required space to eas-
ily place a contoured sectional matrix. In addition to the unique spring steel and excel-
lent matrix shape, the Palodent application takes just 50 sec-
onds to complete. This is a huge time-saver compared to conven-
tional matrix systems that may require up to 8 minutes of bur-
nishing.

The excellent shape of the Palodent Sectional Matrix Sys-
tem creates natural contours and profiles, unlike the usual flat surfaces and improper contacts achieved using other matrices. The Palodent com-
plete kit includes 5 sizes of ma-
trix bands and the 2 rings, along with Palodent forceps to enable you to start using this product.

For more information on the Palodent Sectional Matrix System or to arrange a free demonstration, please con-
tact DENTSPLY on +44(0)800 072 5515.