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 you to offer a combination of membership, maintenance and/or capititation 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 NHS 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 01475 878189 or visit www.dpas.co.uk.

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 5% money back on all the business goods and services you routinely purchase on the Card for the first 3 months and then up to 2% 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 Directory 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, alternatively contact the Dental Directory Team on 0800 385 586, to benefit from this great deal.

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 to finance 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.

CEREC Technology

The CEREC chairside CAD/CAM system from Sirona Dental Systems is clinically proven. It was first developed over 25 years ago and has gone from strength to strength during this time. With constantly evolving technology, the CEREC CAD/CAM allows you to fabricate inlays, onlays, crowns and veneers in a single appointment. The need for messy and uncomfortable impressions, laboratory services and the bills they produce will become a distant memory!

The ceramics used in CEREC offer superbly aesthetic, long term and durable restorations for your patients in a single visit whilst also generating outstanding extra income for your dental practice.

Courses are regularly hosted across the country to ensure that all new techniques are shared with CEREC users on a frequent basis.

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

Loupes, Lights at any age...

What was especially noticeable this year was that the average age of dentists buying their first loupes at the Evident stand at this year’s Dental Showcase has dropped significantly demonstrating that loupes and concentric lights are necessary for dentistry irrespective of age.

Exhibited in Evident’s “surgery set-up”, dentists could clearly understand the quality that Orascoptic loupes can bring to their daily practice. A “must-see” was the unique through-the-flip Revolution, ensuring EFC-1 LED flip-up in one loupe. Evident’s new Zeon Apollo LED light system was also available to view; the smallest, most lightweight headlamp on the market.

Danville consumables exclusive to Evident to show including Accolade SBO, the super radiopaque composite lining material and Accolade PV, the veneer cement, complete with its unique try-in paste. Finally, PreTrip, the versatile and powerful air abrasion unit continued to create significant interest.

For more information on any Evident product, FreeCall 0500 521111 or visit Evident’s website at www.evident.co.uk

When is two minutes really 56 seconds?

We all know that we should brush our teeth for two minutes twice a day, but how many of us do? The average is just 56.7 seconds!

Now new technology is here to help in the Oral-B Triumph power toothbrush with the SmartGuide, a unique remote control-trend display driven through a chip in the toothbrush handle and by wireless technology. This shows the time spent brushing, incorporates a quad-rant timer for each part of the mouth, provides details of the brushing mode and a visual pressure signal that lights up when too great a force is being exerted.

Recent research showed that the SmartGuide increased the brushing time to an average of 157.4 seconds per brushing compared with manual brush users’ average of just 80.8 seconds. The additional information provided by the visual guide reinforces learning and the trial also showed that the users were over five times more compliant with twice-a-day, two-minute brushing vs. a regular manual toothbrush.

Embrace Multi-disciplinary Care with The Clearstep System

The Clearstep System lets GDPs embrace multidisciplinary care by offering patients comfortable, effective and invisible orthodontic treatment.

Based around 5 key elements – Pre-Alignment, Space Closure, Alignment, Finishing & Detailing and Extras.

With complete support every step of the way from experienced specialists; this fully comprehensive and invisible system covers a wide range of orthodontics.

- Create space with the CODA expansion device;
- Close space with the Clearstep Closing Screw or a sectional fixed approach;
- Align in incremental stages with clear positioners;
- Achieve perfect occlusion with elastic mechanics and the Buccal Segment Settling appliance;
- Offer gentile, multiple and precise occlusal refinement with the FORD appliance;
- Make use of Anchorage Reinforcement, Composite Attachments, Bite Opening appliances and more… and more.

The Clearstep System is convenient and easy to use, and lets you provide patients with exceptional results.

For more information call the OPT Laboratory & Diagnostic Faculty on 01542 557910 or email info@clearstep.co.uk, www.clearstep.co.uk

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/prime/adhesive, 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, polishability, sensitivity, retention and secondary caries.

Clinical evaluation

In a clinical split mouth study, the Center for Dental Re-
Implants need good maintenance

With the continuing, growing number of implants being reliably placed worldwide, Oral-B power toothbrushes are the ideal adjunct to successful maintenance.

Palodent® Sectional Matrix System

Perfect interproximal contacts 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 Matrix System is the original, trusted and highly rated contoured 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 provides the required space to easily place a contoured sectional matrix. In addition to the unique spring steel and excellent matrix shape, the Palodent application takes just 50 seconds to complete. This is a huge time saver compared to conventional matrix systems that may require up to 8 minutes of burring.

The excellent shape of the Palodent Sectional Matrix System creates natural contours and profiles, unlike the usual flat surfaces and improper contacts achieved using other matrices. The Palodent complete kit includes 5 sizes of matrix 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 contact DENTSPLY on +44(0)800 072 5515.

Velopex Colour Diode Laser

The Velopex Colour Diode Laser continues to impress with 5W cutting power at 810nm and a touch sensitive control panel. The new Velopex ‘white’ fibres provide an extremely durable way to cut, with fine detail. The 520 micron fibres are robust enough to give confidence in endodontic procedures, whilst retaining their flexibility. The new Velopex Laser Handpiece ensures ease of movement as well a rigid way of controlling the fibre. All of these advances bring even more reasons why the Velopex brand continues to strengthen.

The Velopex Colour Laser actually contains two lasers: a 10 Watt Gallium Aluminium arsenate (GaAlAs) diode laser, and a small laser pointer. The GaAlAs laser is ideal for soft tissue (gum) work – as it does not interact with teeth or bone. It is particularly indicated for both periodontal work – where it can sterilise the root canal. It can also be expressed simply as having 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 significantly increased incidence of peri-implantitis and significantly increased peri-implant marginal bone loss were present in individuals with periodontitis-associated tooth loss, emphasising that implants are the start of a whole new oral hygiene habit.

Cold Sore Season faces defeat!

These very annoying, painful and irritating oral conditions can ruin a family Christmas celebration. Now Patients, Dentists and Staff Members involved in UK Dentistry all have their own special help with the introduction of the OralLight hand held treatment wand. This unit is the patients answer to those niggling Cold Sores - as well as Aphthous Ulcers, Gingival Inflammation, Bad Breath and more.

Provided for NASA Astronauts as a drug and medication Free system, this Clinically

How does your practice grow?

If magicians, balloons, sunflowers and a garden were something you hadn’t expected to encounter at this year’s Dental Showcase, then you were in for a pleasant surprise. Following their current campaign ‘Growing Your Practice’, DPAS, a leading provider of cost-effective, practice management and clinical payment plans had the lot.

As more and more clinicians look to convert from NHS and mixed practices to fully private provision, Showcase was a perfect venue for DPAS to explain how their unique offering can help make the transition as smooth as possible.

With practice branding solutions at the heart of their philosophy, visitors to the stand were impressed by DPAS’s long-standing expertise and their offering of cost-effective, customised dental plans designed to suit individual needs.

DPAS are currently running a series of “Grow Your Practice” seminars, offering guidance and advice for practitioners who are considering the move to independent practice.

For more information or to reserve a place call 01747 870910, text seminar followed by your name and practice name to 82010 or visit the events page at www.dpas.co.uk.

Great offer available on Kemdent InstrumentSafe.

For further information and reader enquiries contact: Amy Compton, Heraeus Kulzer Ltd, Heraeus House, Northbrook Street, Newbury, RG14 1DL. Tel: 01635 50500 Email: admin.uk@heraeus.com Internet: www.heraeus-kulzer.com

Velopex Colour Diode Laser is one product within the new, high quality range of Kemdent Cross Infection control products. It is available in a 1 litre dispensing unit and 5 litre and 10 litre refills. InstrumentSafe is a pre-sterilisation concentrate which is aldehyde and Phenol-free. It is an easy to dispense concentrate that is suitable for both thermo-labile and thermo-stable instruments.

InstrumentSafe can be diluted to different concentrations depending on the time available. 40 ml of InstrumentSafe makes a 1 litre, 4% concentration soak. This concentration kills harmful bacteria including HBV/HIV/HCV/ BVDV, vaccinia are Tubercolocidal and Hospitalism prophylaxis after 15 minutes of soaking. InstrumentSafe kills MRS.

Kemdent customers require high quality, value for money products. Kemdent pride themselves on a range of cross infection control products which have no overpowering odour, are safe and pleasant to use, are gentle on the user but above all powerful against harmful bacteria.

For further information on special offers or to place orders call Helen on 01705 770256 or visit our website www.kemdent.co.uk.

Proven device is fully researched and plenty of supporting evidence can be found on Medicus Publishing (under “Low Level Laser Therapy” or “Phototherapy”). The simple twice daily application of this heating light over 5-4 days is sufficient to get rid of cold sores.

OraLight is available through dentists for patients to buy

You can stock OraLight now at the special price of £38.00 + VAT (Special offer RRP £49.00) alternatively, Buy two for £70 + VAT and get a wall poster FREE, Or buy six for £265 + VAT and get a MACHFloss wall dispenser (with 600m of Floss & wall fixings included) value £50, FREE.

Available through: Dental Sky on: 0800 294 4700 See: www.oralight.co.uk