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 capitation 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 01747 870910 or visit www.dpas.co.uk.

CEREC Technology

The CEREC chairsides CAD/CAM system from Sirona Dental Systems is clinically proven. It was first developed over 25 years ago 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!

When is two minutes really 56 seconds?

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

The ceramics used in CEREC offer superior aesthetics, 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

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 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 ethos and ethics. 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 585 586, to benefit from this great deal. ■

Embrace Multi-disciplinary Care with The Clearstep System

The Clearstep System lets GPs 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 gentle, multiple and precise occlusal refinement with the FORD appliance;
- Make use of Anchorage Reinforcement, Composite Attachments, Bite Opening appliances 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 ■

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.

Now new technology is here to help in the Oral-B Triumph power toothbrush with the SmartGuide, a unique remote control that displays the time spent brushing and provides 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 80.3 seconds. The additional information provided by the visual guide reinforces learning and the trial also showed that the users were now five times more compliant with twice-a-day, two-minute brushing vs. a regular manual toothbrush.

What was especially noticeable this year was that the average age of dentists buying their first loupes at the Evident stand was at least 10 years younger. A “must-see” was the unique Through-the-flip Revolution, a single appointment, single step in one loupes. Evident’s new Zeus Apollo LED light system was also available to view; the smallest, most lightweight headlamp on the market.

Danville consumables exclusively at Evident, showing a wide array of products including Accolade SRO, the super radiopaque composite lining material and Accolade PV, the veneer cement, complete with its unique try-in paste. Finally, PreTooth, the versatile and powerful air abrasion unit continued to create significant interest.

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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 0800 10 21 20 today for more information. ■

Industry News

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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-step than etch/primers, 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 discolouration, surface stain, polishing and sensitivity, 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 SelfEtch in posterior direct composite restorations compared to the longer established adhesive GLIMA® Comfort Bond + Desensitiser.

Best results for iBOND SelfEtch At the six-month follow-up, the restorations bonded with iBOND SelfEtch could obtain the best “Alpha” marks for all evaluation criteria, which are pre-requisites for an excellent adhesine system. No marginal gaps or discolorations had been found nor surface stain or secondary caries. “A” marks without exception for retention indicate excellent bond strength on enamel and dentine.

For further information and reader enquiries contact: Amy Compton, Heraeus Kulzer Ltd, Heraeus House, Northbrook Street, Newbury, RG14 1DL. Tel: 01635 30500 Email: admin.uk@heraeus.com Internet: www.heraeus-kulzer.com

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.

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 retention 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 burnishing.

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

Proven device is fully researched and plentiful of supporting evidence can be found on Medline/Pubmed (under “Low Level Laser Therapy” or “Phototherapy”). The simple twice daily application of this healing 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 £40.00) alternatively, Buy two for £70 + VAT and get a wall poster FREE, Or Buy six for £205 + VAT and get a MACHFloss wall dispenser (with £600 of Floss & wall fixings included) value £50, FREE

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

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 specific dental payment plans had the lot.

As more and more clinicians look to convert from NHS and mixed practices to purely 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 678010, text seminar followed by your name and practice name to 8200 or visit the “Ask page” at www.dpas.co.uk