Dental Tribune

28 Industry News

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 capitulation 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 aspect of practice easy to manage.

For more information about offering a cost effective practice payment plan call DPAS on 0845 870 540 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 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 0800 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 5% back on all the business goods and services you routinely purchase on the Card for the first 5 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 UniDent 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 business 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 4938, alternately contact the Dental Directory Team on 0800 085 586, to benefit from this great deal.

Industry News

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 CAD/CAM restorations that are the closest yet to natural tooth substance allow the dentist to meet all requirements fully in terms of aesthetics, fracture strength, abrasion characteristics and function.

CEREC offers 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 was well above 30 years. Evident’s new Zean Loupes, Lights is a “must-see” was the unique through-the-flip Revolution, allowing TFL and flip-up in one loupe. Evident’s new Zean Apollo LED light system was also available to view; the smallest, most lightweight headlamp on the market.

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

For more information on any Evident product, FreeCall 0900 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 a day, but how many of us do? The average is just 56.7 seconds!

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 orthodontic treatments.

• 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 Setting 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.

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 simple 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, polish resistance, 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® Self Etch in posterior direct composite restorations compared to the longer established adhesive GLUMA® Comfort Bond + Desensitizer.

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 adhesiv 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 the long term success of implants optimum 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-implant and recurrence of peri-odontal infection.

Brushing with the proven benefits of Oral-B’s oscillating-rotating power brushes helps to ensure maximum effectiveness and efficient plaque removal.

For the implant patient, their investment in oral health should encompass the best for ongoing maintenance which can 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 peri-odontitis-associated tooth loss, emphasising that implants are the start of a whole new oral hygiene habit.

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.

Great offer available on Kemdent InstrumentSafe.

Velopex Colour Laser Diode System
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 528 micron fibres are robust enough to give confidence in endodontic procedures, while retaining their flexibility. The new Velopex Laser Handpiece ensures ease of movement as well as 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 pocket killing the bacteria – also for endodontic work where it can sterilise the root canal. ■

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 patient’s answer to those nagging Cold Sores - as well as Aphthous Ulcers, Gingival Inflammation, Bad Breath and...