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 den- tists, patients and plans you have, making a DPAS plan highly cost effective for practices with over 500 plan pa- tients.

Whether you are changing from another provider or mak- ing 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 man- age.

For more information about offering a cost effective prac- tice payment plan call DPAS on 01747 870910 or visit www.dpas.co.uk.

The Financial Choice

In today’s hi-tech dental en- vironment, 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 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 fi- nances, it’s reassuring to know that when using ChoiceHealth Leasing you will be supported by highly experienced consult- ants.

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.

CEREC Technology

The CEREC chairside CAD/ CAM System from Sirona Dental Systems is clinically proven. It was first developed over 25 years ago to strengthen this during time. With constantly evolving tech- nology, 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 chairside CAD/CAM Systems is one of restorations that are the closest... 

It sounds too good to be true - get money back on your spend- ing, but with the American Express® Platinum Business Cashback Card that’s exactly what happens. You earn 5% money back on all the business costs and services you rou- tinely 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 Unident credit when you spend more than £5,000 within your first 3 months.

Purchasing your dental ma- terials 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 Mar- keting Director at the Dental Di- rectory said “American Express offers great value and ef- ficiency, both of which are key to our own Dental ethos. To- gether we enable our customers to simplify their purchasing and make real savings to their bot- tom 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, alternat- ely contact the Dental Di- rectorate Team on 0800 585 586, to benefit from this great deal.

Spend and earn with American Express

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 Cerec System lets GDPs embrace multidisci- plinary care by offering patients comfortable, effective and in- visible orthodontic treatment.

Based around 5 key ele- ments – Pre-Alignment, Space Closure, Alignment, Finishing & Details and Extras.

With complete support every step of the way from expe- rienced specialists, this fully comprehensive and invisible system covers a wide range of orthodontic.

• 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 pre- cise occlusal refinement with the FORD appliance;
• Make use of Anchorage Rein-forcement, Composite Attach- ments, Bite Opening appli- cations… and more.

The Clearstep System is con- venient and easy to use, and lets you provide patients with ex- ceptional results.

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

Loupes, Lights at any age...

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

Embrace Multi-disciplinary Care with The Clearstep System

Loupes, Lights at any age...

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 Re- search at the Loma Linda Uni- versity 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, postoperative sensitivity, reten- tion 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 + 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 adhesivity system. No marginal gaps or discolorations had been found nor surface stain or secondary caries. “A” marks without exemption 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 50500 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.

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 stabilise 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 patients answer to those nagging Cold Sores - as well as Aphthous Ulcers, Gingival Inflammation, Bad Breath and MRSA.

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 Sectional Matrix System
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.

For more information or to receive a MACHFloss wall dispenser free system, this Clinically Proven device is fully researched and plenty 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 3-4 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 £205 + VAT and get a MACHFloss wall dispenser (with 800ml 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 based & dental 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 receive a place call 01747 670910, text seminar followed by your name and practice name to 83010 or visit the details page at www.dpas.co.uk

Great offer available on Kemdent InstrumentSafe.

Provided for NASA Astronauts as a drug and medicament Free system, this Clinically Proven device is fully researched and plenty of supporting evidence can be found on Medline/Pubmed (under “Low Level Laser Therapy” or “Photo-therapy”). The simple twice daily application of this healing light over 3-4 days is sufficient to get rid of cold sores