John Davis receives The British Dental Trade Association Award for outstanding contribution to the dental industry

The British Dental Trade Association is delighted to announce that the award for outstanding contribution to the dental industry has this year been awarded to John Davis.

Described as an inspiration by his peers, John Davis is a gentleman who hardly needs introducing to anyone involved in the dental industry; an industry to which he has devoted much of his life's work.

Having seen active service as a fighter pilot during World War II, in 1955 he re-established his father and uncle's company, AES Davis alongside his wife Hilde. From the humble beginnings of making deliveries using his daughter's pram, John transformed the company into one of the most respected within the UK dental trade. In 1982 he went on to acquire Claudius Ash, the oldest and one of the largest dental retail companies in Europe. By the time he retired from full time dental trading in 1991, the company was turning over £15 million and had 150 employees.

John is a man of vision who was able to identify the potential of products and services long before they became common practice. Decades before cross infection became a major concern, he introduced Dry Heat Sterilisers and the concept of disposable dental sundries. He also pioneered the 24-hour turn-around dental handpiece repair service, which was then widely adopted by other companies.

John's accomplishments are not constrained solely to the area of business. He is also known for having demonstrated a ceaseless commitment to charitable work.

John co-founded the British Dental Health Foundation and set up The Cordent Dental Trust. Through Cordent he encouraged UK dental trade contributions to the Phelophepa Mercy Train in South Africa and helped establish the Pankey Organisation in the UK. He was also President of the British Dental Trade Association on two separate occasions, showing a particular awareness of the need to cultivate relations with the smaller, newer companies in the industry.

He was one of the first non-dentists to be awarded the fellowship of the International College of Dentists.

Tony Reed, Executive Director of the British Dental Trade Association, comments, “John has been an inspiration to many. His hard work in both the business and charitable sides of the industry spanned almost 40 years which is a remarkable commitment. Many congratulations to John on winning this much deserved award.”

The award was presented to John Davis at the BDA Awards and Dinner on 20 November 2008.

The BDTA website can help you

The BDTA is a primary source of information on dental suppliers and brands. When you are trying to source a particular product or replace a piece of equipment, rather than searching aimlessly through the internet, you may find it useful to search the BDTA website www.bdta.org.uk.

A search facility has been added to the BDTA website making it even easier for you to search for contact details, products, services and brands of BDTA member companies simply by typing in a keyword. The contact details of over 125 suppliers can be found on the site. Almost 120 product categories are detailed in the product locator under major sections – surgery equipment, surgery sundries, laboratory equipment, laboratory sundries and services. 560 brand names are listed on the website alongside the name of the BDTA member that can supply the product and a link to their website.

The BDTA website should be the first point of reference when you are searching for dental suppliers and products. The website is regularly updated to enable you to access accurate information when you need it.

Check it out for yourself at www.bdta.org.uk

Looking for a supplier?

For a full list of BDTA member companies and their contact details visit www.bdta.org.uk and click on members directory. Alternatively contact Keri at the BDTA on 01944 781185 to request the latest copy of the BDTA members directory. Remember to quote DT December.

Adding value to dentistry continued from overleaf

BDTA members research and develop new materials, equipment and technologies providing you with more choice and the ability to treat patients more efficiently and effectively as they increasingly ask about alternative treatment options and new products.

Education

BDTA members provide courses and seminars to support you with the adoption of these innovations within dental practice. The GDC requires that registrants should only carry out procedures for which they have been adequately trained and this extends to the use of equipment and materials. It also helps to be familiar with how they work and why.

Dental equipment, materials and services are not pieces of flat-pack furniture that can be assembled with the aid of multi-lingual instructions. You and your team need training in how to use them. This will be provided by your BDTA supplier.

Added to the requirement to practise evidence-based dentistry is the requirement for your patients to be properly informed of the choices available and to give their consent to any procedures. Increasingly nowadays they have picked up information from the internet or the popular press about the latest ideas in healthcare. By taking advantage of BDTA members’ courses and seminars you can be better informed to give your patients sound advice.

Training

BDTA members are actively encouraged to train their staff ensuring they have the relevant knowledge to understand the ever changing needs of the dental team. This includes effective and timely response to your queries.

BDTA training courses are available to assist in this process and provide benchmark training standards within the dental industry. The BDTA is also a source of information and advice on training, educational and career issues within the dental industry.