Only one toothpaste gives non-stop 12 hour protection from bacteria...

For a healthy mouth recommend NEW Colgate Total.

Colgate Total provides 72% less bacterial regrowth vs stannous fluoride toothpaste.

*Illustration showing reduced plaque bacteria 12 hours after toothbrushing with Colgate Total vs stannous fluoride toothpaste.

...and protects your patients from the most common dental problems:

- Plaque
- Sensitive Teeth
- Tartar
- Enamel Erosion
- Cavities
- Bad Breath
- Gum Problems
- Staining

For a healthy mouth recommend NEW Colgate Total.

NEW vision for practice ownership

Dentists looking for an alternative way to own and manage a dental practice will have an opportunity to discuss the employee-owned practice concept at this week’s BDA conference.

Being launched by Baxi Partnership Healthcare (BPH), a dedicated session is being held at the BDA Conference on Friday May 20th to set out the fundamental pillars of the mutual model and how it can work for UK dental practices.

BPH’s mutual model aims to transform the provision of dental services by putting practice owners back in the clinical driving seat and freeing them up to deliver high quality patient care. Taking the best of what the corporate model has to offer, BPH’s model for a mutual dental future aims to invest values of honesty, integrity and professionalism into its core ethos.

BPH is a collaboration between Baxi Partnership Ltd, a company already established in the field of employee ownership, and dentist Simon Gallier. Dr Gallier commented: “Our employee owned model aims to shift the fundamental dynamics of existing approaches to dental practice, pointing a way forward that improves the offer for patients as well as practitioners, and promises a bright new future for dentistry.”

The concept has also drawn support from others in dentistry. Dr Amarjit Gill, outgoing BDA President said: “In a new age of low morale, this concept will suit dentists fed up of bureaucracy and who want to focus on good patient care”. Dr Eddie Crouch, a dentist in Birmingham and secretary of Birmingham LDC, said: “This exciting new concept in the dental industry will appeal greatly to those who are disillusioned with the ever increasing burden of running a dental practice and will allow them to enjoy treating patients again.”

To find out more about the ‘third way’ to manage a dental practice go to Charter Room 3 at the BDA Conference and Exhibition at 10.15 or visit www.baxipartnership.co.uk

Do you have an opinion or something to say on any Dental Tribune UK article? Or would you like to write your own opinion for our guest comment page?

If so don’t hesitate to write to:

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Or email:

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Editorial comment

Unless you’ve been hiding under a rock for the past few days, you will have heard about the departure of Alison Lockyer as GDC Chair, and the rumours surrounding her departure.

In a job which can only really be akin to the England football manager’s job in terms of popularity (or possibly the Chief Exec of the CQC), Dr Lockyer had the unenviable task of trying to balance her position as head of the regulator with her position as a GDP, something which must have not sat well on more than one occasion. I wish Dr Lockyer all the best in getting back to the ‘quiet’ life of doing day to day dentistry.

I’m looking forward to seeing many of DT’s readers at this week’s BDA Conference and Exhibition in Manchester. The event is boasting to be the biggest and best, and the line-up does seem impressive. One piece of news to note is that at the time of going to press, Secretary of State for Health Andrew Lansley’s speech has been switched from Thursday 19th May to Friday 20th May at 11.15am.

Also, don’t forget to come by Stand A18 and say hello, leave your feedback and maybe even leave your card to be asked to write an article or two for us! See you there...
A call from the front line

Coming back to civilian life after leaving the services, not through choice but through disability caused in the line of duty, can be a challenging period for a former Royal Marine and the adjustment may be fraught with hurdles and disappointments. One example that has been receiving attention recently is the offer to the hundred or so medically discharged Royal Marines leaving annually, who have been kept dentally fit by the Armed Forces, a choice of free dental care in the community where they settle.

Now, sympathetic dental practices can join a national scheme, The C Group and SmileStar, formerly known as the Marine Dental Care Campaign, to help some of those former Royal Marine personnel with free basic dental care for life. Already more than 60 practices around the UK are signed up to the scheme.

The inspiring scheme is being run by The C Group, a Royal Marines charity whose mission is to mobilise the business community to support the Royal Marines together with Smilestar Ltd, an organisation with charitable status based in Devon. Royal Marines applicants will be introduced to the scheme through the normal resettlement process and those who are interested will be passed through to Smilestar for appropriate administration and details of their nearest participating practice.

Colonel Hutton, the Chief Executive of The C Group, who has supported the scheme from its inception, explained: “Coming home and trying to settle into normal life is harder than people imagine and routine procedures such as going to a dentist can be immensely daunting. What SmileStar and its network of supporting dentists are offering is choice. A man can decide whether to go with the NHS system or take the opportunity to receive basic private dental care for free. This is a great offer and will help those who live in areas where NHS surgeries are working at capacity or where travel requirements may be excessive. There are numerous reasons to help these men who have served their country so bravely. This scheme will offer an extra helping hand to aid their rehabilitation. Practices around the country are signing up to the scheme to help in their area – we’ve been totally overwhelmed by the support the campaign is receiving already.”

At the launch of the scheme, which will take place on June 22nd in Ashburton, presentations will be given by Colonel Jim Hutton of the Royal Marines. Sixty four practices around the country have already joined the scheme including the Devon Dental Centre of Excellence, the Plymouth Dental Centre of Excellence and other Devon based practices such as Totnes’s Riverview Dental and Bovey Tracey’s Quality Dental Care. Of the 27 Marines that have taken up Smilestar’s offer we have currently managed to place 15 of them and are waiting for practice’s to come up in the following areas to place the other 12 Marines.

Newport
Portsmouth
Yeovil
Poole x 3
Lympstone
Cowen South Wales
Dover
Bournemouth
Taunton, Somerset
Mid Glamorgan, Wales

Interested practices can find out more or register by calling Sam Cutts, Smilestar at sam@mpec-ltd.co.uk or 01364654070.

Eighth Clinical Innovations Conference Hailed A Success

Organised by healthcare learning provider Smile-on, the AOG and the Dental Directory, the Clinical Innovations Conference 2011 impressed delegates yet again with its topical programme of lectures covering many of the latest developments in restorative and aesthetic dentistry.

More than 350 attendees gathered at the Royal College of Physicians for the two-day conference and exhibition which featured some of the leading names in dentistry today including the likes of Dr Julian Webber, Dr Eddie Scher, Dr Wyman Chan, Dr Tif Qureshi and Dr Wolfgang Richter.

This year’s event also played host to the London Deans’ery’s Annual DCP Conference, which featured several highly relevant lectures for dental care professionals on subjects such as risk management, decontamination and medical emergencies.

The turnout was high and the atmosphere electric but nevertheless the conference’s relatively small size made for a more personal experience, featuring several ‘hands-on’ lectures and a compact exhibitors’ area where delegates could speak to suppliers in person.

Along with picking up plenty of valuable new skills and techniques, attendees were also able to receive up to 14 hours of verifiable CPD along the way.

For more information about the event call 020 7400 8889 or visit www.smile-on.com

Dr Wyman Chan presenting at the event

SO WHY DON’T THEY MENTION THIS?
United Kingdom Edition

Dental visits considered ‘a luxury’

Simplyhealth’s Annual Dental Survey 2011 shows that patients could be risking their dental health with over a quarter of the population viewing visits to the dentist as a ‘luxury’.

The survey of 10,000 UK patients has found that men are the worst offenders with more than a third considering dentist appointments a luxury. Over almost 19 per cent stubbornly believe they can take care of their teeth themselves. However, women are no ‘tooth fairies’ either, with 45 per cent saying dentist visits are ‘too expensive’ compared to 55 per cent of men.

James Glover from Simplyhealth said: “It’s surprising that so many patients see visiting the dentist as a luxury. We’re not talking about a holiday, or a new car, but protecting your dental health, which is an everyday health need.”

Younger patients place far less importance on their dental health, with almost a third (31 per cent) of 18-24 year olds saying visiting the dentist is a luxury, not an everyday need. This may be why only half have seen a dentist in the last year. In contrast 25 per cent of over 55s see the dentist as a luxury, but 71 per cent have seen the dentist in the last year.

Practising dentist and Simplyhealth’s dental advisor, Michael Thomas, said: “Everyone wants nice, white teeth, but this won’t happen if people aren’t prepared to put any effort into caring for them. It’s really important that patients take the time to brush their teeth twice a day and regularly visit their dentist.”

This isn’t just important for the health of their teeth, but also for other health issues for example, research suggests that poor oral health is associated with a greater risk of a stroke and heart disease.

“Dentists can provide so much information and guidance that people aren’t taking advantage of. For instance Simplyhealth’s research has found that only 34 per cent would think to speak to their dentist about identifying oral cancer.”

There’s also a contrast in patient’s attitudes to dental health. One on hand, two thirds say they wouldn’t date someone with bad teeth and more than 60 per cent say they would not take someone with bad teeth to a dinner party. The other hand, 41 per cent say they’d prefer to have dinner with the in laws and heart disease. Yet, 41 per cent say they wouldn’t date someone with bad teeth and more than 60 per cent say they wouldn’t take someone with bad teeth to a dinner party.

Almost 50 per cent would rather take out the rubbish and 41 per cent would prefer to clean the toilet.

BDA museum close to major acquisition

The BDA’s museum has its sights set on a rare oil painting as its next major acquisition. The Dentist, painted in 1929 by Sir John Lavery, features dentist Conrad Ackner in situ treating his patient, the artist’s wife Lady Lavery.

The painting is significant in terms of both dental and art history, being the only known accurate depiction of the early twentieth century dentist in a surgery, and by one of the leading portrait painters of the time.

A rare find, the painting is set in Ackner’s Welbeck Street practice in London and reveals aspects of the clinical environment including an early x-ray machine and headlamp, examples of which are in the museum’s collection.

Using the painting as a centrepiece, plans are in place to mount an exhibition including a scrapbook compiled by Ackner’s staff, which lists the King of Norway and actress Marlene Dietrich amongst his patients.

The first time the two items will be seen together, they will be a highlight on guided tours and be featured during events and as part of the museum’s school programmes.

The BDA is appealing for donations to help acquire the painting so that it can be made a permanent part of its collection. Currently on loan and on display in the BDA’s Information Centre, it has been independently valued at £60,000. While funding has already been sourced through the Art Fund, the MLA/V&A Purchase Grant Fund, the BDA and private donations, a shortfall of £9,000 remains before the list price can be met.

Head of BDA Museum Services, Jason Finch said: “The opportunity to purchase this unique painting is too good to miss and we are desperately close to our target.

“Not only is the work historically significant in its rarity, it also provides us with an accurate depiction from which the dental profession and public can gain valuable insight into the history of dentistry.

“We are calling on all interested parties to help us keep this important work at the BDA permanently, in what, we believe is its rightful home.”

To make a donation, or for further information, individuals should contact Jason Finch by phone on 0207 555 5852, or by email at jason.finch@bda.org.

Smiles top attractiveness poll

A ‘smile’ has topped a poll assessing the most important physical features when it comes to attraction between men and women.

A smile was rated highly by 56 per cent of respondents, closely followed by faces (55 per cent) and eyes (51 per cent). Dress sense, body shape, hair and height were also measured, with the latter bringing up the rear on 25 per cent. Interestingly, it was a non-physical attribute – personality – which was the clear winner of the survey. Ninety per cent of respondents rated this human attribute most important when it comes to attraction.

The results have been published as part of the British Dental Health Foundation’s annual campaign – National Smile Month – now in its 55th year. This year the theme is ‘The Smile Factor’, which aims to remind patients that their mouth, teeth and smile is fundamental to all aspects of their life – whether career, personality, relationships, attraction or all-round good health.

Despite the importance of smiles and teeth to everyday life, many people appear to have a poor image of the nation’s ‘Smile Factor’. The survey reveals that only 25 per cent believed that the nation had ‘good teeth’, and approaching half the population were not happy with their smile or teeth stained or yellow teeth being the most common concern (57 per cent).

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, said: “As a nation we probably spend more time and money looking after our hair and the clothes we wear, rather than caring for our teeth. The survey is a great reminder that we should be giving greater attention to our teeth – not just because it improves oral health – but because it gives us the confidence to smile, which makes a major difference to our relationships, careers and overall image.”

“During National Smile Month, we hope everyone will consider what they can do to improve their Smile Factor. Hundreds of dental practices across the UK will be supporting the campaign and it’s an excellent time to seek their help and advice.”

A ‘thank you’ that raised $1m

Scarf-winning actor Michael Douglas, who was diagnosed with throat cancer last year, headlined a fundraiser for the Montreal Hospital, the hospital that first detected his disease.

During his speech at the event, Douglas recalled the devastating news, when he was diagnosed with cancer and how Dr Saul Frenknel of Montreal’s Jewish General Hospital had requested a biopsy. Previously, several American doctors had failed to diagnose the cancer and had, according to reports, said Douglas was in good health. It was soon discovered that the cancer was at an advanced stage.

To show his gratitude for the Montreal Hospital, Douglas offered to help raise money for the McGill University Student run hospital by signing himself up as the honoured invitee for a $375-a-head gala night, with VIP tickets selling for $750. The money raised will be given to McGill University’s head and neck cancer fund.

Mixing with guests and having photos taken, Douglas was reported to appear energised.

According to reports, both Douglas and his wife, Catherine Zeta-Jones, put themselves up for auction: one such live auction was a golf outing, which was auctioned for $180,000. By the end of the night the charity event had raised more than $1 million.
A-dec goes the extra mile for B2A

T

hirteen representatives from dental equipment manufacturer A-dec recently took on the challenge of the infamous Coast2Coast bike ride, and fighting arduous headwinds all the way, completed the 151 mile bike ride in three days!

Cycling from Whitehaven on the west coast to Tynemouth on the east coast, across the very hilly Lake District, the Pennines and the Northumberland moors, and despite the at-times daunting terrain, falls, bruises, punctures, sunburn, headwinds, and facing early retirement with a snapped derailleur, the team finished together in high spirits on the afternoon of Monday 2nd May.

Fuelled by energy drinks, flapjacks, oh-so-many bananas, pain relief and deep heat, not to mention the key ingredient (TEAMWORK), all 11 riders completed the challenge with an immense sense of achievement and pride.

The group is raising funds for Bridge2Aid, their partner charity who carry out amazing work in the Mwanza region of Tanzania and across the area, plus other UK charities which are close to the fund-raisers hearts.

Charlotte Cligg and her partner Ben, Jo Gamble, Stacey Roberts, Tracey McCluskey and her husband David, Brian Anderson and his wife Sarah, Ashley Woodruff, Garan Iynnes and Charlie Cope – supported by Sarah Treble and Eugene O’Malley, aim to raise more than £7,000 for Bridge2Aid, NSPCC, MS Society, Breast Cancer Campaign and Leukaemia & Lymphoma Research.

To make a donation, please visit uk.virginmoneygiving.com/team/A-dec.

BDA President

Dr Janet Clarke, Clinical Director of Birmingham Community Healthcare Trust Community Dental Service (CDS) and Honorary Clinical Lecturer at Birmingham Dental School, will become the 125th President of the British Dental Association (BDA) on Thursday, 19 May. She will be presented with her chain of office and make her inaugural speech as BDA President at the opening of the 2011 British Dental Conference and Exhibition at Manchester Central Convention Complex, Manchester.

Dr Clarke was awarded her Bachelor of Dental Surgery Degree by the School of Dentistry, University of Birmingham, in 1981, and a Master of Community Dental Health in 1989. As clinical director at Birmingham Community Healthcare Trust CDS, Dr Clarke manages an NHS dental budget of over £6 million. She oversees the provision of the community dental service for vulnerable patients in Birmingham, Sandwell, Dudley and Walsall.

Dr Clarke has significant experience of representing the dental profession. Locally, she has served as Chair of the BDA’s West Midlands Division of the CDS Group, and as president of the BDA’s Central Counties Branch. On the national stage, she chaired the BDA’s Central Committee for Community and Public Health Dentistry (the forerunner of the current Salaried Dentists Committee) and successfully led the negotiations to introduce a new contract for salaried primary care dentists in 2001. Her contribution to dentistry is widely recognised. She was awarded an MBE in 2010 for services to dentistry, and two years earlier she was appointed by the Secretary of State to work alongside Professor Jimmy Steele in his Independent Review of NHS Dentistry.

With patients most likely to mention pain on a dental visit, the early stages of gum disease may be ignored. The Corsodyl Campaign for Healthy Gums is designed to raise awareness of the risks of gum disease and the initial signs to look out for. For your free Gum Care Guidance Pack including a range of materials for you and your patients visit www.gsh-dentalprofessionals.co.uk

Product Information: Corsodyl Mint Mouthwash. Presentations: A colourless solution containing 0.2% w/v chlorhexidine digluconate. Indications: Please Inhibition, gingivitis, maintenance of oral hygiene, post-periodontal surgery or treatment, aphthous ulceration, oral candida. Dosage & Administration: Adults and children 12 years and over: Rinse with 10ml for 1 minute twice daily or pre-surgery. Soak dentures for 15 minutes twice daily. Treatment length: gingivitis 1 month; ulcers, oral candida 48 hours after clinical resolution. Do not use in children under 12 unless on advice of healthcare professional. Contraindications: Hypersensitivity to chlorhexidine or any of the excipients. Precautions: Keep out of eyes and ears, do not swallow, separate use from conventional dentifrices (e.g. rinse mouth between applications). In case of irritation, swelling or irritation of the mouth discontinue use of product. Pregnancy & Lactation: No special precautions. Side effects: Superficial desquamation of tongue, teeth and tooth coloured restorations, usually reversible; transient taste disturbances and burning sensation of tongue on initial use; oral desquamation; parotid swelling; irritative skin reactions; extremely rare, generalised allergic reactions, hyperventilation and anaphylaxis. Overdosage: Due to the alcohol content 2% ingestion of large amounts by children requires medical attention. Legal category: GSL. Product Licence Number and RSP (exc VAT): PL 00079/0312 300ml £4.17, 600ml £8.17. Licence Holder: GlaxoSmithKline Consumer Healthcare, Brentford, TW9 9GS, U.K. Date of preparation: February 2011.

With patients most likely to mention pain on a dental visit the early stages of gum disease may be ignored. The Corsodyl Campaign for Healthy Gums is designed to raise awareness of the risks of gum disease and the initial signs to look out for. For your free Gum Care Guidance Pack including a range of materials for you and your patients visit www.gsh-dentalprofessionals.co.uk

REFERENCE: 1. GlaxoSmithKline

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CORSODYL®

CHEMICAL NAME: CHLORHEXIDINE DICHLORIDE FOR THE TREATMENT OF GINGIVITIS.

DENTAL TRIBUNE United Kingdom Edition · May 16-22, 2011

News 5
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from WHO, of which B2A are a
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