Racegel opens the sulcus without applying any pressure, keeping the gingival passive and the cervical margins ideally exposed making it the ideal preparation for impression taking.

Racegel is a brand new gel specifically designed for gingival preparation procedures. It is easy to put in place, is not traumatic for the gingival tissues and eliminates the need for retraction cord.

For more information please contact your dental retailer www.septodont.co.uk

Anaesthetics • Endodontics
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Lina Craven set up Dynamic Perceptions after arriving from the USA, where the role of treatment coordinator is highly valued, to find that no such function existed in UK practices. She set about educating dental professionals about the benefits of improving the efficiency and profitability of the practice by training members of the team to become treatment coordinators. As a result the practices saw an upswing in case acceptance ratios and a marked improvement in patient satisfaction and recommendations.

One such practice was Teeth in Line Orthodontics. After inviting Lina to conduct an in-house training workshop, orthodontist Mark Tobin said: "Lina introduced the concept of treatment coordinator to my practices two years ago. It has been without exception the single most important and influential change we have made since now have two full time treatment coordinators and I do not know how we managed without them; the answer is that we really didn't manage the patient journey very well at all. The systems that Lina introduced have essentially paid for themselves as the uptake in private treatments has gone up by a third, whilst at the same time providing patients with a better overall experience. My only regret is that we didn't make the changes earlier!"

The two-day workshops Lina is running are designed for practices looking for ways to maximise the effectiveness of their team and keen to introduce the role of treatment coordinator. They are equally applicable for anyone new to the role looking for ways to fully embrace their new function.

There are three parts to the workshop and in the first, delegates will learn about the functions and benefits of a treatment coordinator; those best suited to the job and their roles and responsibilities. Phase two addresses the customer and sets the scene for my practice. They are now much more at ease dealing with patients and confident in handling tricky interpersonal situations particularly where finance is involved. This makes my life less stressful and enhances their role in the practice, making them feel an integrated part of the team. I thoroughly recommend this programme to all my dental colleagues."

Delegates will be able to earn 10 hours of verifiable CPD over the two days of the workshop which are taking place in the autumn:

Orthodontic practices: September 1st and 2nd - Henley on Thames - Hotel Du Vin
Dental practices: October 14th and 15th - Henley on Thames - Hotel Du Vin
Dental practices: October 15th and 14th - Belfast - Stormont Hotel

As places are limited and with entire teams attending, reserving a place early, before the summer break is strongly recommended. For more information Dynamic Perceptions can be contacted on 01290 748692 or craven@dynamic.fs-life.co.uk