Racegel
Racing ahead in Gingival Preparation

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.

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.

No-nonsense approach to case acceptance

Everyone talks about setting up 10 years ago. We enhanced case presentations and finally how to schedule the treatment coordinator into the practice appointment diary for maximum benefit.

Dr Dai Roberts-Harry said that: “Competition in the dental practice market is now more ferocious than ever. With the additional burden of the economic downturn it is vital to focus on customer care and support. Four of my staff have been through Lina’s excellent treatment coordinator programme which has worked wonders 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 01296 748692 or craven@dynamic.fs-life.co.uk

Achieving true customer satisfaction probably generates the greatest return of any sales or marketing activity