Satisfied, but not enough

Office of Fair Trading (OFT) report makes recommendations to free patients from restriction of dentist referral

Evidence gathered in the recent Office of Fair Trading report, has suggested “that dental patients are largely satisfied with the services provided by their dentist.” However, the report has also highlighted some areas for improvement.

The OFT study found that patients have insufficient information to make informed decisions about their choice of dentist and the dental treatments they receive; it also stated the complexity of the complaints process for patients, instances of pressure selling by dentists of dental payment plans and the need for accurate and timely information for patients. The OFT is calling on the NHS commissioning bodies, the General Dental Council and the Care Quality Commission to be proactive in enforcing existing rules which require dentists and dental practices to provide timely, clear and accurate information to patients about prices and available dental treatments.

The report also raised significant concerns about continued restrictions preventing patients from accessing dental care professionals, such as hygienists, without a referral from a dentist. The report considered these restrictions to be highly unjustified, and the OFT have responded by urging the General Dental Council (GDC) to remove restrictions preventing patients from making appointments to see dental hygienists, dental therapists and clinical dental technicians directly, as soon as possible.

The OFT report also highlighted concerns with the current NHS dental contracts in England and stated how it is extremely difficult for new dental practices to be established and how successful dental practices, which offer a higher quality of service to NHS patients, are prevented from expanding. As a result, the OFT has urged the Department of Health to redesign the NHS dental contract to facilitate easier entry into the market by new dental practices and allow successful practices to expand.

John Fingleton, OFT Chief Executive said: “Our study has raised significant concerns about the UK dentistry market which need to be tackled quickly in the interest of patients. All too often patients lack access to the information they need, for example when choosing a dentist or when getting dental treatment. We also unearthed evidence that some patients may be receiving deliberately inaccurate information about their entitlement to NHS dental treatment, and we expect to see robust action taken against such potential misconduct by dentists.

“This study has also highlighted that the current NHS dental contract in England may well not be working in the best interests of patients, and that regulations unjustifiably restrict patients from getting direct access to dental care professionals like hygienists. Reform in both these areas is needed without delay.”

In response to the report, Dr Susie Sanderson, Chair of the BDA’s Executive Board, said: “Where patients do have concerns about their care, it is clearly important that they have an effective complaints process. This is helpful for dentists and patients alike and dentists support the goal of making the process as simple as possible.

“Also crucial is the development of a new dental contract which is already under way in England. In piloting and designing new arrangements Government must ensure that it provides clarity about what the NHS offers and properly supports practitioners in providing the kind of modern, preventive care that our patients deserve.”

Dr Nigel Carter Chief Executive of the British Dental Health Foundation (BDHF) said in response to the OFT report: “Whilst we welcome the report and the fact it recognises the need for change in certain areas, some of the findings are worrying.”
The Clinical Innovations Conference 2012, organised by Smile-on and the AOG and in association with The Dental Directory, was a fantastic success, boasting world-class speakers, cutting edge topics and practical advice for the many dental professionals in attendance.

Held last month at the Millennium Gloucester Hotel in London, the event saw more than 400 visitors from across the country come together for the two-day event.

As befits one of the leading aesthetic and restorative conferences held in the UK, delegates were able to expand and develop their understanding of ideas and techniques with help from some of the top names in the field. For the first time, the event included a London Deanery DFT Conference, running alongside the Clinical Innovations Conference, providing more variety and attracting a number of additional practitioners.

The event began on the Friday, with world-renowned Dr Nasser Barghi speaking on ‘All-Ceramic and CAD/CAM Restorations in 2012: Clinical Steps’, to a highly attentive audience. Always a popular speaker, Dr Barghi’s look at restorative materials and the best indication for each was both practical and entertaining.

After the coffee break the conference split into two streams; Dr Wyman Chan and Dr Anthony Roberts. Dr Chan gave a lecture on ‘Modern Bleaching Techniques’. As a dedicated tooth-whitening dentist, Dr Chan focussed on bleaching techniques and the science behind the products he uses, as well as running a live demonstration alongside his lecture, with his dental nurse.

Simultaneously, Anthony Roberts spoke about ‘The Periodontal Jigsaw: Putting it all Together’. Looking at what a measure of success in periodontal treatment might mean for both clinicians and patients, Dr Roberts discussed RPE charting and the journey of diagnosis. He also explained the clinician’s role as motivator, communicator and educator in addition to their clinical capacity for the best treatment for patients.

The afternoon continued the high standard of speakers, with Richard Kahan giving an enthusiastic talk on ‘New Horizons in Endodontic Diagnosis and Treatment Planning’.

Comparing the dental and medical industries, Richard highlighted the issue that dentistry has a far smaller range of tests to use when diagnosing a patient’s complaint. In fact, the only truly objective test is an X-Ray. This is not however, a totally reliable tool, as its limitations can affect the results shown. If an X-Ray does not show a specific problem that does not necessarily mean there is nothing wrong – if a lesion for example is limited to cancellous bone, an X-Ray will not show it at all.

In effect, an X-Ray gives a ‘shadow’ of the tooth structure, so a 2nd and 3rd dimension is needed for an accurate diagnosis. The Limited Volume Cone Beam Computed Tomography (CBCT) gives this, and allows for a reliable and immediate diagnosis; preventing the possibility of working on the wrong tooth and causing more problems than existed originally.

Nasser Barghi, Mhari Coxson and Fraser McCord then separated the conference into three streams, speaking on ‘Bonded All Ceramic Restorations in 2012’, ‘Effective Biofilm Management’ and ‘Diagnosis of Complete Denture Problems’ respectively.

Fraser McCord took over the lectures to discuss the best techniques for diagnosing problems with complete dentures. He was quick to establish five main areas where problems arise:

- Support (resistance to movement away from the tissues)
- Retention (resistance to movement away from the tissues)
- Stability (resistance to movement away from the tissues)
- Appearance
- Miscellaneous

Visitors were able to expand and develop their understanding of ideas and techniques with help from some of the top names in the field.

To diagnose each, Dr McCord recommended a hands-on approach, tracing the dentures while in the patients’ mouths to find where problems could be occurring.

Dr McCord concluded his lecture with a few pointers to aid success with complete dentures. The first was that practitioners should ensure they use the suitable diagnostic treatment with confidence and competency. Patients’ expectations should also be kept realistic and the dentures should be age appropriate, helping them to look as natural as possible. Finally, good communication with the tech-
of dentist-turned-magician Dr Raj Rattan and fantastic company. As part of the evening, the brand new Clinical Innovations Online was launched, designed to showcase the best, most innovative products currently on the market (see pages 485 about the award). Dinner was then followed by dancing and a fabulous party into the night.

The morning after the night before is always a tough start, but with speakers such as Basil Mizrahi and Ajay Kakar to look forward to delegates were fired up for the Saturday programme.

Dr Mizrahi discussed ‘Clinical Tips and Techniques to improve the aesthetic and biochemical precision of your dentistry’. A very practical-based lecture, Dr Mizrahi looked at ways to make the preparation of teeth easier; from the use of loupes for better vision to the type of handpiece used for preparing teeth. Various issues surrounding restorations were discussed; from dealing with microleakage to the problem of bonding to dentine.

As the Conference split into three sessions again, Professor Gambarini returned to speak about ‘Improving Root Canal Preparation and Obturation’. Simultaneously, Ajay Kakar lectured on ‘Non Surgical Management of Periodontal Disease’, Sandeep Senghara discussed ‘Treating Your Patients and Business to the Latest in Technology’ and Dr Nasser Barghi spoke about ‘CAD/CAM Zirconia’ to MSc students.

Dr Senghara’s presentation was a practical look at marketing your practice to new and existing patients using the technology that many use daily in their personal lives – smartphones, social media etc. Likening the patient base to a bath with water running in and draining out, he emphasised the need to ensure patients are retained with smart recall processes and timesaving strategies for patients such as online appointment booking.

John Moore then took over the speaking to explore ‘Digital Dentistry and the Advantages for Cosmetic Treatments’. Primarily discussing how his practice is using the CEREC system to their advantage, Dr Moore showed how clinicians can use CAD/CAM in their practices to fulfil patients’ requirements.

Dr Barghi returned again in the afternoon to repeat his popular lecture on Bonding from the previous day, while Dr McCord’s lecture was ‘An Update on Impression Techniques for Complete Dentures’.

Dr Niles Parmar looked at Dentistry in the 3rd Dimension’. Discussing the clinical applications for CBCT in various branches of dentistry, Dr Parmar used many case examples using the technology to illustrate how, in his words, it ‘changed my working life’.

The Clinical Innovations Conference 2012 came to a close on the Saturday afternoon, with Dr Amit Patel speaking on ‘Peri-implantitis – A Future Timebomb’. With the growing trend of placing dental implants, cases of peri-implantitis and peri-mucositis will inevitably increase.

Dr Patel discussed the process of the inflammation and the reasons for it, looking at prosthetic design. He discussed his preferences for screw-retained restorations and looked at therapies for managing the inflammation.

One of the many strengths of the Clinical Innovations Conference is that it combines lectures with live workshops, demonstrations and a trade exhibition, to cater to practitioners’ every need. Between lectures, delegates were able to browse the exhibition stands, accessing some of the latest technologies in the world of aesthetic and restorative dentistry, and put their questions directly to the experts at each company.

Feedback from the event has been fantastic, with many delegates already penning the 2015 date in their diary. Next year’s event, the tenth anniversary of the Clinical Innovations Conference, will be held 17-18th May 2015. See you there!
The first ever Clinical Innovations Award, a fantastic new prize designed to showcase the best, most innovative products on the market today, was held this year at the Clinical Innovations Conference Charity Ball.

The Clinical Innovations Conference, now in its ninth year, has become one of the leading conferences in aesthetic and restorative dentistry in the UK. The conference itself brings together top international thinkers who present the very latest developments in dentistry.

In keeping with the theme of the lectures, these conferences have become the backdrop for companies to expose the genius of their innovative products. Smile-on and the AOG invited the dental industry to nominate their most innovative product to be judged by a panel of experts.

There was a fantastic range of entries, some of which were described as “breathtakingly brilliant”, others of which were defined as “superbly practical”; all were distinguished as having innovation at the heart of their solutions.

The judging panel consisted of a number of esteemed dental professionals, as well as members of a number of key journal editorial boards. As the award ceremony got underway, the judges were keen to comment on the variety and excellence of all the products short-listed, which had given the panel “great admiration” for all the companies involved. With such a strong short-list, picking a final three was tough, and the judges were particularly interested to examine innovation for dentistry as a profession – not just in the product itself.

With such a strong line-up of potential winners, the winner of the inaugural Clinical Innovations Award really had to stand out above the rest and after much careful deliberation, Dean of the London Deanery Mrs Elizabeth Jones announced the winners.

The winner was the Morita Veraviewepocs 3D R100 X-Ray machine and according to the judges it was a cut above the rest:

"This is an amazing development. No one thought anyone could achieve it. The field of vision in the right trough providing accurate information has been almost impossible with rotational devices. This is a technological breakthrough of increasing an 80mm diameter cylindrical field of vision to 100mm triangulated field of vision – to simulate the shape of the triangulated mandible, now includes the missing anatomy without exposing other tissue. This improves accurate detailing and will enhance patient safety when diagnosis and treatment planning is undertaken."

Launched in March 2012 the Veraviewepocs 3D R100 is the latest model in the Veraviewepocs 3D series of combination panoramic, cephal & cone beam CT devices. It re-defines the concept of 3D imaging with a unique Reuleaux Triangular FOV which more accurately matches the shape of the patients’ jaw. The R100 FOV in-
plaque in three easy steps

Your patient to identify areas of

the UK, a gel that allows you and

a completely new class of veneers

Shells that represent a com-

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Plate System

world’s first Intelligent Image

Finalists for the award were:

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such a small head is impres-

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Finalists for the award were:

THE Carestream CS7600, the

world’s first Intelligent Image

Plate System

COMPONEER from Coltene/

Whaledent, Direct Composite

Shells that represent a com-

pletely new class of veneers

Tri Plaque ID Gel from GC

UK, a gel that allows you and

your patient to identify areas of

plaque in three easy steps

Propoints from Smart Seal,

the only obturation product to use

hydrophilic polymers which ab-

sorb water and expand laterally

within the root canal, creating a

3D mechanical seal

TEPE Angle from TePe, de-

signed to provide improved ac-

cess and cleaning. A TePe Angle

clip strip also offers a novel way of

displaying the entire range in den-

tal practices

The Nano Water Flosser with

the Plaque from Waterpik, which

has been described as the “pinn-

cle of modern Water Flosser tech-

mology.”

A piezo scaler developed by Ti-

gons W&H that provides the pa-

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irrigant spray thus avoiding irra-

tation, even for sensitive teeth

Smile-on and the AOG would

like to congratulate all the win-

ners of the Clinical Innovations

Award, and would like to thank

everyone who helped make the

Clinical Innovations Con-

ference such a resounding

success.

The highly commended

award went to W&H with its

entry the Proface light probe.

Despite all the years of research

in the field, detecting caries re-
mains difficult. Where previous
caries detection devises have
generally been chemical based
leaving stains, the Proface
dlight probe was commended
for its innovative approach that,
while not perfect, provides the
right approach to ‘evidence’ in

knowing when to stop treating.

This new innovation allows di-

rect visual identification of the
caries-infected areas, thereby
enabling selective treatment
during caries excavation due to
the ease of detecting the caries.

Proface enables simple identifi-
cation of the extent of a carious
lesion allowing the clinician to
ensure that subsequent evacua-
tion is minimally invasive and
leaves healthy tooth structure

intact. It also allows the clini-
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entire caries.

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flawed and out of date. The Steele Review, which was commissioned by the last government, has already addressed the concerns raised around the 2008 NHS Contracts and a re- placement proposal is already being piloted. The results of this will be used to help shape the future of the way NHS dentistry is delivered.

“The recommendation for the GDC to require that private dental practice is delivered.

states the larger corporate providers of dentistry and Dental Groups, welcomes the OFT's market study of dentistry in the UK and supports many of its key conclusions.

“In particular, ADG members, who account for some 10 per cent of NHS dentistry, support provision of clearer pricing information and are pleased to have been able to reach agreement with the OFT on ways of extending and improving this.

“The ADG supports the OFT's emphasis on choice and competition in dentistry. Members welcome the emphasis in the report on improving entry to the market for new providers and the support the OFT gives to increasing tendering. Long-term contracts facilitate investment and continuity of patient care but must not prevent commissioners from tackling poor quality. The OFT's recommendations to the sector and to the Department of Health have the potential to improve quality for patients and help to drive up standards, particularly when taken in conjunction with the new NHS dental contract, which addresses many of the worst problems identified by the OFT in the current arrangements.

“Clinical opinion in the UK remains divided over the issue of direct access to some dental services and the ADG believes that it is clinical considerations that should determine whether to go down this route. The ADG therefore awaits with interest the work already being undertaken by the GDC on this.

“It is of course vital that improvement in the delivery of dental care is driven by the very high levels of patient satisfaction, but in practice there is already considerable choice and competition on the high street, bringing real benefits to patients. The ADG agrees with the OFT that the overall assessment of the market does not require or justify a referral to the Competition Commission.”

GPs draw the line at CQC reg fee payment

A ccording to a recent report, it has been agreed by the local medical committee's conference that GP practices should not have to pay for CQC (Care Quality Commission) registration.

North Yorkshire GP Brian McGregor said in the report that GP practices were "already subjected to oversight from 28 organisations and the CQC would become the twenty-ninth as of next April.”

Dr McGregor won support for his demand that registration should not impose any expense on practices.

He said: “It's a bit like medi eval times, giving a piece of silver to the axe-man to ensure the sweep was sure. The ultimate cost of registration should not fall on GPs.”

The report also quoted Gloucestershire GP Steve Avis, who said he did not want his GP practice to become a stark environment, “with plastic flooring replacing carpet in a bid to meet CQC standards.”

GPs contracts and regulation subcommittee chair John Canning reportedly said it was 'claptrap' that GP practices will have to replace carpets and that when CQC begins consulting fees for CQC registration, GPs and local medical committees should respond by telling them exactly what they think.

According to the report, the conference called on the CQC to negotiate transparent and evidence-based criteria when deciding which GP practices to inspect and reiterated its belief that registration was a bridge too far.

All smiles as professor scoops Lifetime Achievement Award

T he former dean of Dundee Dental School and chair of the Dental Schools Council, Professor William Saunders has received the first ever Scottish Dental Lifetime Achievement Award paying tribute to his commitment to the dental industry in Scotland.

Professor Saunders has made a substantial contribution to dentistry in Scotland over many years and has been pivotal in the development of undergraduate and postgraduate teaching. He also sits as a council member of the Royal College of Surgeons of Edinburgh.

Four of Scotland’s top dental professionals were nominated for the award - Professor Saunders was up against Dr Graham McKirdy from Glasgow, Edinburgh’s Dr Jim Rennie CBE and Dr Hew Matheson CBE. Fellow industry professionals voted online making Professor Saunders the clear winner.

He received the accolade at an evening drinks reception during the inaugural Scottish Dental Show at Glasgow’s Hampden Park on Thursday 24 May. BBC sports pundit Chick Young, who entertained guests with dental tales and football anecdotes, presented the trophy.

Bruce Oxley, editor of Scottish Dental magazine, organisers of the Scottish Dental Show and Scottish Dental Lifetime Achievement Award 2012, said: “Professor Saunders fellow professionals admired his continued commitment and his exceptional academic work making him a worthy winner of the first Scottish Dental Lifetime Achievement Award.

“Employing more than 10,000 professionals in Scotland, dentistry is a significant industry and Professor Saunders influential work can ensure that the country continues to produce the very finest graduates.”

The award was one of the highlights of the Scottish Dental Show, where more than 100 exhibitors representing the cream of the UK dental trade have been showcasing the latest innovations, products, developments, services and services.

Created by the Connect Publications a subsidiary of Scotland's largest contract publisher Connect Communications and the publishers of Scottish Dental magazine, the free event is providing up to 12 hours of verifiable CPD through speaker sessions and hands-on workshops. The Minister for Public Health, Michael Matheson MSP officially opened the show.

Dentist to clean shark’s teeth

R ichard Howarth, a 45-year-old dentist from Fife, Style Dental, is taking up a fund-raising challenge to dive in a shark-infested tank!

Richard, who has been invited to do the charity event at the Blue Planet Aquarium, Manchester, will be cleaning the teeth of a shark, named Storm, an 11.5ft Sand Tiger Shark who weighs in at a staggering 50 stone!

For the challenge Richard, who is taking specialist training before spending half an hour in the chilly shark infested tank, will be equipped with a toothbrush so he can clean Storm’s 46 razor-like teeth!

Richard hopes to raise £2,000 through this challenge for the charity Dental Mavericks and their work to end the daily dental pain for Moroccan kids. The money will help buy a solar powered dental chair so that more conventional dental care can be provided rather than just extractions and fillings for the charity Dental Mavericks and their work to end the daily dental pain for Moroccan kids.

Richard Howarth, who is a member of the Dental Mavericks Charity, is travelling to Morocco in September for eight days to treat children in severe dental pain with no access to dental care. Richard said: “The idea for this crazy dive came from a patient of mine. I think they find it funny that I spend my life helping patients who are anxious and fearful. And for me to immerse myself in the tank then the tables would be turned.”

Richard has been invited to do the charity event at the Blue Planet Aquarium, Manchester from 100pm to 1:50pm on 8 June 2012.
Editorial comment

The news today has been dominated by the Office of Fair Trading’s report into dentistry and the recommendations that they have made. People from all areas of the profession have been making their cases in a variety of media – radio, TV, newspapers etc – aiming to downplay what many have called the sensationalising of the report.

Yet again the drum of evil – radio, TV, newspapers etc – has been beaten and the British Dental Association (BDA) has said that this must be addressed urgently, the BDA believes, by proper consideration of how changes might affect dentistry and what must be done to support dental training.

The report, which notes a lack of vital detail in plans for the reform of the training and education of healthcare workers, has nonetheless failed to pick up properly on warnings in the BDA’s submission to the Health Select Committee inquiring, meaning that the issue of how the training of dentists and their teams will be paid for is still unclear. Detailed assurances that dental practices will not be expected to pay for training, a scenario that would be completely unacceptable, are urgently required, the BDA believes.

Dr Judith Husband, Chair of the BDA’s Education and Standards Committee, said: ‘This report reminds us that the Government’s plans are still lacking in important detail and require significant further development. Disappointingly, differences between medical and dental training remain unacknowledged and dental-specific issues have not been addressed.’

“The BDA has been pressing for clarity on these issues. That they continue to be unresolved is a source of frustration and anxiety for dental practice owners. Dentists need to see a bold, unambiguous statement from Government that confirms that they are not to be landed with a huge financial burden for training future generations of the profession.”

Dental training needs ‘urgent consideration’

The recent Health Select Committee report on Education, Training and Workforce Planning highlights a failure to adequately consider the dental issues that must be tackled, the British Dental Association (BDA) has said. This must be addressed urgently, the BDA believes, by proper consideration of how changes might affect dentistry and what must be done to support dental training.

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Statistics, as we all know, can be twisted to prove anything. In my post-graduate days as a green and grateful marketing assistant for a firm selling telephone systems, I had to ring local businesses to find out about their systems for a university-based project. Treated as a loathsome cold calling salesperson, I had to take the figures from the nine companies who bothered to talk to me and make a presentation out of them. With the use of the times by five principal and some lovely pie charts, I made a fantastic presentation that bore no resemblance to the true situation of the telephone system usage of the city’s local businesses.

Sound familiar? Thought so.

The regime that shows plaque bacteria no mercy

Brushing and flossing/interdental cleaning are pivotal to oral hygiene. They displace and dislodge dental plaque bacteria that can cause gingivitis and periodontal disease. But bacteria from other areas of the mouth can recolonize on teeth quickly.

Using LISTERINE® after mechanical cleaning destroys oral bacteria effectively, killing up to 97% in vivo. This lowers the bacterial burden in the mouth and in plaque that reforms. And when used for 6 months, LISTERINE® can reduce plaque levels by up to 52% more than brushing and flossing alone. In addition, LISTERINE® Total Care products offer various levels of fluoride and other benefits to suit patients’ needs.

So recommend LISTERINE® as the final step in your patient’s daily regime, to finish the job started by mechanical cleaning.

Finish the job. Finish off with Listerine.

References:
1. Barnard M. JADA 2006; 137: 165-175.
2. Data on file FCLGBP0023+28, McNeil PPC.
Buying smarter could save NHS £1.2bn

News

The NHS has been asked to “raise its game” when purchasing goods and services, such as gloves and sutures, catering and energy, to save at least £1.2 billion over the next four years.

The Department of Health, working with the NHS Supply Chain, has also established a £500 million cash fund to enable the NHS to bulk buy large equipment such as:
- CT scanners
- MRI scanners
- ultrasound machines
- cancer treatment technology

Thanks to this fund, £11 million has already been saved through orders that have been placed in advance via NHS Supply Chain with suppliers.

Traditionally, the NHS has struggled to make the most of its buying power as there was very little knowledge between local hospitals about their equipment needs. This fund allows the NHS to benefit from the savings of bulk buying expensive medical equipment via NHS Supply Chain.

Health Minister Simon Burns said: “This important development will allow NHS Supply Chain to group together the purchasing power of the NHS for this vital equipment, make large commitments with suppliers and bring improved planning to the management and replacement of this equipment across the NHS and with suppliers.”

Procurement plays a valuable role in driving improvements in so-called ‘ADCS’. Procurement means these savings can be reinvested to benefit patients. Our ambition is to put in place a world-class procurement system in the NHS that is responsive to modern suppliers. This will enable the NHS to adopt existing innovations and stimulate new ones that will benefit patients and taxpayers.

In addition, hospitals are now being asked to drive forward improvements through a series of actions, being more transparent and assessing how they buy equipment and services, including:
- Publish the details of all contracts over £10,000
- Appoint a board executive to be accountable for procurement performance
- Regularly audit procurement

These actions in Raising Our Game will be taken forward immediately, whilst the strategy for developing world-class procurement will be published later this year.

It is vital that we have procurement that is not only better, but is world class. As a first step, Raising Our Game sets out the actions that the NHS must take immediately. It should be focused on outcomes, not just cost, and must be responsive to creative ideas from suppliers, procurement specialists, clinicians and managers.

Transforming procurement in the NHS could enhance quality and value and the strategy for delivering this will be published later this year.

March

Trade a smile for a ‘smiley’

Want to take part in National Smile Month? Struggling for ideas? Budget too tight? Make the BDHF smile and they can help.

Campaign organisers the British Dental Health Foundation are offering five organisations a chance to win 500 ‘smiles’ to aid their event, simply by making them smile.

So how does it work? Well, you can post your idea on their website, Facebook fan page, on Twitter or email them. They’ll pick out their favourite and voila – free ‘Smileys’. The contact details you will need can be found below.

Dr Nigel Carter, Chief Executive of the Foundation, said: “So far the campaign has generated an excellent response. It is extremely pleasing to see such a variety of organisations taking part in this year’s campaign.”

“We hope by making so many ‘smiles’ available free of charge that more organisations will come forward and help us spread the messages of National Smile Month. All you need to do is make us smile!”

Submit your attempts to make the BDHF smile by 5pm on Friday 8 June at the following places to be in with a chance of winning:
- www.smilemonth.org/page/competition
- Facebook fan page – National Smile Month
- Twitter – #smilemonth, @DavidA_BDHF
- Email – pr@bdhf.org

For further information please visit www.smilemonth.org or call 01473 597976.

Memorandum of Information Governance Review Panel announced

Fiona Caldicott, Chair of the independent Information Governance Review, has selected the members of the panel who will conduct the review. The aim of the Review is to advise on how to achieve a better balance between protecting and sharing confidential personal information.

The members of the Review, entitled ‘Information: to share or not to share?’ have been drawn from patient and voluntary groups, clinical and local government professionals. Further information is available at www.Caldicott2.dh.gov.uk

Dame Fiona Caldicott, Chair of the Review, said: “I am delighted that the individuals who we invited to participate in this work have accepted enthusiastically. They will play a crucial role in ensuring we have effective connections with groups or individuals whose support we need if our recommendations are to be realistic and likely to lead to constructive and acceptable improvement. The breadth of panel members’ experience will guarantee us the necessary insights to identify the appropriate balance between sharing and protecting information.”

The full list of panel members is:

- Dame Fiona Caldicott, Chair
- John Carvel, former Social Af- fairs Group Manager at the Guardian
- Professor Mike Catchpole, Head of Epidemiology and Sur- veillance, Health Protection Agency and Faculty of Public Health
- Terry Dafer, Director of Adult Social Care, Stockport Council and ADASS
- Janet Davies, Director of Nurs- ing, RCN
- Professor David Haslam, Pres- ident BMA
- Dr Alan Malsey, GP, clinician Academy of Medical Royal Col- leges
- Dawn Monaghan, Strategic Li-aison Group Manager, Informa- tion Commissioner’s Office
- Terry Parkin, Director Peoples Services, Bright and Dove Council
- Sir Nick Partridge, Chief Ex- ecutive Terence Higgins Trust
- Professor Martin Servers, Ger- iatrician, University of Ports- mouth
- Caroline Tapster, Former Chief Executive Hertfordshire Country Council
- Dr David Wrigley, Chief Execu- tive National Voices
- Sir Mark Walport, Director Wellcome Trust

E lizabeth May is a specialist in Special Care Den- tistry currently working for the Somerset Primary Care Service. She plans to celebrate her retirement in June with a “Grand Tour”, in aid of Dentaid, visiting each of the county’s ten clinics in turn – about 200 miles – backpacking with a light-weight tent.

Starting on June 28th, the route will take her from her home in the Mendips to Frome, Yeovil, Chard, Taunton, Wilt- ington, Minehead, Bridgewater, Burnham-on-Sea, Wells, Glastonbury and home, cover- ing about 25 miles per day, us- ing many of the long distance footpaths in Somerset.

She writes: “Dentaid’s aims sum up many of the areas of dentistry in which I have been involved – the wider aspects of delivery of care to populations; issues of access and reaching out to the more vulnerable; pre- vention and education.”

Sponsorship donations to benefit Dentaid will be much appreciated and can be made at www.justgiving.com/elizabeth-may1.
The key to a healthy smile lies in the infant and toddler years

Leaning experts in toddler feeding and dental health have united to highlight the importance of diet, positive feeding habits and good oral health routines in the early years, as part of National Smile Month (20 May-20 June).

Around a quarter of a million children starting primary school across the UK will already have tooth decay and the Infant & Toddler Forum (ITF) and British Dental Health Foundation are working together to raise awareness about how to avoid this wholly preventable problem.

Those who learn good habits from an early age are more likely to carry them into adulthood, and the ITF – specialists in food and feeding in the under threes – has produced a sheet of simple tips to help families take positive steps towards their toddlers’ good dental health. Endorsed by the Foundation, the practical, evidence-based advice includes tips on how to care for children’s teeth – including diet, bottle-feeding, tooth brushing, fluoride and medicines.

Advice around what and what not to eat can also be confusing; the UK Royal College of Surgeons Dental Faculty recently reported that half of five year olds show signs of enamel erosion caused by fruit, particularly citrus fruits and encouraged schools to ban fruit juice and to offer milk and water instead.

Judy More, paediatric dietician and member of the ITF, says: “It is important to give young children the opportunity to learn to like water as a drink by offering it. Fruit juice, like other sweet drinks, causes tooth decay when drunk frequently throughout the day. If fruit juice is given as a drink it should be well diluted; for example one part juice to about six to ten parts water and served in a glass, cup or beaker, not a bottle.

“Sweet food, sweet drinks and fruit juices should only be given at four occasions throughout the day (eg three meals and one snack) to minimise the times teeth are exposed to sugar and acid. Water and milk are the only drinks that should be offered between meals and snacks.”

Dr Nigel Carter, Chief Executive of the Foundation says, “Educating children from an early age can reap huge benefits, as the development of a good oral healthcare routine begins at a young age.”

For more information on protecting toddlers from tooth decay, download the ITF’s free ‘Protecting Toddlers from Tooth Decay’ Guidance & Tips sheet for families or Factsheet for professionals working with parents.

For further information about National Smile Month and to view resources supporting the campaign visit: www.smilemonth.org

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www.dmg-dental.com
A long career dedicated to the dental nursing profession - Jean Smith

Dr Fiona Wincott MBE, pays tribute to M Jean Smith MBE: Following the Second World War there was great difficulty in recruiting suitable dental chairside staff. There was no formal training available, pay was poor and the term 'Attendant' often deterred suitable applicants from entering the work.

The Dental Nurses and Assistants Society of Great Britain and Northern Ireland, established in 1940, sought to influence and act to secure proper training and pay for their members and protect the character and status of dental nurses. It was in this environment that the young Jean Smith found herself. Jean passed the National Examination in 1945 at the Leeds centre. At that time the Panel of Examiners consisted of six dentists.

In 1948 Jean replied to an advertisement for a Secretary to the Dental Nurses and Assistants Society who urgently needed a new secretary; the advertisement stated that, unless someone came forward at once, the society would cease to function. Fortunately Jean Smith was appointed!

Jean made a huge commitment to her work and succeeded in increasing the number of courses, candidates and examiners, ensuring that the professional status of dental nurses was promoted. She became widely recognised as the figurehead of the profession.

Then in January 1954 the British Dental Association and the British Dental Nurses Association agreed to form a Joint Committee.

Recommendations on pay and conditions for dental nurses in General Dental Practice were issued in an advice sheet and in 1964 a National Voluntary Register was established. Jean Smith administered the register and became the first registrar.

Succeeding years were occupied with ever increasing workloads and emerging issues of fluoridation, dental health education and post qualification courses. It became clear that there was a need to look at creating an improved career structure for dental nurses within the dental team; this was pursued with the BDA and representatives from Area Health Authorities and the Department of Health.

Jean’s style was always calm and considered. She was able to read a situation and make timely judgements for the benefit of the profession and it is through Jean’s considerable contribution that we now call ourselves a profession. This service to dentistry was recognised in 1975 when Jean was awarded the MBE in the Queen’s Birthday Honours. (pictured)

In 1978 the Association was officially entered on the records as a Trade Union. Pay negotiations continued with the BDA and through the Whitley Council. In 1985 a campaign was launched and MPs approached to support a fair wages resolution. Jean prepared the submission made to the Nuffield Foundation research into the Training and Future Role of Dental Nurses.

Jean was determined to get proper recognition for Dental Nurses and in 1980 approaches were made to the GDC to set up a group of stakeholders to standardise their training and education. The Dental Nurse Standards and Training Advisory Board was set up in 1981 and the National Voluntary Register was taken under the auspices of the GDC.

A report was prepared and published in 1984 outlining, for the first time, the role and training objectives for dental nurses. It is widely acknowledged that much of the work in developing this document was undertaken by Jean and three other dental nurse representatives.

Jean Smith retired from the Association on 31st December 1985 but continued to work for the Examining Board and in the development of Occupational Standards.

Jean Smiths’ impact on the Dental Nursing Profession is without equal. She leaves a daughter Jennifer, granddaughters Diane and Jo and great grandchildren Natalie, Hannah, Isobel and Alexandria.

BDA PEC membership announced

The results of the elections for seats on the British Dental Association’s Principal Executive Committee (PEC) have been announced. Voting for the elections finished on Wednesday 25 May and has been followed by the counting of ballot papers.

The successful candidates and the geographical constituencies they have been elected to represent are:

• Dr Martin Fallowfield (England, East)
• Dr Judith Husband (England, East Midlands)
• Dr Mick Armstrong (England, Yorkshire and Humberside)
• Dr Philip Henderson (Northern Ireland)

BDA website.

• Dr Robert Kinloch (Scotland)
• Dr Stuart Johnston (Wales)

A bye-election will take place in the England, North West constituency, with no representative having been elected to represent the seat during these elections.

Members have also been elected for three seats that will represent dentists across the whole of the UK. The successful candidates for the UK-wide seats are:

• Dr Alison Lockyer
• Dr Susie Sanderson
• Dr Graham Stokes

The senior officers of the PEC, including the Chair, will be elected in June, ahead of the body formally taking responsibility for the governance of the BDA on 1 July. The results of those elections will also be announced on the BDA website.

BDA website.

BSDHT announce first accreditation awards

The British Society of Dental Hygiene and Therapy (BSDHT) have announced the first awards under their new education Accreditation Scheme, which was launched at the Oral Health Conference & Exhibition at Bournemouth in November 2011.

The scheme aims to ensure a consistency of quality and standard for Continuous Professional Development educational material used by its members.

BSDHT President, Sally Simpson, and BSDHT Accreditation Lead, Michaela O’Neill, presented the first three Awards at the recent Dentistry Show in Birmingham.

The awards were received by Caroline Thompson on behalf of GSR, for their Talking Points in Practice sessions on:

• Acid Erosion
• Dentine Hypersensitivity
• Gingivitis and Periodontal Disease.

Exciting volunteering opportunities with B2A

Bridge2Aid are delighted to offer a new and exciting opportunity for volunteers in Dodoma, Tanzania. This is a new area for our Dental Volunteer Programme and after successfully piloting in January, they are now filling spaces for a second trip on the 2nd-12th October 2012.

Dodoma, as illustrated on the map, is located inland and the geographical difference to Mwanza will offer returning volunteers the chance to experience something completely new. Even as the capital city of Tanzania, Dodoma is under resourced and under developed with great dental equipment and medical professionals visiting the district of the city centre.

Government officials in Dodoma requested our assistance, and following the pilot, we are confident that DVP will continue to work well in this location.

At the moment Bridge2Aid have a limited number of places left available for this trip so if you are interested in joining them, please contact the visits team for more information visits@bridge2aid.org.