were delighted to show delegates how to harness innovation in the practice.

for queries, consultations and demonstrations, the Carestream Dental team portfolio of products and services, assisting both patient understanding unit. The second new launch, the CS R4 Communication Tools, enhances were the first to see the new CS 8100 Digital Panoramic System, featuring Carestream Dental stand, from the 4th to the 6th October at ExCel London, digital imaging, in addition to two impressive new launches. Visitors at the 56x893 56x902 56x920 56x938 56x956 56x974

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ClearSky Launches Specialist HR Service for Dentists

One of the UK’s leading accountancy firms has announced the launch of a dedicated HR advisory service for dentists and other specialist medical professionals that have to balance providing a public service with managing teams of staff. The service is currently available to managers of more than 8,000 clients nationwide, including a large number of dentists and other medical professionals.

Roger Gullidge Design was brought on board to provide the design, project management and marketing support for the new service.

One of the key accountancy drivers — as highlighted by the 70% increase in dental care professionals seen by the accountancy firm over the last 12 months — was the need for an HR service. This need for a new type of service has arisen as businesses and individuals, especially those providing a public service, have to manage their work force and client interfaces.

Roger Gullidge says: “We were asked to take the HR service and develop a website, marketing strategy and support that would allow the accountancy firm to launch and grow the service. This involved a lot of research into the HR requirements on the dental market.”

Dental care professionals are typically used to delivering a public service, where their clients often have to be kept happy. However, they also have to manage their back office, manage their staff and ensure that they are providing a good service. This is a challenge that the dental care professionals do not have to face in any other part of the medical sector.

Grahame Gardner enhances Urban range

Grahame Gardner has enhanced their phenomenally popular Urban scrubs range with the addition of 914, a new longer length tunic. This flattering style of tunic boasts the same high quality design features as the rest of the Urban range, and is available in a wide selection of bold colourways.

The Urban Scrub range has become a firm favourite among dental surgeries across the UK, but has one problem, its length. Gardner has now addressed this issue and created a longer length variant, ensuring that healthcare workers do not have to worry about their clothing mechanism getting caught on equipment.

The longer length of the Urban Scrub range makes it possible to improve the comfort of the healthcare worker when standing at the bed side for extended periods of time. This also allows for more freedom of movement when undertaking procedures that require the healthcare worker to change positions regularly.

The longer length variant of the Urban Scrub range is available in a wide range of bold colourways, ensuring that healthcare workers can choose a style that suits their personal preferences or their workplace.

For more information please call Grahame Gardner on 0116 255 6326 or take a look at www.grahamegardner.co.uk

EndoCare – exceptional patient-centred care

At EndoCare we pride ourselves on our caring, patient-centred approach. For us, maintaining the health and satisfaction of our patients is always our number one priority. By building excellent relationships with all referring practices, we have been able to deliver excellent patient care in one dental practice.

The planning and fitting of the surgeries was done by Martin Gregory at The Dental Directory, and the practice had two surgeries fitted. The first surgery was prepared to launch Pearl BC, but the team was preparing to launch Pearl BC when they received a phone call from Gardner’s A Special Offer Intro Kit containing a 9ml PermaCem 2.0 self-adhesive luting cement, DMG have introduced a NEW PermaCem 2.0 self-adhesive cement. PermaCem 2.0 is ideal for use with all cements and bridge metals. The 9ml Kit contains 3 tubes of PermaCem 2.0. The NEW PermaCem 2.0 cement is perfect for use with all cements and bridge metals. The 3 tubes of PermaCem 2.0 are available in A3 Opaque and Transparent shades. The Intro Kit will be available until October 22 - 28, 2012. The offer price is £34.37 plus VAT. Buy 2 syringes before the end of October to receive a 25% discount. Offer price £27.27 plus VAT.

For more information contact Noble Bicar on 020 7183 8388, or visit www.quicklase.com

DMG UK

NEW PermaCem 2.0

Special Introductory Offer

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For more information, contact The Dental Directory Equipment Department on 0605 585 595, or visit www.thedentaldirectory.co.uk.

Dental Showcase. For further information please visit our website www.periproducts.co.uk

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