Free toothpaste for families, experts say

Dentist removed after diagnosis concerns

Training centre opens at Portsmouth University
Editorial comment

Here at Dental Tribune, we are committed to providing our readers with insightful articles, practical help from specialists in their fields and a mix of news and opinion which helps to keep all members of the dental team up to date.

As part of this commitment we have been looking to see how we can provide more to UK dental professionals with regards to specialised material related to a particular interest.

Now, to the point – in March we are bringing to the UK three titles of international renown tailored to the UK dental profession - roots, implants, and cosmetic dentistry. Although the international versions are published by our colleagues at Dental Tribune International, the UK versions will be published by the same team that brings you Dental Tribune UK. The three titles cover the following issues:

- **Cosmetic dentistry**: covering the most significant developments in the world of cosmetic and restorative dentistry
- **Implants**: delivering the latest thinking in implant therapy
- **Roots**: presenting up to date information in the field of endodontics

These quarterly titles, presented in a glossy, high quality format, will deliver superior articles from both international and UK clinicians focusing on a wide range of issues surrounding each particular topic. We do not want these magazines to be all things to all readers. We want highly focused titles related to your interests.

To celebrate the launch of roots, implants, and cosmetic dentistry, we are currently making three titles available at very special prices for a year’s subscription.

Call my colleague Joe Aspis on 02074008900 or email him joe@dentaltribuneuk.com to get the latest.

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# All under one roof

Thirty members of the dental press gathered at London’s World famous department store for this year’s Showcase press launch.

The launch was held in Harrods’s Georgian Restaurant and gave the gathering of dental editors and reporters the opportunity to hear what’s in store at this year’s event.

BDTA Dental Showcase provides members of the dental team with the chance to see, hear, learn and buy every thing they need to do their job, all under one roof. From the latest products and most appealing special offers to the highest quality services, Showcase is really ‘Your one stop dental shop’!

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# Finally, instant* sensitivity relief patients can take home.

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Instant relief achieved with direct application of toothpaste massaged on sensitive tooth for one minute and continued relief with subsequent twice-daily brushing

Visit www.colgateprofessional.co.uk to learn more about how instant relief from dentine hypersensitivity can benefit your patients.
BDA calls for piloting overdue NI contracts

Piloting of new contractual dental arrangements for Northern Ireland is overdue and must begin promptly, the British Dental Association (BDA) argued.

Submitting its response to the Health and Social Care Board's consultation on piloting new dental contracts, the BDA said that it believed the proposed personal dental care scheme would meet the objective of testing the proposed arrangements for dentistry and pressed for progress.

The BDA response also stresses the importance of pilot lots being allowed to produce a clear picture of both positive and negative implications of the new arrangements against a difficult financial position, and emphasizes the need to understand the effect of elements of the contract including payments for patient care and items of service. BDA also welcomes the Health and Social Care Board's acknowledgement that it will be important to pilot revised patient charges prior to the implementation of the definitive new contracts.

Whilst the BDA response also signals its agreement with the proposal to have separate contracts for primary dental care, orthodontics and oral surgery, it highlights that changes in one area of dentistry will impact on another. The ability of practitioners with enhanced training and skills to deliver treatments that might otherwise be unavailable to patients in certain areas is particularly important, the BDA argues.

Peter Crooks, Chair of the BDA’s Northern Ireland Dental Practice Committee, said: “It’s nearly five years since reform was touted. Progress is well overdue. These pilots will take place against a backdrop of financial pressures and will need to take account of the difficult circumstances facing practitioners. “Nonetheless, Northern Ireland Dental Practice Committee endorses the proposed scheme and looks forward to continuing constructive and meaningful engagement as pilots progress. It is important that these pilots are given the time and resources they need so that their effects can be properly understood and a better future delivered for health service dentistry in Northern Ireland.”

The price of dental tourism

Throughout the UK, Europe and America, people are heading abroad to receive dental care, having been lured by the cheap prices of dental treatments and cosmetic dentistry. Dental tourism is rapidly becoming a very attractive option for those people who need cosmetic dentistry procedures, restorative dentistry and other dental treatment but believe the treatments carried out in the UK are too expensive.

However, the current trend is giving patients more problems than it is solving and there are more and more high profile cases of treatments going wrong overseas. Recently, Sherree Rolf, 49, travelled to Hungary and had a full set of crowns, veneers and bridgework done for half the cost of UK dental work at just £5,765. However, she claims the Hungarian company Dentart-Klinik left her jaw broken halfway through the five days of treatment in Gyor.

Thousands of Britons travel abroad every year for cheap dental work and many issues can begin as soon the patients return home. Once Sherree was back in the UK she visited her dentist, who upon inspection found that her jaw was broken. They also found that two veneers were also cracked.

Commenting on the issue, a spokesman for Dental Protection said: “Prevention is better than cure. Patients travelling abroad for dental treatment should enquire what arrangements are in place and what costs might be involved if the treatment is unsatisfactory. Patients should also ensure that the dentist providing the treatment is properly indemnified against claims in negligence, and that the dentist and patient can communicate effectively when seeking and giving consent for treatment.”

With regards to where the blame would lie if the treatment fails in spite of additional work carried out by a UK dentist, the spokesman added; “It is standard practice for dentists to examine all new and existing patients carefully, particularly noting any changes that might have occurred since the patient was last examined. It is important that any concerns identified are described to the patient, without bias and in a factual way, noting the conversation in the records and any specific issues that the patient wanted to discuss.

“These records are very important if concerns are later raised by the patient in the light of any remedial treatment undertaken in the UK or with regard to the original work done outside the UK. All the communications with patients need to know the risks of getting dental treatment abroad.

AOG and Smile-On, in conjunction with the Dental Directory and the Faculty of General Dental Practice (UK), will again be hosting the 2011 Clinical Innovations Conference (CIC). Now in its eighth year, the CIC promises to be bigger and better than ever, with a wealth of clinical innovations from the likes of Julian Webber, Secretary of the AOG, Dr Nishan Dixit, is thrilled to once again be involved with this dynamic gathering. “As one of the UK’s fastest growing dental companies, we are a body that not only values professional standards but also understands the need for innovation within dentistry, as well as the vital role that continuing education plays within the profession. We also hope that CIC delegates will join us in striving towards ‘the greater good’, our organisation’s motto, at the Conference Charity Ball, which promises to be a really fun and glamorous occasion, all in aid of a good cause”

Given the record attendance rates at the 2010 event, delegates are advised to book early to avoid disappointment. The deadline for early bird registration, which entitles those who book before 7th March 2011 to a 15 per cent concession, is fast approaching! Members and clients of affiliated organisations may also be entitled to special rates, so get in touch with the organisers to find out more.

Why not use this opportunity to keep in touch with innovations in this dynamic and fast-growing area of dentistry and help your practice reach its most profitable potential?

For more information, visit www.aoguk.org. For early bird offers, or to book, please visit: http://www.clinicalinnovations.co.uk or call 0207 400 8950

Time running out for ‘early bird’ discount

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Maintain surface area when length is limited.
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Strong Morse Taper connection for narrow implants.
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Semi-permanent solution for post and ball.
Self-tapping body design for ease of placement.
Available from 2.5 to 3.0mm implant diameters.
The British Dental Trade Association (BDTA) is pleased to announce the donation of nearly £1000 to Bridge2Aid following the submission of completed membership questionnaires and technology surveys sent out last year.

In order to assess how well the Association is meeting the needs of its members, questionnaires were sent out to each member company, and the BDTA offered to donate £5 to the Bridge2Aid charity for every questionnaire returned. 47 member surveys were filled in and submitted, which represented an exceptionally high response rate.

The BDTA also conducted research amongst dentists to investigate their attitudes towards new technologies and training courses. Again, an excellent response rate was received and £2.50 was donated to Bridge2Aid for each of the 285 surveys completed and returned.

Executive Director of the BDTA, Tony Reed, stated; “It is important for us to understand the needs of our members in order to continue to serve them effectively and introduce new benefits. It is vital for our members to understand how members of the dental team respond to new technologies and the mix of training preferred. We were extremely pleased with the response achieved from the questionnaires and to be able to donate funds to Bridge2Aid made the research worthwhile on a number of levels. Thank you to all those who participated.”

Mark Topley, Chief Executive at Bridge2Aid, commented: “The BDTA has been a great support to us over the past six years and helped us to achieve so much – restoring tens of thousands of smiles and changing many lives in Tanzania. This donation will go a long way to helping us relieve the pain of thousands more people in the coming year and extend our work to new areas desperate for basic dental services and training. Our thanks go to the BDTA for thinking of us in this way, and to all the members of the dental industry for completing their questionnaires.”

For further information on the BDTA visit www.bdt.org.uk

**Osseointegrated Implantology Courses**

If you are interested in implantology then the Osseointegrated Implantology Courses, which are being held on Sunday 27th March – Friday 1st April 2011 could be the right choice.

Delivering 56 hours of CPD accreditation, the fee for the course is £2,200 and is ideal for delegates who wish to participate in a course over six consecutive days.

**Topics covered include:**
- examination and treatment planning • dealing with the patient within the practice • anatomy, physiology • biomaterials • sterility • surgical templates • surgical techniques (to include bone augmentation and advanced surgical techniques) • implant impression techniques • jaw registration • articulation • periodontal consideration (to include maintenance protocol and guided tissue regeneration) • connecting teeth to implants • detailed literature review.

There will be guest speakers on the following subjects:
- Dr Joe Omar on “Medical Emergencies”
- Dr Alan Cohen on “Medico – Legal Aspects”
- Mr Sean Goldner on “CT Scanining”

*V+B scheme to be scrapped*

According to reports, the government is preparing to announce that a scheme for vetting people who work with children is to be scrapped.

Set up by the Independent Safeguarding Authority (ISA), the original Vetting and Barring Scheme system was designed to prevent unsuitable people working with children and vulnerable adults, with employers facing prosecution for breaches. Approximately nine million adults who once a week or more had been subject to checks.

Home Secretary Theresa May suspended it last June so a review could be held. A Home Office spokesman said an official announcement - which affects England, Wales and Northern Ireland – would be made shortly.

It has also been reported that the government will also announce that criminal record checks are to be sent to individuals first to allow them to challenge any mistakes.

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