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It is not all about mouths you know

Mhari Coxon discusses a new perspective to consider on the business of dentistry

I have always attended CPD courses ever since I qualified as a hygienist. I often worked on the other side of the chair and enjoyed the interaction with my peers initially, using it as a reunion with my college buddies. Clinically I felt it refreshed my basic skills, added new thinking and research into my work ethos and allowed me to attempt to keep my patient care at a consistently good standard. Recently, I have been looking at trying to improve my customer care and business sense to help with my practice life and my role as director at CPD for DCPs.

I have just attended my first totally non-clinical dental conference. Run by the uniquely named Marketing Pirates of Dentistry; I was privileged enough to be one of their guest speakers. This was with the promise, by me, of not going all clinical. That was a bit tougher than I thought.

To name but a few there was a blend of speakers; the brilliant and “not vanilla” Tony Gedge on the marketing strategy used in dental practice; Paul Howe on selling, which was extremely useful, and a superb motivational speaker called Clive Gott. I was sad to miss hearing Nadim Majid talking on website development for the dental practice. But, being technically minded, he has recorded it so I can watch it at my leisure.

From this event, I have a full mind that keeps throwing up ideas, about 12 pages of notes to write up, and a very new perspective on the business of dentistry. I am still mainly a clinician in my job, and was trained to do just that. I then spent a lot of years attending lectures and courses on how to develop and hone those clinical skills. Now I can see the importance of the team understanding the business of dentistry, understanding the forecasts and targets and knowing what a HNW patient is and how to recognise one.

A great toe in the water solution would be to sign up to the dentistry show in Birmingham on March 4th and 5th. They have two whole days of business speakers that the whole team can attend. And, best of all, it is free to attend most speakers sessions. To register you and your team visit www.thedentistryshow.co.uk.

I look forward to seeing all those with their finger on the pulse of modern dentistry there; I will be the one in the front row making notes furiously.

About the author

Mhari Coxon is a dental hygienist practising in Central London. She is chairman of the London British Society of Dental Hygiene and Therapy (BSDHT) regional group and is on the group and is on the committee of the journal, Dental Health.