**BOTA SHOWCASE COMPRESSOR WINNER**

Dr Stephen Reece-prince of the Solihull Hall Dental Practice was absolutely thrilled to be the winner of a brand new Dental® DAPN5 super silenced compressor which was donated to Showcases by Tony Reed of the BOTA. Stephen who qualified in Birmingham, commented that the DAPN5 compressor was very cheap, compact and very quiet. It delivers Steeley Quality identical to medical standards. He commented that it’s criteria had high quality air in Dental procedures as part of good practice, keeping the CQC inspectors happy.

Air dried virtually everything in the surgery with the patient and surgeon ending up breathing it and the nurse the better.

The machine was installed and complied tested by Dentalair

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**Don’t Just Drift into a Breach**

“Many NHS dentists who at this time of the year already know that they will be unable to deliver UDAs within the four per cent tolerance would do well to consider approaching the PCT for a temporary UDA target reduction” warns specialist dental solicitor Alexander Hall of Meade King LLP. “PCTs have in recent years become increasingly aggressive in squeezing breach and on occasions have imposed target reductions at the 4 per cent level. The first strike in the two strikes and you are out of contract scenario is always imminent. Some potential buyers are more than keen to buy in such circumstances. ‘Rather than pay out funds simply to recover them later by clawback for underperformances, PCTs tend to prefer the approach as long as there is sufficient time in the year left to re-distribute the funds to contractors who need them, have delivered their UDAs for the year and could deliver more.’ It is in the best interest of the contractor to get a genuine reason for the current underperformance, that reason is a line of work and will not cause on-going problems, otherwise PCTs may be tempted to suggest a permanent target reduction.”

Alexander Hall, Partner, Meade King LLP

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**EndoCare – at the forefront of Endodontics**

Here at EndoCare we pride ourselves at being at the forefront in the field of Endodontics, in both terms of technology, and training. Our practices located throughout London provide a superior level of dental care and pain management for patients requiring Endodontic treatment.

For the very best Endodontic referrals, you can be sure with EndoCare, your patients will be in the best hands possible. Your patients will be referred to a team of highly trained Dental Professionals, who are not only highly trained, but are also warm and friendly, and ready to listen to any queries or concerns. This is because at EndoCare, we always strive to ensure our patients are fully informed, and are happy with their treatment.

To find out more about how EndoCare can benefit your practice, contact our dedicated team today. Our team of experienced Endodontists are all experts in diagnosing, treating, and relieving pain and fear, and we are just as happy with hot potentials as we are on taking on more complex re-treatments.

To learn more about how we can become a valuable member of your practice team, contact EndoCare today!

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**The Waterpik® Water Flosser is the only genuine vertical neck style Oral Irrigator**

Available with a specially designed Orthodontic Tip, the Waterpik® Water Flosser is the ideal oral hygiene solution for patients requiring to improve their oral health during orthodontic treatment, and is supported by a wealth of scientific evidence to support its use. In a study conducted by Sharma et al patients who used a Waterpik® Water Flosser after brushing, removed up to three times more plaque than those who brushed and used floss, and up to five times more than those who only used manual brushing alone. Waterpik International, Inc. supplies a range of oral hygiene devices designed to meet all your patients’ needs. These include models that are easy to use in Cordless Plus Water Flosser, and the high specification Ultra model which features state-of-the-art Water Flosser technology and provides the ultimate in oral hygiene performance.

For more information on Waterpik® Water Flossers please speak to your wholesaler or visit www.waterpik.co.uk Waterpik® products are widely available in Bristo stores.

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**Zesty - A new service for generating new appointments in London**

The best way of getting your practice noticed is by having an online presence. By registering with Zesty, a new online lead generation service, gaining new patients is quick and easy. More than a million people search for dental services every-month in London alone, by using Zesty your practice will be made visible to thousands of potential new patients every day! Zesty also offer a robust way to monitor and measure their effect.

There are many ways of tactics that Zesty will be using in order to find new patients, one of them is the free practice page. It’s a great platform to communicate with potential patients, letting them know the treatments you provide, your location, and travel directions, ratings & reviews, as well as your practice key messages.

Over 40% of Zesty’s bookings are online within 48hrs of the initial inquiry and all check to be authentic before they are forwarded to your practice. What’s more, we give you complete control over how many appointments you want to publish online.

So what are you waiting for? Register your practice today and upload any free appointment times to your practice page. You supply the appointments, Zesty supplies the customers.

Simply email hello@zesty.co.uk or visit www.zesty.co.uk or call 07775067713 for more detail.

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**The London Tooth Wear Centre is delighted to open its doors to dental colleagues for a series of exclusive evening workshops**

Each evening provides an opportunity for just a few visitors to meet the team, gain an hour of verifiable CPD in an update on tooth wear and discuss how we can support you and your patients.

The London Tooth Wear Centre is a specialist referral practice in Central London offering an evidence-based approach to managing tooth wear. Led by Professor Andrew Ede, Specialist in Restorative Dentistry and Prosthetic Dentistry, the Centre was established in response to an increasing number of patients presenting with tooth wear problems in the 21st century.

For further details and to book onto one of our referral evenings, please visit www.towthwear.co.uk or call 020 7466 7168. Spaces are offered on a first come, first served basis. We look forward to welcoming you.

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**Dental Showcase 2013**

Dr Daryl Patel joins the United Smile Centres

Unit Dental Care Limited is delighted to introduce Dr Daryl Patel as the latest member of the United Smile Centres’ team. Dr Patel has undergone many years of training to ensure he is well equipped to provide the ultimate quality and service for all of his patients. He is a registered Specialist Orthodontist and is also a member of the Royal College of Surgeons in England, and is a member of the Faculty of Dental Surgery from the Royal College of Surgeons in England and is the only UK Doctor of Dental Surgery with a specialism in dental implantology.

Dr Patel’s dedication to his craft, passion for his patients and the high standards of dentistry at United Smile Centres are reflected in the professionalism of his team. Each member of the team is an expert in their field, ensuring that all procedures are carried out to the highest standards.

Dr Patel invites you to visit United Smile Centres to meet the team and discuss any queries or concerns you may have. His team is always ready to listen to any queries or concerns. This is because at United Smile Centres, we always strive to ensure our patients are fully informed, and are happy with their treatment.

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**The treatment centre you’re looking for...**

DENTAL SAVERS, a 20 year search to find an excellent, value-for-money manufacturer of new dental equipment uncovered the DENMONT Treatment Centre range. UK sales co-ordinator, Beverley Moore, explained how Dental Saver carried out extensive research with its clients to find what dentists wanted from their new dental equipment purchases.

- Affordability: and spans are available quickly
- Fast installation: a 1-2 weeks delivery
- Robust build quality and aesthetics: it is easy to use and keep clean, not over-engineered, and pleasing to the eye.
- Simple and easy to service: many scrubwear ranges. These include the DENMONT Treatment Centre range (CE 0123) UK sales co-ordinator, Beverley Moore, explained how Dental Saver carried out extensive research with its clients to find what dentists wanted from their new dental equipment purchases.

For further information on Grahame Gardner, their products and services take a look at the website or call 0116 255 6326.

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**Ellansé is available from The Dental Directory in two versions, Ellansé-S (1 year temporary target reduction) and Ellansé-M (2 year temporary target reduction) and for a limited time The Dental Directory are offering a special introductory price!**

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**The Toothwear – the UK’s leading provider of orthodontic treatment**

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