Manchester welcomes UK dental professionals to next BDA conference

By DTI

LONDON & MANCHESTER, UK: The next edition of the British Dental Conference and Exhibition is set to return to Manchester this month. Being held again at the Central Convention Complex in the city’s up and coming Deansgate–Petersfield district, the event will present everything that dentists need to know about their profession in 2016. More than 5,000 visitors are expected for the conference and industry exhibition, which will both take place from 26 to 28 May.

According to the British Dental Association (BDA), this year’s conference programme features more than 130 sessions, presented by speakers from all around Britain and elsewhere, on a wide range of clinical aspects, such as implant maintenance, facial aesthetics and oral cancer management. Topical issues, such as the prototypes for a reformed NHS dental contract, will be discussed too. Christopher Orr, Gary DeWood, Linda Greenwall, Subir Banerji and Finlay Sutton are among the experts sharing their experience this year.

A president’s lecture on Friday afternoon, held by Welsh psychologist Cliff Arnall on behalf of incoming BDA President Stuart Johnston, will reflect upon stress, its negative impact on well-being and achieving a calmer, more fulfilling life. “Cliff’s lecture ‘Dental mental: The psychology of passion, flexibility and stress’ will not only offer insight into dealing with some of these complexities but promises to be entertaining as well,” Johnston said.

Overall, dental professionals will be able to gain up to 15 hours of verifiable continuing professional development (CPD) at the event. Credits can also be earned from attending sessions at the Speakers’ Corner, as well as the advice and workshop zones that will be open to exhibition pass and conference pass holders throughout the convention centre. Sessions that cover the recommended General Dental Council’s core CPD subjects are marked in the official programme.

New products that aim to improve clinical outcomes and practice management workflows will be on display in the exhibition hall. Over 150 manufacturers and distributors from the UK and abroad have announced their participation in the event. Among others, a new product will be launched by the event’s main sponsor, Oral-B, which will be given away free to both conference and exhibition pass holders at Booth C04. Other launches include state-of-the-art equipment, such as intra-oral scanners, as well as new system solutions for treatment planning and practice management. A large number of service providers will also be on-site to provide attendees with financial or legal advice on a variety of issues.

“Dentistry remains a challenging profession in many ways and here at conference the BDA can help you address many of those challenges,” Johnston added.

Professionals can register for this year’s event either online or at the registration counter during the three days of the congress. Discounts are given to BDA members and dental students. More information and the detailed programme can be found on the official website at www.bda.org/conference.

Five thousand expected for three days of learning and networking
Conference Programme, 26–28 May

Thursday, 26 May

10:00–10:30
Child and adult safeguarding: what should you do if you have concerns? (Personal Development Theatre)
Speaker: Carol Richardson

10:00–10:45
Key tips for restoring implants (Demonstration Theatre)
Speaker: Preet Shah

10:15–11:15
How the general dental practice team can improve outcomes for oral cancer patients (Charter Room 2+3)
Speaker: Simon Rogers

11:00–11:30
Facially Generated Treatment (Exchange Auditorium)
Speaker: Tara Renton

11:45–12:45
An introduction to inheritance tax planning (Charter Room 4)
Speaker: Neil Richardson

12:00–12:30
Interactive Q&A forum. Associates—how to negotiate a better agreement (Exchange Room 9)
Speakers: Richard Birkin and panellists

12:45–13:45
Interactive panel session: Can we agree to disagree? Treatment planning in dentistry—part 1 (Exchange Auditorium)
Speakers: Peter Briggs and 7 panellists

13:00–14:00
The management of sharps injuries in a dental healthcare setting (Charter Room 2+3)
Speaker: Subir Banerji

14:15–15:15
An endodontic-focused career in dentistry (Charter Rooms 2+3)
Speaker: Mark Hunter

15:00–16:00
An introduction to facial aesthetics (Charter Room 4)
Speaker: Peter Briggs

16:45–18:00
Aesthetics MI way (Exchange Hall)
Speaker: Brian Milliar

Friday, 27 May

08:00–09:30
Designing an occlusion (For advanced practitioners only) (Charter Room 4)
Speaker: Gary DeWood

09:30–10:30
How to manage and prevent patient tooth wear caused by dietary acids (Charter Room 1)
Speaker: Rupert Austin

10:00–10:30
Using conscious sedation to help phobic patients (Demonstration Theatre)
Speakers: Caroline Graham, Yvonne Rowley, Rishi Munn and Louise Foster

12:00–12:30
The drugs don’t work: treating the emergency dental patient (Charter Rooms 2+3)
Speakers: Susie Sanderson OBE, Wendy Thompson and Julie Burke

12:30–13:30
An introduction to inheritance tax planning (Charter Room 4)
Speaker: Craig Barclay

14:30–15:45
Special tips for special patients (Charter Room 1)
Speaker: Caroline Graham, Yvonne Rowley, Rishi Munn and Louise Foster

16:30–17:45
Implant maintenance: A team effort (Charter Room 1)
Speaker: Claire McCarthy

18:00–19:00
Closing remarks and final reflections (Exchange Hall)

Teeth and dental implants: a common preventative approach to care? (Charter Room 4)
Speaker: Craig Barclay

Facial aesthetics for the dentist—taking your practice to the next level (Charter Room 1)
Speaker: Bob Khanna

Clinical management of pathological tooth wear in general dental practice (Exchange Hall)
Speaker: Subir Banerji

Therapeutic aesthetics for the dentist (Charter Room 4)
Speaker: Linda Greenwall

Leadership and management: Inspiring excellence in your practice (Personal Development Theatre)
Speaker: Nicki Rowland

Using NLP techniques to improve your patient and internal communication (Personal Development Theatre)
Speaker: Heather Dallas

Impression taking (Demonstration Theatre)
Speaker: Rev. Littlemore

How to boost your income from facial aesthetics (Charter Room 4)
Speaker: Harry Singh
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Evidence based advice: Re-evaluating preconceptions and habits (Exchange Room 9)
Speaker: Fotinos Panagakis
10 years of history on dental practice values and the process of selling (Exchange Room 10)
Speaker: Anne Barker
12:00–12:30
Be the best you can be—using lifelong learning to improve your knowledge, skills and competencies (Personal Development Theatre)
Speaker: Jane Dalgarno
12:00–13:00
Dementia and dental care, problems and practicalities (Charter Rooms 2+3)
Speaker: Peter Passmore
12:15–13:15
An eye for an I, a tooth for a tooth: Differentiation of caries and implants, what is the truth? (Exchange Auditorium)
Speaker: Ans Alani
12:15–13:30
Recognising occlusal problems (Exchange Hall)
Speaker: Karolin Krell
14:00–14:30
Maximise your energy and improve your time management (Personal Development Theatre)
Speaker: Heather Dallas
14:00–14:45
Application of rubber dam with an overview of the different systems available (Demonstration Theatre)
Speaker: Christine Macleary
14:15
How can we ensure future generations are free from dental decay? Less sugar—more fluoride! (Exchange Auditorium)
Speaker: Sandra White
14:15–15:15
Dental mental: The psychology of passion, flexibility and stress (BDA President’s Lecture/Charter Room 4)
Speaker: Cliff Arnall
15:00–15:30
How to manage and monitor underperformance (Personal Development Theatre)
Speaker: Shubana Ishiaq
15:30–16:15
Success with complete dentures (Demonstration Theatre)
Speaker: Pranay Sharma
16:00–16:30
Managing the stress of dental practice (Personal Development Theatre)
Speaker: Tim Newton
16:15–17:15
How to manage your oral surgery patients effectively in a primary care setting (Charter Room 1)
Speaker: Richard Moore
Prototypes and commissioning guides: What will be the future of the NHS? (Charter Room 4)
Speakers: Henrik Overgaard Nielsen, Richard Emmis and David Cottram
16:15–17:15
Conquering tooth decay: how sugarfree gum can help reduce the cost burden of oral disease (Exchange Room 9)
Speaker: Liz Kay and Lindsay Claxton
16:45–18:00
Dentine hypersensitivity: How sensitive are your teeth? (Exchange Hall)
Speaker: Nicola West
Saturday, 28 May
09:30–10:30
Complaints and confusion (Charter Room 1)
Speaker: David Hartoch
Latest innovations to make your everyday dentistry easier! (Charter Room 1)
Speaker: Arun van Rensburg
09:30–10:45
Self-care in peri patients: It’s what really matters (Exchange Room 9)
Speaker: Phil Ower
09:45–10:45
Inlays, onlays and endocrowns: is it time to say goodbye to traditional posterior crowns? (Exchange Hall)
Speaker: Chris Orr
Management of failures within prosthodontics (Charter Rooms 2+3)
Speaker: Neil Macbeth
10:00–10:30
A practice-wide approach for oral cancer management (Personal Development Theatre)
Speaker: Nick Rowland
10:00–10:45
Medical emergencies (Demonstration Theatre)
Speaker: Peter Whiteford
11:00–11:30
A practical approach to caries prevention (Personal Development Theatre)
Speaker: Fiona Sandom
12:00–12:30
Scope of practice and extended duties for DCPs (Personal Development Theatre)
Speaker: Christine Macleary
12:45–13:30
Impression taking (Demonstration Theatre)
Speaker: Bertie Napier
13:15–14:30
Ethics not fear: Cosmetic dentistry in the 21st century (Charter Room 1)
Speaker: Maggie Jackson
14:15–15:00
Do we need to treat elite athletes as a special case when considering their dental needs? (Demonstration Theatre)
Speaker: Peter Whiteford
15:00–15:30
IRMER update and the role of DCPs in dental radiography (Personal Development Theatre)
Speaker: Bertie Napier
15:00–16:00
If it’s broken—fix it! Modern management of dental trauma (Exchange Room 9)
Speaker: Serip Djemal
Prevention and management of medical emergencies in the dental practice—being prepared for the unexpected (Charter Room 1)
Speaker: John Buchanan
15:15–16:15
Skill mix in dentistry: A paradigm shift? How can it benefit practice in reality? (Charter Rooms 2+3)
Speaker: Phil Ower
15:15–16:30
Clinical tips for improved endodontics (Exchange Hall)
Speaker: Mike Walpington
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www.dental-tribune.com
Take it easy with Carestream

By DTI

STEVENAGE & MANCHESTER, UK: Visitors at the British Dental Conference and Exhibition in Manchester can experience the full range of new intra-oral scanners, practice management software and CBCT technology at the Carestream booth (A28). Designed specifically to make professional life easier, the company’s portfolio of products can enhance everything from diagnostics to treatment planning and the final outcome.

The new CS-3600 intra-oral scanner, for example, provides easier, faster and smarter scanning capabilities and enables a continuous workflow. The intelligent matching system allows addition of missing data at any time. Another feature is the auto-location function: users can jump to any position in the mouth without indicating an exact position to the system or following a specific direction.

In addition, Carestream’s CS 8100 3D imaging system harnesses the power of 3-D imaging while using a minimal radiation dosage and freeing time to treat more patients.

And ensuring complete integration between all technologies, the CS R4+ practice management software also monitors practice performance in real time, so dentists always know exactly how their business is doing.

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BDA offer by SoE

By DTI

Manchester, UK: Software of Excellence will offer complimentary Patient Marketing Consultation at the upcoming British Dental Conference & Exhibition in Manchester. Attendees are invited to reserve their preferred time in advance and find out how the company and its latest EXACT practice management software can help them to attract more new patients and boost practice revenues in 2016.

Version 12 of EXACT now allows dentists to manage their online reputation comprehensively. In addition, the update provides a number of tools to conduct and monitor marketing activities, the company announced at the Dentistry Show in Birmingham in April. With the new Marketing Manager module in EXACT V12, practitioners will be able not only to target specific patients with treatments and track results, but also to accurately monitor results and calculate their return on investment, the company said. This way, they can easily identify where and why a certain campaign has been effective.

Additionally, via the Channel Track module, campaigns can be allocated a specific telephone number to record calls once a campaign has been launched.

In order to address the increasing importance of online reviews, the latest version of the software further allows practitioners to manage their reputation on search engines like Google better by automating the processes that collate positive testimonials and communicating them widely in the shortest possible timescale through a partnership with reputation.com, a leader in the field of online reputation management. The new Reputation Manager module includes a sophisticated scoring algorithm that reviews gathered data from existing testimonials and compares it to those of other practices, delivering a reputation score against which a practice can benchmark its performance compared with both the industry average and top performers.
Swiss dental company Curaden is one of the few businesses in the industry that adopt a holistic approach to dentistry. The company combines high-quality dental products, pioneering training systems and prophylaxis concepts for long-term oral health. In this interview, CEO Ueli Breitschmid talks about new approaches and oral dental hygiene and optimal preventive care as key to good oral health, as well as prevention programmes that both professionals and patients can benefit from. The product alone is never enough. As a professional, you should always have the regular care of your teeth for perfect oral health; only then can they treat their patients. The dentist and patient should always have the regular care of their own teeth with good toothbrushes, toothpaste and interdental brushes in common. This allows the aspiring dentist to become familiar with how the damage to be repaired arose. Early on, we convey the principle of touch to teach — the proof is in the pudding.

The iTOP programme is structured as a comprehensive package with top speakers from Ireland, South Africa, Canada and Switzerland to talk about their experiences with iTOP in their respective fields and how it has helped them to achieve sustainable oral health in their patients.

With iTOP for students, Curaden is targeting young dentists. Why does Curaden place so much importance on the early training of students? First, students should maintain their teeth for perfect oral health; only then can they treat their patients. The dental patient should always have the regular care of their own teeth with good toothbrushes, toothpaste and interdental brushes in common. This allows the aspiring dentist to become familiar with how the damage to be repaired arose. Early on, we convey the principle of touch to teach — the proof is in the pudding.

How can dental professionals better apply your iTOP concept for the benefit of the patient and practice? We offer them a financially attractive service package for the long-term dental health of their patients, called Prevention-One. Prevention-One is our innovative treatment approach to prophylaxis services. The plan includes regular dental cleaning and dental prophylaxis, as well as our CURAPROX products. We believe strongly that Prevention-One represents the future of dentistry.

So, does this mean that most oral health problems can be solved through regular prophylaxis? Dental prophylaxis is only one aspect of oral health. It seems even more important to consider dental treatment for years, leading dentists and dental companies have been in favour of a change in dental education. Preventive dental therapy should hold at least the same position as restorative dentistry now better understood. Slowly but surely, dentists will be recognised for their role in medicine. They are the gatekeepers of health, because the mouth represents the basis of almost all chronic diseases. In time, dentists will measure blood pressure and take saliva samples or blood samples. It will become possible to decrease the prevalence of chronic diseases, including cancer, Alzheimer’s disease, cardiovascular disease and diabetes, through better oral health. At the same time, medicine of the future will be able to detect signs of gingivitis or periodontitis.

Ueli Breitschmid, you focus on holistic oral health prevention rather than restoration. What concepts does Curaden offer in this regard? We focus on optimal prophylaxis for patients and dental professionals. Individually trained oral prophylaxis (iTOP) is our internationally well-known educational system. For this purpose, we have been working together with established dentist Dr Jiri Sedelmayr. He has revolutionised the approach to teaching, motivation and communication of individual prophylaxis for long-term dental health. This approach includes regular training, the proper tools and a good dose of motivation. First, we begin with the dental professionals, who pass their new knowledge and skills directly to patients. All our iTOP seminars are supervised by independent dentists and dental hygienists who have completed the training themselves.

An interview with Curaden CEO Ueli Breitschmid


“The future of dentistry is digital and focused on prevention”