Manchester welcomes UK dental professionals to next BDA conference

Five thousand expected for three days of learning and networking

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.

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.
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: Pareet 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

10:40
MDFS and beyond: Career development opportunities for the whole dental team with the Royal College of Surgeons of Edinburgh (Charter Room 1)
Speakers: Will McLoughlin, Claire Curtin and Sarah Manton

10:50
Welcome and opening remarks (Exchange Hall)

11:00–11:30
CQC: What to expect when we inspect (Personal Development Auditorium)
Speaker: Tara Renton

11:40
Facially Generated Treatment Planning (Exchange Hall)
Speaker: Gary DeWood

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

Accessing root canals—saving time and dentine (Demonstration theatre)
Speaker: Alyn Morgan

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

12:45–13:45
Healthy gums, healthy mouth, happy patient, happy dentist—ways to improve your peri-oral management (Exchange Hall)
Speaker: Nik Pandyia

12:30–13:30
Teeth and dental implants: a common preventative approach to care? (Charter Room 4)
Speaker: Craig Barclay

14:30–15:45
Special tips for special patients (Charter Room 1)
Speakers: Caroline Graham, Yvonne Rooney, Ruth Edwards and Louise Foster

14:30–16:00
Interactive panel session: Can we agree to disagree? Treatment planning in dentistry—part 1 (Exchange Auditorium)
Speakers: Peter Briggs and 7 panelists

14:45–15:45
An endodontic-focused career in dentistry (Charter Rooms 2+3)
Speaker: Mark Hunter

15:30–16:15
Tips for effective communication with your patient and internal communication (Personal Development Theatre)
Speaker: Heather Dallas

14:00–14:30
Tips for effective communication in the dental practice (Personal Development Theatre)
Speaker: Nicki Rowland

14:00–14:45
Key tips for maintaining implants (Demonstration Theatre)
Speaker: Pareet Shah

14:30
BDA address (Exchange Hall)

14:30–15:30
The burden of oral diseases in an ageing population and the link with general health (Exchange Room 9)
Speaker: Georgios Tsakos

15:00
How to legally and ethically offer your patients whiter teeth (Exchange Hall)
Speaker: Andrew Chandrapal

15:00–15:30
How to deal with practice conflicts (Personal Development Theatre)
Speaker: James Goldman

15:30–16:15
Use of dental acupuncture for relaxation and prevention of gagging (Demonstration Theatre)
Speaker: Christine Macleavy

16:00–16:30
Are you leading your team to success? (Personal Development Theatre)
Speaker: Nicki Rowland

16:30–17:30
Diploma in Implant Dentistry: career development opportunities with the Royal College of Surgeons of Edinburgh (Charter Room 4)
Speaker: Shakeel Shahdad and Deepjam Patel

16:45–18:00
Aesthetics Mi way (Exchange Hall)
Speaker: Brian Millar

16:45–17:45
Interactive panel session: Can we agree to disagree? Treatment planning in dentistry—part 2 (Exchange Auditorium)
Speakers: Peter Briggs and 7 panelists

17:00–17:30
The professional approach to dental social media (Personal Development Auditorium)
Speaker: Mark Oborn

Friday, 27 May

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

09:30–10:30
How to manage and prevent patient tooth wear caused by dietary acids (Charter Room 5)
Speaker: Rupert Austin

10:50
Government address (Exchange Hall)
Speaker: Rt Hon Alistair Burt MP

11:00–11:30
Using conscious sedation to help phobic patients (Demonstration Theatre)
Speakers: Carole Boyle and David Craig

11:45–12:45
Impression taking (Demonstration Theatre)
Speakers: Carole Boyle and David Craig

12:30–13:30
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
Top tips to avoid trouble (Charter Room 1)
Speaker: Abhi Pal

12:30–13:30
The art and science of posterior composite restorations (Exchange Auditorium)
Speaker: Andrew Chandrapal

14:30–15:30
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Speaker: Mark Oborn

17:30–18:00
The challenges ahead for young dentists—A Q&A session (Interactive forum/Exchange Room 9)
Speaker: Harman Chahal and panelists

18:00–19:00
Teeth and dental implants: a common preventative approach to care? (Charter Room 4)
Speaker: Craig Barclay

19:00–20:00
Diploma in Implant Dentistry: career development opportunities with the Royal College of Surgeons of Edinburgh (Charter Room 4)
Speaker: Shakeel Shahdad and Deepjam Patel

20:00–21:00
Interactive Q&A forum: The career paths in dentistry you might not know about! (Exchange Room 9)
Speakers: James Goldmam and panelists

21:00–22:00
Clinical management of pathological tooth wear in general dental practice (Exchange Hall)
Speaker: Suhil Banerji

09:45–10:45
The management of sharps injuries in a dental healthcare setting (Charter Rooms 2+3)
Speaker: Noha Seoudi

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

10:00–10:30
Using conscious sedation to help phobic patients (Demonstration Theatre)
Speakers: Carole Boyle and David Craig

10:50
Government address (Exchange Hall)
Speaker: Rt Hon Alistair Burt MP

11:00–11:30
Using NLP techniques to improve your patient and internal communication (Personal Development Theatre)
Speaker: Heather Dallas

11:15–12:00
Impression taking (Demonstration Theatre)
Speaker: Rev Littlemore

11:45–12:45
How to manage and prevent patient tooth wear caused by dietary acids (Charter Room 5)
Speaker: Rupert Austin

How to boost your income from facial aesthetics (Charter Room 4)
Speaker: Harry Singh
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Location</th>
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<tr>
<td>09:00–09:45</td>
<td>Application of rubber dam with an overview of the different systems available (Demonstration Theatre)</td>
<td>Mike Waplington</td>
<td>Charter Room 1</td>
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<td>How to manage and monitor underperformance (Personal Development Theatre)</td>
<td>Peter Fine</td>
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<td>Nicola West</td>
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<td>How to manage your oral surgery patients effectively in a primary care setting (Charter Room 1)</td>
<td>Richard Moore</td>
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<td>Tim Newton</td>
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ESSENTIAL DENTAL MEDIA

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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 (A38). 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-6600 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.

The Dental Tribune
International Magazines

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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 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 to both the industry average and top performers.
The future of dentistry is digital and focused on prevention

An interview with Curaden CEO Ueli Breitschmid

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 areas and ongoing dental dignity and optimal preventive care as key to good oral health, as well as prevention programmes that both promote patients’ health and offer practices financial success.

Dental Tribune: Mr Breitschmid, Curaden aims to offer more than just dental care products. You advocate comprehensive training in the field of dental prevention. Why is this issue so important?

Ueli Breitschmid: Curaden is the only company that, in addition to manufacturing products, provides patients with the necessary knowledge and skills, in cooperation with trained instructors, to take control of their oral health themselves. We have developed our knowledge and products with the aim of teeth remaining healthy for a lifetime. Our corporate philosophy combines the innovative CURAPROX products, our dental educational system iTOP and the practical Prevention-One plan. Our goal is to reduce the prevalence of gingivitis, periodontitis and tooth loss. Therefore, we support comprehensive soft-tissue prophylaxis. Finally, gingival problems are still the most common cause of poor oral health. We support prophylaxis to this end with our great interdental brushes, our iTOP seminars and other services.

In any oral health discussion, it is always important to look at the combination of a high-quality product and the trained application thereof. The product alone without a trained user changes little or nothing. Therefore, no percent of people in developed countries have gingival diseases; cause nobody has shown them proper oral hygiene. Only a well-trained person can motivate and instruct someone else.

How can control and continued motivation be achieved?

Patients and dentists should follow a regular schedule concerning both treatment and training. Today’s approach of several or even dental visits annually is no longer appropriate. Going to the dentist or the dental hygienist should not be an annual event, but more frequent. Just think how often we enjoy a beauty treatment or a pleasant massage. White and well-kept teeth are part of the modern concept of body awareness, much like a trip to the fitness centre.

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 much more important to consider dental training. 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.

We 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 prevention (iTOP) is our internationally well-known educational system. For this purpose, we have been working together with established dentist Dr Jiří Sedelmayer. He has revolutionised the approach to teaching, motivation and control 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 with whom we have the training themselves.

With iTOP for students, Curaden is targeting students and 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 procedures, as well as our CURAPROX products. We believe strongly that Prevention-One represents the future of dentistry.

No matter the product, whether Prevention-One or CURAPROX, we strive to be accessible to patients. In 2015, we founded the Curaden Clinic, in the heart of London. The practice offers top facilities and, of course, all the products and concepts of Curaden.

Thank you very much for the interview.
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