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.

For a concise overview, the BDA also provides an application for iOS and Android mobile devices that can be downloaded free from the App Store and Google Play.

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 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

11:30–12:15
MDFS and beyond: Career development opportunities for the whole dental team with the Royal College of Surgeons of Edinburgh (Charter Room 1)
Speakers: Will McLaughlin, Claire Curtin and Sarah Manton

10 years of history on dental practice values and the process of selling (Exchange Room 9)
Speaker: Anne Barker

10:30
Welcome and opening remarks
(Exchange Hall)

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

11:45–12:15
Medical emergencies (Demonstration Theatre)
Speaker: Peter Whiteford

12:00–12:30
Using hypnosis in dentistry: Its role in reducing fear and phobia
(Personal Development Theatre)
Speaker: Christine Macleavoy

12:30–13:30
The drugs don’t work: treating the emergency dental patient (Charter Room 1)
Speakers: Susie Sanderson OBE, Wendy Thompson and Julie Burke

Top tips to avoid trouble (Charter Room 1)
Speaker: Abhi Pal

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 Birken and panelists

12:45–13:15
Healthy gums, healthy mouth, happy patient, happy dentist—ways to improve your perio management techniques (Exchange Hall)
Speaker: Nik Pandya

12:45–15:45
An endodontic-focused career in dentistry (Charter Rooms 2+3)
Speaker: Mark Hunter

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)
Speaker: 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

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

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 Tsaikos

14:30–15:00
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Speaker: Alyn Morgan

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Speaker: Pareet Shah

14:30
BDA address (Exchange Hall)

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 Macleavoy

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 Deepum Patel

Culture issues—make or break for dental practices (Charter Rooms 2+3)
Speaker: Hoda Wassif

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

Friday, 27 May

08:10–09:30
Designing an occlusion (for advanced practitioners only) (Charter Room 4)
Gary DeWood

09:30–10:45
Interactive Q&A Forum: The career paths in dentistry you might not know about! (Exchange Room 9)
Speakers: James Goldmand and panelists

09:45
Clinical management of pathological tooth wear in general dental practice (Exchange Hall)
Speaker: Sunil Banerji

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

10:00–11:00
Therapeutic aesthetics for the older patient (Charter Room 4)
Speaker: Linda Greenwall

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

11:15–12:00
Improving patient safety: An multifaceted approach (Exchange Auditorium)
Speaker: Alka Saksena

11:45–12:45
How to manage and prevent patient tooth wear caused by dietary acids (Charter Room 1)
Speaker: Rupert Austin

How to boost your income from facial aesthetics (Charter Room 4)
Speaker: Harry Singh
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14:15–15:30
The 10 rules of patient marketing
(Chart Room 4)
Speaker: Bill Starkie
14:45–16:00
Practical compliance issues in ra-
diation protection—new practice,
new room, new unit! (Chart Room 2+3)
Speaker: Stephen Green
16:30–17:45
Producing beautiful dentures with
fantastic function (Exchange Auditorium)
Speaker: Finky Sutton
10:00–10:30
A practice-wide approach for oral
cancer management (Personal
Development Theatre)
Speaker: Nick Rowland
12:00–12:30
Scope of practice and extended
duties for DCPs (Personal Devel-
opment Theatre)
Speaker: Christine Macleavy

Evidence based advice: Re-evalu-
ating preconceptions and habits
(Exchange Room 9)
Speaker: Frantiss Parpasagados
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 compet-
ences (Personal Development
Theatre)
Speaker: Jane Dalgarino

Dementia and dental care, prob-
lems and practicalities (Chart
Room 2+3)
Speaker: Peter Passmore
12:15–13:15
An eye for an A, a tooth for a tooth:
endodontics and implants, what is
the truth? (Exchange Auditorium)
Speaker: Ana Alani
12:15–13:30
Recognising occlusal problems
(Exchange Hall)
Speaker: Gary DeWood
12:30–13:15
Ergonomics in dentistry
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 sys-
tems available (Demonstration
Theatre)
Speaker: Christine Macleavy
14:15
How can we ensure future gen-
erations are free from dental de-
cay? Less sugar—more fluoride!
(Exchange Auditorium)
Speaker: Sandra White
14:15–15:15
Dental mental: The psychology of
passion, flexibility and stress
(RDA President’s Lecture/Chart-
Room 5)
Speaker: Cliff Arnall
Succeeding as a young dentist: A
career study (Chart Rooms 2+3)
Speaker: Shoba Khan
16:15–17:15
How to manage your oral surgery
patients effectively in a primary
care setting (Chart Room 1)
Speaker: Richard Moore
Prototypes and commissioning
guides: What will be the future of
the NHS? (Chart Room 4)
Speakers: Henrik Overgaard Nielsen,
Richard Emms and David Cottam
Conquering tooth decay: how
sugarfree gum can help reduce
the cost burden of oral disease
(Exchange Room 9)
Speaker: Liz Kay and Lindsay Clixton
MIDF exam taster session (Ex-
change Room 10)
Speaker: Stephen Crean
16:45–18:00
Dentine hypersensitivity: How
sensitive are your teeth? (Ex-
change Hall)
Speaker: Nicola West
Saturday, 28 May
09:30–10:30
Complaints and confusion (Char-
ter Room 1)
Speaker: David Hartoch
Latest innovations to make your
dentistry easier! (Demonstra-
tion Theatre)
Speaker: Pranay Sharma
16:00–16:30
Managing the stress of dental
practice (Personal Development
Theatre)
Speaker: Tim Newton
16:15–17:15
Success with complete dentures
(Demonstration Theatre)
Speaker: Pranay Sharma
10:00–10:30
A 10 year of history on dental
practice values and the process of
selling (Exchange Room 10)
Speaker: Anne Barker
12:00–12:30
Scope of practice and extended
duties for DCPs (Personal Devel-
opment Theatre)
Speaker: Christine Macleavy
12:45–13:30
Impression taking (Demonstra-
tion Theatre)
Speaker: Ben Littlemore
13:15–14:30
Ethics not fear: Cosmetic dentistry
in the 21st century (Charter Room 1)
Speaker: Bertie Napier
Interactive Q&A forum: Associ-
ates—how to negotiate a better
agreement (Exchange Room 2+3)
Speaker: Richard Birchman and panellists
The 10 rules of patient marketing
(Charter Room 4)
Speaker: Bill Starkie
13:30–14:30
Achieving excellence in anterior
composites (Charter Rooms 2+3)
Speaker: Dipesh Puraner
13:30–14:45
Poriodental health for a better life
(Exchange Hall)
Speakers: Ian Needleman, Iain
Chapman and Rajee Patel
14:00–14:30
Would you love to have your own
practice, would you really like to?
(Personal Development Theatre)
Speaker: Maggie Jackson
14:15–15:00
Do we need to treat elite athletes
as a special case when considering
their dental needs? (Demonstra-
tion Theatre)
Speaker: Peter Fine
15:00–15:30
IRMER update and the role of DCPs
in dental radiography (Personal
Development Theatre)
Speaker: Ben Littlemore
15:00–16:00
If it’s broken—fix it! Modern
management of dental trauma
(Exchange Room 9)
Speaker: Serip Djanmal
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? (Chart Rooms 2+3)
Speaker: Phil Connell
15:15–16:30
Clinical tips for improved endo-
dontics (Exchange Hall)
Speaker: Mike Waplington

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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-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.

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 trends and oral health, the importance of dental 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 in common. This allows the damage to be repaired. So, does this mean that most oral health problems can be solved through regular prophylaxis?

**Breitschmid:** 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. How can control and continued motivation be achieved?

**Breitschmid:** Patients and dentists should follow a regular schedule concerning both treatment and training. Today's approaches to caries or 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. While and well-kept teeth are part of the modern concept of body awareness, much like a trip to the fitness centre. Every dentist knows how little is taught in dental schools about prevention. There are long-established and financially attractive prevention concepts for the entire office staff, including Prevention-One. Today's dental solutions offer a painless and quick prophylactic therapy. The future of dentistry is digital and focused on prevention, and the dentist of the future as a preventive physician is responsible for patients' overall health.

**Breitschmid:** So, you envision dentists and doctors working more closely?

**Breitschmid:** Dentistry and medicine will certainly continue to move closer together, as the interaction between the oral tissue and other organs is necessarily well 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.

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