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. 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 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
MFDS 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

10:50
Welcome and opening remarks
(Exchange Hall)

11:00−11:30
Optimum pain management of the dental patient
(Exchange Auditorium)
Speaker: Tara Renton

11:45−12:45
Tips for effective communication with your patient and internal communication
(Personal Development Theatre)
Speaker: Andrew Chandrapal

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

12:45−13:45
Interactive Q&A forum: Associates—how to negotiate a better agreement
(Exchange Room 9)
Speakers: Richard Birkin and panellists

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

13:30−14:30
The professional approach to dentistry
(Exchange Auditorium)
Speaker: Alistair Burt MP

14:30−15:45
Teeth and dental implants: a common preventative approach to care?
(Charter Room 4)
Speaker: Craig Barclay

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 panellists

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

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 Goolnik

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

Culture issues...a make or break for dental practices
(Charter Rooms 2+3)
Speaker: Noha 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 panellists

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

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

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

10:00−11:00
Improving patient safety: An multifaceted approach
(Exchange Auditorium)
Speaker: Alka Saksena

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 3)
Speaker: Rupert Austin

12:30−13:30
The management of incipient decay (charted and anaerobic)
(Personal Development Theatre)
Speaker: Pareet Shah

15:00
How to correctly perform dental procedures
(Exchange Hall)
Speaker: Andrew Chandrapal

16:45−18:00
Aesthetics MI way (Exchange Hall)
Speaker: Brian Millar

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

09:30−10:45
Interactive Q&A Forum: The career paths in dentistry you might not know about!
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Evidence based advice: Re-evaluating preconceptions and habits (Exchange Room 9)
Speaker: Farinos Panagakos
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 Dalgarro
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: endodontics and implants, what is the truth? (Exchange Auditorium)
Speaker: Aws 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 systems available (Demonstration Theatre)
Speaker: Christine Macleavy
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 (ROA President’s Lecture/Charter Room 1)
Speaker: Cliff Arnall
Succeeding as a young dentist: A career study (Charter Rooms 2+3)
Speaker: Shoin Khan
Teeth and dental implants: A common preventative approach to care? (Exchange Room 9)
Speaker: Craig Barclay
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 4)
Speaker: Jorn van Rensburg
10:00–10:45
Saturday, 29 May
09:30–10:15
How to manage and monitor underperformance (Personal Development Theatre)
Speaker: Shalina Ishak
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 Emms and David Curtam
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
16:45–17:45
Producing beautiful dentures with fantastic function (Exchange Auditorium)
Speaker: Finkly Sutton
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 Whitford
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 Macleavy
12:45–13:30
Impression taking (Demonstration Theatre)
Speaker: Bev Littlesmore
13:15–14:30
Ethics not fear—Cosmetic dentistry in the 21st century (Charter Room 1)
Speaker: Bertie Napier
Interactive Q&A forum: Associates—how to negotiate a better agreement (Exchange Room 9)
Speaker: Richard Bird and panellists
The 10 rules of patient marketing (Charter Room 4)
Speaker: Bill Starke
13:30–14:30
Achieving excellence in anterior composites (Charter Rooms 2+3)
Speaker: Dipesh Purwar
15:30–16:45
Periodontal health for a better life (Exchange Hall)
Speakers: Ian Needleman, Iain Chappelle and Rajiv 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? (Demonstration Theatre)
Speaker: Peter Fine
15:00–15:30
IRMER update and the role of DCps in dental radiography (Personal Development Theatre)
Speaker: Bev Littlesmore
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 Connell
15:15–16:30
Clinical tips for improved endodontics (Exchange Hall)
Speaker: Mike Waplington
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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 (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.
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 equipment and oral dental hygiene 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 toothbrushes, 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, so per cent 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 one or two dental visits annually is no longer appropriate. Going to the dentist or the dental hygienist should not be an annual event; 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.

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 digital 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.

So you envision dentists and doctors working more closely?

Dentistry and medicine will certainly continue to move closer together, as the interaction between the oral tissue and other organs is 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 Jiri Sedelmayr. 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 who have completed the training themselves.

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 health of the 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 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.