Welcome to BDTA Showcase 2011

Dental show opens in Birmingham; record amount of visitors expected

Once again we are all here at the NEC in Birmingham for three packed days of events, lectures, seminars and exhibitor launches! This year the event is expected to be better than ever, with the Pavilion once again being a focal point for DCPs and the second running of the Dental Lab at Showcase, which is expected to be a great addition to the show.

The theme of this year’s event is ‘One Stop Shop’ and it is certainly looking that way. This really is the best place to get all the great deals in whatever you may be looking for: from chairs to gloves, MSc’s to CPD, this year everything is on offer.

With nearly 400 exhibitors from all corners of the dental world and beyond, the hall is going to be filled with great deals. Already the atmosphere is buzzing as all walks of the dental profession are meeting together under one roof.

Of course, don’t forget to get your CPD whilst attending the three-day event. This year the BDTA are hosting a range of opportunities so all attendees can get their CPD, from the Knowledge Hunt (which is being run after popular demand and feedback from last year) to the Dental Lab, even through to the various seminars and lectures that are being held over the three consecutive days, there really is an opportunity for everyone.

(See page six for a full list of lectures, seminars and Dental Lab times).

It’s not just the day time where you will have the opportunity to meet and network with friends and colleagues; there are also great events in the evening where you can chat over a friendly beverage or two. For example, there is the chance to party the night away for a really good cause at the annual Bridge2Aid bash on Friday 21st October. This year, there will be a live band, DJ, buffet AND gambling in the Vegas style Casino. For tickets and further information email info@bridge2aid.org or call 01243 780102.

Keep an eye out over the next few days for our daily editions to keep up to date with all the news from BDTA Dental Showcase!
BARDN AGM to be held at Dental Showcase 2011

Due to the current economic climate the BADN has decided not to hold the 2011 National Dental Nursing Conference in Glasgow. However, the BDTA is delighted to announce that the Presidential Inauguration of incoming President Nicola Docherty, and the BADN AGM will now be held on Saturday 22 October at Dental Showcase 2011.

“T is one of our main reasons for attending the exhibition was to ‘see what’s new in dentistry’.

68% of Showcase visitors surveyed stated that this was one of their main reasons for attending, closely followed by ‘broadening knowledge’ (52%) and ‘finding out about new skills and techniques’ (54%).

BDTA Dental Showcase 2011 will take place at the NEC, Birmingham on 20-22 October 2011 and with more than 50 companies set to appear at the event, the exhibition presents another superb opportunity to view the latest innovations in the world of dentistry under one roof.

Post Office insurance

The Post Office is guaranteeing to beat business insurance renewal quotes for dental surgeries.

The policy, which can be accessed from any Post Office branch, as well as by phone and online, will provide dentists with access to a wide ranging cover required in the course of their business including:
- Employers’ liability insurance up to £1m
- Client or staff trips and slips in the workplace
- Computer equipment breakdown
- Loss of gross revenue due to business interruption
- Legal expenses up to £50,000

Duncan Caesar-Gordon, head of Post Office Business Insurance said: “We know how important it is for all businesses, including dentists, to keep down costs, which is why we have launched this guarantee.

To get a quote call 0800 138 8279 or visit www.postoffice.co.uk or you can find out more from local Post Office branches.

Breakthrough Breast Cancer

Periproducts are currently running a campaign to help raise £60,000 for Breast Cancer and have joined forces with the Breakthrough Breast Cancer Charity to save lives and change futures.

During the month of October the RetarDEX Oral Spray for fresh breath is going “pink” and £0.50 from the sale of each product will go directly to the charity. The RetarDEX Oral Spray for fresh breath on the move is alcohol free and has a fresh mint flavour.

Periproducts’ product range not only includes the highly effective and clinically researched RetarDEX alcohol free oral rinse, oral spray and SLS-free toothpaste, but also an extensive range of interdental products, a tongue cleanser and an ionic action toothbrush.

As many patients have conditions that react negatively to the standard ingredients in most toothpastes and oral rinses, Professor Dr Perry Ratcliff (one of America’s leading periodontists and experts on dental health and gum disease) joined with leading dental professionals developed the RetarDEX range.

The active ingredient in RetarDEX chloride dioxide has highly effective properties that exceed the well-known properties of chlorhexidine without any of the disadvantages of bad taste, teeth colouration or slowing down the healing of cut tissues.

For more information, visit website www.periproducts.co.uk

Celebrating 25 years in the Business

January 2012 marks the 25th year since DP Medical Systems Limited commenced operations.

The company has specialised in providing a wide range of equipment to many surgical specialties, including ENT, Gynaecology, Neurosurgery, Plastic Surgery, Oral/Maxillofacial, Veterinary, Dentistry and Forensic.

Our equipment is now used throughout the UK and Ireland, in most hospitals and thousands of clinics and surgeries.

The company was started by Douglas Pitman, with the ethos that: “Quality and Service was paramount in the niche markets in which it operates”.

The company is based in a 5,000 sq ft building in Surrey with regional facilities and employs 24 people (nine sales, five service, two IT Support, plus financial, customer service, warehouse and logistics). DP Medical is fully compliant with ISO9001-2008 quality assurance standards.

Quality products from leading manufacturers worldwide are supplied on an exclusive basis, plus DP Medical provides some of its own products. Douglas Pitman states: “We are continually seeking to provide quality products to the customers we serve in order to increase treatment possibilities and advance user techniques. We are proud to be associated with many leading UK clinicians.”

See what’s new at Showcase 2011
‘Instrument Amnesty’ returns to Showcase

Do you have any hand instruments you no longer use?

In order to address the need for dental instruments in developing countries, the BDTA is pleased to announce that the instrument amnesty has returned to Showcase 2011. The BDTA is linking up with Dentaid, the dental charity striving to improve the oral health of disadvantaged communities around the world, to encourage the dental team to donate their unwanted hand instruments at this year’s exhibition.

By Andy Jong, Dentaid’s CEO

Recipient dentists are always delighted with the equipment provided but some have been known to literally weep with joy when they have opened the box of instruments provided with the surgery, highlighting just how important these hand tools really are for day-to-day dental care.

Don’t forget to bring your instruments with you to BDTA Dental Showcase 2011!

Please ensure your instruments have been properly sterilised and then donate, along with details of your practice, to the Dentaid stand during the exhibition.

For further information on Dentaid, visit www.dentaid.org.

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Philips expands its professional outreach

Philips has announced that it is enhancing its professional outreach team to reflect the importance it places on supporting the UK dental profession through innovation, research, education, and liaison with dental professionals at all stages of their careers and levels of influence.

The company has brought in Mhari Coxon to handle the important role of Professional Relations for its expanding oral healthcare portfolio. The company felt that additional resources were needed to develop and maintain on-going relationships with key professional figures and to further focus attention on Philips’ role at the forefront of scientific and technological development in the oral health field.

It was felt that Mhari was eminently qualified to take on the mantle of Senior Professional Relations Manager. She started her dental career as a dental nurse and subsequently qualified as a dental hygienist at Kings College Dental Institute in 1996. She continued her connection with Kings, working clinically as part of the periodontal department and subsequently worked at GKT as a clinical tutor. Mhari has been managing director of a post graduate company for three years prior to joining the team. She was also an independent consultant to several dental companies in this time.

Mhari writes for Dental Tribune regularly and lectures regionally, nationally and internationally. She was Dental Hygienist of the Year in 2006 and highly commended in 2010. Mhari supports the BSDHT as part of the publishing committee of Dental Health, was BSDHT London groups’ chairman 2006-2010, and was elected council member of the BSDHT in 2006 and 2007. Mhari was placed 15th in Dentistry’s Top 50 this year by her peers.

Mhari will still continue her clinical work with a focus on lifelong duty of care to her patients and will also maintain her speaking role, both of which will allow her to bring her relevant knowledge and passion for dentistry to the role of Senior Professional Relations Manager.

From October Patricia Rawsthorne will be focusing all her efforts and considerable expertise on Professional Education for Philips Oral Healthcare. Trisha qualified as a dental nurse in 1978 and later became an oral health educator through the Royal Society of Health in Nottingham. Trisha has also just completed a course in Mentorship in Surrey University.

Perhaps her most impressive achievement this year has been the inception and development of Philips’ Transitional Support Programme for newly qualified dental hygiene professionals. The programme which is being launched at the BDHA is fronted by three mentors and is being hailed as a landmark initiative for the profession.

As if this were not enough during the last year alone Trisha has set up seven major events around the country taking thought-lading dental professionals including Professor Edward Lynch, Ian Peace, Professor Philip Preshaw, Amarjit Gill and Shaun Howe to the far reaches of the UK from Glasgow and Belfast to Brighton.

She has also found the time to arrange visits to dental schools by Dr Mani Bhardwaj and is now spearheading an initiative for FDs to ensure their oral health educational needs are also met while they work in practice for the first time. This is in addition to supporting a number of lectures at national and regional conferences and sponsored talks at local events.

Please visit www.sonicare.co.uk/dporcall0800 0567 222 for more information about Sonicare’s educational programme and resources for dental professionals.
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The future is **mLearning**

**m** Learning is fast becoming the optimum way for teachers and students to interact, no matter what age they may be. Referring to the use of mobile and handheld devices, such as smartphones, laptops and tablet PC technologies, for teaching and learning, mLearning is a different approach to e-learning; it is learning on the go, wherever you may be. As computers and the internet become essential educational tools for people all around the world, technologies are becoming more portable, affordable, effective and easy to use and essentially this move in technology provides opportunities for widening participation and access to ICT, especially the internet.

**mLearning** stands as a useful aid in the learning environment, becoming both a tool and support service for learners and those delivering the learning experience. And with the next generation of society (ie the Net Generation) expecting all forms of learning to both online and on the go, now is the time to embrace this way of learning.

**mLearning** is swiftly becoming an invaluable resource for work-based training and as smaller devices, such as the iPad, are easily incorporated into the learning environment, mLearning devices are becoming adaptable to all age ranges and abilities:

**Functions include:**

- Text-to-speech tools
- Voice recognition tools
- Dictionaries and thesauruses which are incorporated in the software
- Zoom functions
- Large, easy touch buttons, all of which tend to be touch screen

Forward thinking educational companies are embracing this new approach to learning. Companies such as Smile-on are one such example.

By pioneering resources that support students who have embraced this new approach to learning, distance learning programmes such as the MSc in Restorative and Aesthetic Dentistry, become a realistic and achievable idea. The MSc in Restorative and Aesthetic Dentistry was the first online post graduate degree in Restorative and Aesthetic dentistry after The University of Manchester and Smile-on joined forces, and courses such as this are just the tip of the iceberg when it comes to mLearning programmes.

To support these new forms of learning programmes, the launch of the new Smile-on website is a great asset to those taking on the exciting challenge of mLearning. The launch, which is at 12pm on Thursday 20th October at Stand W08, will be quite unlike other launches, putting you in for a chance to win a luxury holiday worth £5000! The catch? All you’ve to do is play the One Arm Bandit.

Keeping in with mLearning trends, there are of course other prizes to win, such as an iPad, a huge range of eLearning programmes, limited edition watches, and there’s even a chance to win tickets to one of the UK’s leading conferences, the Clinical Innovations Conference, which is itself a great interactive and innovative learning event.

Of course, as the presence of mobiles in the social side of society continues to enrich the mobile learning experience, learning becomes more appealing and entertaining to all generations. This is why Smile-on are continuing to further this mobile revolution, with a range of blended learning programmes, such as On the Record, which was made in conjunction with Dental Protection Ltd and Pathway to UK Dentistry, the new Postgraduate qualification created with the University of Central Lancashire.

And finally, when you do visit the Smile-on stand W08, you will be able to hear all about the new Smile-on App, which brings you all your favourite news on the move!

In education terms, the future’s bright, the future’s mLearning.
Welcome to a new layer of Sensodyne expertise in dentine hypersensitivity

Today you can go further than treating the pain of dentine hypersensitivity with Sensodyne. Today you have new Sensodyne® Repair & Protect containing NovaMin® calcium phosphate technology. NovaMin® builds a reparative hydroxyapatite-like layer over exposed dentine and within the tubules¹⁻⁵

Starting to form from the first use⁶, this reparative layer creates an effective and lasting barrier to the pain of dentine hypersensitivity⁶⁻⁸, with twice-daily brushing.

Explore a new layer of opportunity with Sensodyne Repair & Protect


SENSODYNE, NOVAMIN and the rings device are registered trade marks of the GlaxoSmithKline group of companies.
Let’s see what’s new in dentistry!

With more than 550 companies appearing at this event, Showcase 2011 presents yet another superb opportunity to view the latest innovations in the world of dentistry under one roof.

The BDTA have announced that not only will there be complimentary one hour seminars, covering regulatory issues, but there will also be free feature lectures, informing visitors of the latest dental innovations. And after its massive popularity last year Dental Lab @ Showcase is back again!

Once again the Pavilion will be a focal point for DCPs, spanning 60 square metres and hosting a hospitality and lounge area, encouraging interaction and providing a practical example of working together for the benefit of the industry.

This year the BDTA were delighted to announce that the following professional dental associations are sharing the pavilion at Showcase 2011:
- BACD
- BACD
- DPA
- DPA
- DPA
- BDPMA
- BADT
- BSDHT
- BACD
- BDTA

Tony Reed, Executive Director of the BDTA, said: “The pavilion was a great success last year with representatives from the associations commenting that being located together on one stand communicated a positive message of working in partnership. Visitors who attended the event in groups also commented that they were pleased that they could visit their respective associations in one location of the hall. We are delighted to be able to offer this facility to our fellow associations again this year.”

Food & Drink

When you’ve finished visiting Stand W08 for all your CPD and postgraduate training needs, as well as meeting all the team from Dental Tribune, there’s a vast selection of food places to be found!

The NEC has a great range of places to eat and relax, from bars to easy to eat market places, operated by the NEC’s sister company Amadeus, there is something for everyone.

First off is the food & bar, which offers a modern self-service restaurant with a choice of sandwiches, salads and hot and cold meals away from the buzz of the show. Then there is the market-place style Foodmarket, which offers a modern self-service restaurant, which offers Indian, Chinese, Mexican and Italian cuisine (it’s also open for a tasty full English breakfast and coffee too!)

On the subject of coffee the NEC host Starbucks and there’s even a Subway. For those looking for a free house you can find a JD Wetherspoon, offering a mix of traditional British meals and international dishes and a selection of alcoholic and soft drinks.

If you’re looking for a food place using fresh, locally sourced and organic ingredients (whenever possible) the Pasty Presto is the place to go.

W&G

Dental Lab at Showcase

After its massive popularity last year Dental Lab @ Showcase is back again, bringing with it a great opportunity for lab owners and technicians to witness and hear about the latest products, dental technology and services.

Taking place alongside the main exhibition hall on Saturday 22nd October 2011, there will be feature lectures focusing on current issues affecting technicians and an exclusive area for specialist lab companies to demonstrate their products.

Dental Lab

On Saturday there is Understanding the physical properties of dental products and the underlying natural structures in order to have maximum strength and aesthetics by T J Nicolas at 09:00-10:30.

There is also Modern Occlusal Concepts in Full and Partial Denture Design by Andy Toy (DLA) at 15:50 – 17:00.

Lecture and Seminar Times

On Thursday 20th October 2011 is Disinfection and Decontamination by Annette Barnard (Seminar Times) at the following times: 11:30 – 12:30; 13:00 – 14:00; 14:30 – 15:30; 16:00 – 17:00; 11:00 – 18:00.

There will also be Working Smarter: Combining new innovations for optimal outcomes in periodontal maintenance patients by Dr Wendy Turner from the Institute of Dentistry at 10:00 – 11:00.
The Future is mLearning

INSTANT WIN
Visit Smile-on on stand W08 to find out more about mLearning and for your chance to Instantly Win a luxury holiday worth £3000 or a host of other prizes including an iPad, Limited edition watches, eLearning programmes or a free place at the Clinical Innovations Conference.
Practice management software (PMS) has already proven itself to be an asset to any principal, increasing efficiency and productivity at all levels of the business and reducing paperwork. Continual software advances offer ever more opportunities to cut expenditure and improve the running of the practice and one of the latest developments in this field directly addresses the issue of data security.

Data Management Services, which provide offsite data storage, can take on the responsibility of the smooth running of your PMS as well as industry-approved protection of your clinical and patient data.

The pioneering R4 PMS is a market leader for superior and reliable remote data hosting. Practices don’t need to purchase any expensive equipment to enjoy the benefits of this system, as only the practice’s computer and access to the internet are required to interface with the service provider’s powerful remote server.

In addition to the practice’s entire database, the server stores and runs the PMS, installing upgrades and anti-virus software whenever necessary to maintain optimum performance of all aspects of R4. Principals no longer need to invest money or time in hardware purchases to accommodate escalating practice data, such as large digital images of patients’ X-Rays, in order to ensure that the practice computer doesn’t suffer downtime or sluggish operation.

A crucial benefit of allocating hosting responsibility externally is the assurance of complete data protection, removing any doubts or fears of missing or incomplete clinical or patient information. Data management in the practice is open to human error via keystroke mistakes, poor handling of storage devices, or incorrect responses to computer malfunction. In addition to this, there are unforeseen events such as flooding or fire, which in-house systems cannot cope with, while a remote server would remain unaffected.

For absolute peace of mind, Data Management Services also encrypt the information and store it in numerous offsite locations so that your data can always be retrieved, but only by pre-approved staff. These safety precautions also provide demonstrable adherence to standards of quality outlined by outcome 21 of the CQC, which aims to protect patients from harm as a result of poor record-keeping.

Remote servers enable multi-practice organisations to be compared and contrasted in terms of performance and efficiency, and provide a sound basis for important business decision-making. Communication is free flowing between the practices, too, allowing dentists to swiftly access information from any location within the group, such as patient data for referrals.

It is not only members of the dental team who can take advantage of a Data Management Service. Patients are able to choose a convenient time to organise their next check-up thanks to the online appointment book facility, which facilitates web-based browsing and booking of vacant slots. Empowering patients in this way promotes a positive perception of the practice while easing the administrative burden on staff.

Further support to the online appointment book feature comes in the form of automated reminders. Once an appointment has been made, the
system ensures that text messages are generated and sent to the patient's mobile shortly before the date of the appointment. If the patient is running late or wants to cancel the appointment for any reason, all they need to do to alert the appropriate staff member is reply to the text.

For patients who do not embrace new technology so readily, the system can be programmed to send them a letter instead. Immediately, the number of telephone calls drops dramatically, enabling receptionists to divert their time and attention elsewhere, such as attending to patients in the waiting room.

The current economic climate gives pause for thought when it comes to investing in expensive computer equipment or software programmes for your practice. A Managed Service is a cost-effective solution to this dilemma, as it provides all the benefits of the latest systems with minimal expenditure.

The leading provider even offers a rental arrangement that involves monthly payments with no introductory fee. In the majority of cases, practices will be able to use the system from their existing computer set up, however occasionally it will be necessary for the service provider to improve the broadband connection to a high speed version. For the most part, though, transferring responsibility of your practice database and software to a reliable third party is a viable and affordable option for nearly every dental practice in the UK.

To maximise the benefit of an integrated management system such as R4, basic staff training is a must. The intuitive software is incredibly easy to use and enables all members of the team to perform a variety of tasks much more quickly without requiring in-depth IT experience.

However, as with any changes in the practice, an introduction to the new system or procedure saves even more time in the long run.

In the past, staff training was somewhat cumbersome and costly, involving time-consuming offsite courses or the presence of an instructor in the practice, both methods interfering with the day-to-day running of the practice and patient care. Online training is now the technique of choice for minimal disruption and optimal learning.

The beauty of online training is that it offers live, interactive tuition, which can be organised at a moment’s notice to fit into a convenient time to suit the staff and practice. Prices are akin to traditional forms of training, but avoid the expense and inconvenience that comes with travelling to an external training facility.

Pre-recorded instruction videos and other learning materials are readily available and reusable, offering a flexible way to integrate training into your day and assisting a seamless transition to the new system.

Remote hosting services are in the unique position to be able to offer further resources in terms of upgrading and training opportunities, marketing advice and additional services for maximising profit, such as how to exploit the internet for the benefit of the practice.

Developments in modern practice management software are easily on a par with those of clinical dentistry, such as the rapid innovations in restorative solutions. Increasingly, practices are entrusting their databases and administration software to Managed Services, which are in a position to employ safety measures and data protection compliance that would otherwise be out of reach, expensive or unwieldy. Providers use and maintain extremely powerful remote servers so that practices don’t have to make large upfront investment or arrange to service or repair costly equipment. Each member of the dental team can perform their role to the best of their ability with the support of this highly efficient tool, ensuring the practice is an effective, productive and dependable proposition in an exceedingly competitive industry.

For more information on R4 from Carestream Dental please call 0800 169 9692 or visit www.carestreamdental.co.uk

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To aid in protection against dental caries.

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Each stakeholder in dentistry has their own opinion on the dental corporates – whether they are successful or doomed for failure?

But sure enough the corporates are growing in number as Sainsbury’s and Tesco up the ante. Similarly, House of Fraser are rumoured to follow suit, which will leave the Independent Principal competing with some even bigger corporations. There are also two other players shortly to enter who I’m involved with but not allowed to mention!

Some dentists view the corporates as the devil, but there is increasingly a number of practitioners considering either selling or working for one. However, the trick is to work out what you want from them before even opening any discussion with them.

If you look to sell or be recruited by any of them you will deal with some well-trained individuals in their field, so the first thing is to be clear in your mind what you want out of the deal.

So let’s start with the decisions that should be made before entering any negotiations:

1. Price - Get a realistic idea of the value of your business from a recognised valuer or accountant with an independent view

2. Basis - Remember that corporates value on profit not turnover, read my article on EBITDA or come and talk to us about it on stand M05a at the Showcase

3. Deal Terms – When will you get your money?

4. Tenure – Is it worthwhile retaining the Freehold?

5. The Team – What will happen to them? How is your purchase price calculated?

Of course this list is not exhaustive.

Remember there are always other options. Yes the ADP-IDH Merger has in essence removed one competitor from the market, but there are ample small groups and purchasers out looking for the same stock as them. Do not feel guilty for shopping around. Some people fear that if they shop around they will lose the initial offer they had. This may be true in House Sales but not true when you are selling to a conglomerate.

For Private Practices, make sure the deal is right. If you are selling to a corporate you will most likely have to stay on, so take some time to understand how their practices are run. Will they guarantee the marketing spend? Will they invest in the latest technologies? And what lab/implants/orthodontic appliances can you use? How is any deferred consideration linked to the practices/your individual performance and how achievable is this especially with any changes they may be intending?

OK, so you’ve agreed your offer and you’re happy with the price and the terms. In all likelihood the contract you gave your associates is based on the BDA Model but how does this new agreement work and how much freedom does it give you?

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With relief efforts in Japan slowly coming to an end, news concerning the disaster has become scarce. DTI Group Editor Daniel Zimmermann had the opportunity to speak with Ella Gudwin, Vice-President of Emergency Response at AmeriCares, Stamford, USA, about the dental needs of the population in the aftermath of the disaster.

**You are coordinating the relief efforts of your organisation in the aftermath of the earthquake/tsunami disaster in Japan. What is the current situation in the affected areas?**

EG: The last time I went to the Miyagi Prefecture was in June and what we encountered there was mixed feelings by the people towards the government and its relief efforts in general. The overall mood was temporarily heightened by the celebration of Obon, a Buddhist festival to celebrate the parting of the deceased, but with the country now entering the reconstruction phase, some of the frustration and feeling of discontent is beginning to show.

**How was the health infrastructure affected by the disaster in the area you are working in?**

Secondary and primary care services have definitely been affected most. I cannot tell you the exact number but what we found is that none of the six dental clinics that existed in Minami Sanriku (a coastal town in the Miyagi Prefecture) actually survived the disaster, which, of course, is a relatively small number compared with the 300 nursing homes that were also demolished by the tsunami in the same area. Currently, there are only two temporary dental facilities to serve a population of approximately 13,000 people.

**What dental care-related projects are you currently running in Minami Sanriku?**

Basically, we are financially supporting the restoration of health services such as mobile and home-based medical care for people who moved into temporary housing facilities. The dental clinic we are funding in Minami Sanriku is actually the first physical project we have taken on during this transitional phase.

**How long do you expect your help to be required?**

The clinic is intended to be operational for between two and five years. As soon as it is opened, we expect an upswing of visits probably helped by the fact that Japanese people have a culture of health-seeking behaviour and are accustomed to seeing a doctor more than ten times a year. The clinic is sufficiently prepared to treat a maximum of 20 patients per day, although, realistically, we expect them to take care of approximately 10 patients, depending on the staff available onsite.

This is a three-way partnership in which we are providing US$200,000 for the structure and clinic interior, such as dental chairs, and money from the Japanese government is being used to provide the majority of the equipment and supplies. We also selected the site for the clinic after having consulted with the Minami Sanriku City Council, which is in charge of the long-term reconstruction planning.

In terms of scale, we are running a smaller operation than most other organisations in the region but we are very targeted and help to get money down to the ground early. We do not know of any other organisation focusing on oral health services at the moment, so we are filling a unique gap there.
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The embarrassment of public humiliation

James Goolnik argues that there’s no such thing as a born public speaker

The very idea of standing up to address your peers offers very little appeal to most sensible people; why would anyone want to risk the embarrassment of public humiliation? Well, there are several reasons actually, all of which will help you and your practice but as with most things in life, preparation and practice are the keys to making it seem natural. As Mark Twain famously noted: “There are two types of public speakers: those who are nervous before they start, and the liars.”

Start with a small audience such as a local BACD study club or networking meeting where you can give a ten-minute presentation on a topic that you really know and are passionate about. For example: a case you treated where you can show before and after images and discuss why you made certain treatment decisions. That will draw the audience in as they weigh up your course of action against what theirs might have been presented with a similar case.

Personal experience is always useful when speaking in public; people like to hear stories and you will usually get a response out of sharing your mistakes or something that you have recently learned such as a new technique in veneers for instance.

There is a comprehensive range of books, DVD’s, online and face to face courses available to improve your public speaking and presentation skills and those are very much a matter of personal choice but for what it’s worth, I found five tips particularly helpful;

a. Plan the entire lecture and rehearse it. The skill is to make it look like you are ad-libbing and it just flows but this only comes from rehearsing over and over again. I remember watching Chris Rock on tour and thinking how spontaneous he looks. Then watching him on Youtube and seeing the exact same performance in three other countries—the only thing that changed was the background. Even his stage position and gestures were identical and that only comes from practice.

b. You will get nervous, so speak to a few members of the audience before your talk so you see some friendly faces when you get up to speak. Make eye contact from time to time to deliver certain points.

c. Write down your introduction and learn it. It will help make your thoughts clearer and help the audience understand what to expect. Also you are much less likely to be nervous as you know exactly what you are going to say.

d. Don’t have too many slides or too much text on each slide. Your audience will end up reading the slides and not engaging with you. Only put on a slide what you want people to remember, ideally an image that will resonate with them and act as an aide-memoire for you. Their attention should be on you, not your slides.

e. You need to strike a balance between entertainment and education.

I’ve always loved watching stand-up comedy and thought standing up in front of a room full of strangers and trying to make them laugh would be absolutely terrifying. But never one to resist a challenge, I enrolled at the Comedy School in London under the directorship of Keith Palmer where once a week for seven weeks I sprayed on triple deodorant, spent most of the morning beforehand on the toilet and at last found a use at my Christmas funny socks. The socks were no use but the course was fabulous.

The more you put yourself out there the more confident you will become and you will be amazed at the impact public speaking can have on your dentistry and your business by raising your profile. And, once you get over the initial nerves, you might be pleasantly surprised by how much you enjoy public speaking – I love it!

James Goolnik is talking at the BDTA Showcase on Friday 21st October. He is the immediate past-president of the British Academy of Cosmetic Dentistry and a member of the American Academy of Cosmetic Dentistry (AADC), Association of Dental Implantology, British Society Of Occlusal Studies and the British Dental Association.

His book ‘Brush’ about having an outstanding career in dentistry, whilst having a life, is a bestseller on Amazon with all the profits going to Dentaid. He has just been voted the most influential person in Dentistry in the UK. For more information please visit www.bacd.com
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Silver skies - Looking back on 25 years of the BOS Conference

As the British Orthodontic Society celebrates the 25th Anniversary of the British Orthodontic Conference this September it is taking a reflective look back. Since its inception in 1986, it has become one of the largest and most prestigious specialist meetings in the UK dental calendar. Twenty-five years ago the first conference was created, heralding the first joint meeting of three orthodontic societies, the British Association of Orthodontists, Consultant Orthodontic Group and British Society for the Study of Orthodontics. The first event was led by then Chairman Dr David El-Base. Attendance was high from the start with five hundred Orthodontists attending. By the time of the third Conference in Glasgow, of which Dr Chris Kettler was Chairman, six hundred delegates attended. The much anticipated Northcroft lecture is now a regular feature of the conference, delivered as the climax of the event. In 1986 the first speaker for the first joint meeting was Professor Jack Tulley. By year five, with 1,000 registrations the conference had grown, with many of the speakers that everybody in the industry talking and this year promises to be even better. The 2011 exhibition features DENTSPLY, the UK’s leading dental manufacturer; DENTSPLY is renowned for its innovations in research, technology and development initiatives and will be showcasing some of its leading products at the exhibition.

Products on show include:

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There are no arm or back rests so it is easy to sit on a Salli and easy to reach to equipment. Come and feel for yourself the comfort of the new saddle chair. The Velopex Team will be delighted to welcome you to stand F06 at the BDTA Dental Showcase.

The Velopex Team will be delighted to welcome you to Stand F 06 at the BDTA Dental Showcase.

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For information, please contact Steve Reed on 07751 041877 or via steve.reed@velopex.com. Or for more information on the range of products, please see: www.velopex.com

CODEx Code Group
CODEx Code Group is a group of dental practitioners, owners and managers, is to launch a new and exciting CPD scheme - The CODEx Code Group The Code Launching at the BDTA Dental Showcase 2011. CODEx, the association for dental practice owners and managers, is to launch a new and exciting CPD scheme - The CODEx Code Launching at the BDTA Dental Showcase 2011.

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We all know that first impressions count and this certainly holds true in the dental practice. When a patient walks into a practice for the very first time, they will very quickly form their own opinion about the business and the service they expect to receive. Part of this will be based on the initial communication they experience with practice staff, which forms the foundations of the practice patient relationship.

The patient's journey usually begins with the practice receptionist or another member of staff such as the nurse. Accordingly, each and every member of the team needs to be well trained in how best to communicate with patients; an unfriendly receptionist who is too busy to answer the patient's questions or an unhelpful dental nurse can drive even the most confident of patients away from the practice. With the assistance of personable and empathetic support staff, the dentist will find his or her own role much easier.

Communication should be non-intimidating, open and honest. One technique used by practitioners who are experienced in treating nervous patients is to schedule an appointment to speak to the patient in person before their procedure takes place. This enables them to voice any concerns or requirements before taking their seat on the dentist's chair. The dentist should actively listen to the patient and take any concerns they may have into consideration, which allows for more effective treatment.

All medical professionals need to be as well informed as possible about the patient before they proceed with treatment.
tive treatment planning. Admittedly, this does require some of the dentist’s valuable time, but by factoring this into the treatment costs the clinician should be certain that they are not losing out financially. It is also a vital part of informed patient consent and treatment acceptance which must be documented and retained as evidence to meet CQC requirements.

All medical professionals need to be as well informed as possible about the patient before they proceed with treatment. This involves not only being armed with information on the patient’s clinical history but also any fears or phobias they may have along with the patient’s ideal treatment outcome. As a result of this, the patient will enjoy a treatment plan that is tailored specifically to their needs and may even benefit from additional support such as sedation or distraction techniques.

A lack of personal information about a patient not only puts their health at risk but also leaves the practitioner vulnerable to legal action if the treatment fails or the outcome is not as the patient expected. Therefore it is imperative that the clinician knows the information required from the patient and how to obtain it. If a patient is reluctant to offer up vital personal information then the dentist will have to tread very carefully indeed and possibly even refuse treatment.

If receiving a referral patient, online and paper referral forms are an excellent way of collecting patient information and dental history before treatment begins, but must always be followed up with a face-to-face conversation at the initial consultation. It is equally as important to keep in touch with the referring dentist as they know the patient best of all. Make it your aim to act as an extension of your patient’s regular dental practice.

Respect and trust between practitioner and patient is key if a successful outcome is to be achieved. These are two things that cannot be obtained from a list of medical facts, so learning how to communicate with patients is vital. It goes without saying that knowing your patient’s favourite breakfast cereal is definitely taking things a step too far but it is the clinician’s role to know just how much personal information they need to make treatment go as smoothly as possible.

Never underestimate the power of persuasion. Good communication skills can also help the dentist to influence behavioural change, for example when encouraging patients to improve their oral hygiene or stop smoking. It will also aid in influencing a patient’s perceptions of cost and the value of treatment, improving treatment uptake and the patient’s long-term prognosis. One of the clinician’s most useful techniques is their ability to help educate and motivate their patients.

Although a caring and sympathetic manner cannot necessarily be taught, there are many communication skills that can. Thankfully, dentists now have easy access to a range of courses designed to improve their clinical and managerial skills. Some of these courses, such as Smile-on’s and Dental Protection Ltd Communication in Dentistry series, use ‘real life’ recorded situations that demonstrate how best to deal with patients in various different circumstances in the dental practice environment. Available as an interactive on line or CD Rom programme that is suitable for the whole dental team, another advantage of this method of learning is that the recorded scenarios can be paused and discussed as the story progresses – something that clinicians may well wish they could do in real life!

For more information call 020 7400 8989 or email info@smile-on.com
Do the new NHS pension scheme rules signify the end of the associate incorporations?

Penny Bowen of DBS advises a close look at your pension

I have written this article because I want you to think about this now, and take action if you need to. When you retire you will have the time to sit and think about the money you have lost, but then it will be too late to do anything about it.

Dentists have been allowed to run their businesses as limited companies since July 2006, and over the years a significant minority of dentists have taken advantage of the opportunity to incorporate, and so taken control over their personal tax liabilities.

The introduction on 6 April 2010 of a 60 per cent income tax band for incomes between £100,000 and approximately £112,950, rising to £114,950 on 6 April 2011, and a new top rate of income tax at 50 per cent for incomes in excess of £150,000 has stimulated the demand for incorporation amongst the profession. Added to all of these figures is the 2 per cent class 4 National Insurance charge which has no ceiling.

The new tax rates have made incorporation a viable proposal for associate dentists; however, there are two drawbacks,

- associates cannot capitalize goodwill because they don’t own any, and
- associates with NHS activity will lose their right to be part of the NHS Pension Scheme after 7 November 2011

The second point is of particular concern to us as specialist dental accountants. All too often we meet associates with NHS activity whose accountants have recommended incorporation. When we point out to them that they will lose the benefits of the very generous NHS Pension Scheme, we are told their accountant says that there is no problem. But this is simply untrue. The truth is that the non-specialist accountant does not know that there is a problem, never mind how significant it is.

So, what is at stake? Well, the NHS Pension scheme (NHSPS) is a statutory occupational pension scheme. Providers’ (principals) and performers’ (associates) pensions are broadly based on their career pensionable pay rather than their final salary. NHSPS benefits are paid for by the contributions made by members and their employing authorities - the primary care trusts (PCTs) and local health boards (LHBs).

The NHSPS offers considerable benefits which it would be foolish to give up,

- An annual (index linked) pension and tax-free lump sum at retirement.
- Life Assurance benefits including pensions and allowances for a member’s spouse/civil partner (or nominated partner) and dependent children in the event of the member's death.

From a tax point of view incorporation is attractive because it gives you an opportunity to base your tax on what you draw rather than on what you earn. Earnings are still taxed of course, but these are subjected to corporation tax at substantially lower rates (20 per cent on profits of less than £500,000). Once the corporation tax is paid, any further tax will be based on what you draw – to take the extreme case if you don’t draw anything then you won’t pay any personal tax.

The methods of drawing money from a company for personal use are many and most practitioners use a combination of salary and bonus, benefits in kind, dividends, rent (although this would have an impact on a subsequent claim for entrepreneur’s relief), drawings from the director’s loan account and interest thereon.

Until 7 November 2011, you must draw all the NHS income from the business in the form of salary and/or dividends in order for this to count as pensionable earnings. Any NHS income that is not taken but left in the business cannot be pensioned now or in future years. Dividends are pensionable however they must only be in respect of NHS work, so technically the private element of a dividend must be stripped out leaving only pensionable NHS dividend income.

Incorporation remains increasingly attractive to associates working in purely private practices, but things are not so good for those with NHS income.

According to A Guide to the NHS Pension Scheme published in September 2011, because the NHSPS regulations to not recognise the sub-contracting relationship between the associate and the limited company:

‘A Performer [associate] who sets them self up as a limited company cannot be a member of the NHSPS with effect from the 7th of November 2011. This is subject to Parliamentary approval however (pensionable) Performers are advised to put arrangements in place by this date to ensure they can comply.’

It is reassuring to note that NHSPS membership will continue until 6 November 2011, however, you need to take action now to make sure you remain in the NHS Pension Scheme and so retain for yourself and your family, its generous benefits. Visit Stand U11 to find out more.
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