

# SHOWCASE TRIBUNE

The leading newspaper for BDTA Showcase

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## News in Brief

### New Chair of NHS Commissioning Board

Professor Malcolm Grant has been named by Health Secretary Andrew Lansley as the preferred choice to head up the NHS Commissioning Board, the independent body that will drive continuous improvements in quality in the NHS. Professor Grant currently holds the post of President and Provost of UCL (University College London), and is expected to take up post at the end of October 2011. He is a qualified barrister and academic lawyer with wide experience of public service, including the Local Government Commission, Higher Education Funding Council for England and as a UK Business Ambassador. The Chair of the NHS Commissioning Board will provide strategic leadership and vision for NHS commissioning. The NHS Commissioning Board is a major part of the Government's plan to modernise NHS. The NHS Commissioning Board's central role is to drive improvement in results for patients, ensuring a fair and comprehensive service across the country. It will also promote the NHS Constitution and champion the interests of patients, using choice and information to empower people to improve services. Accountable to the Secretary of State via an annual mandate, the NHS Commissioning Board will be an independent, statutory body, free to determine its own organisational shape, structure and ways of working. The Secretary of State will remain responsible for promoting a comprehensive health service; and retains the ultimate accountability for securing the provision of services, through his relationship with NHS bodies.

## BDTA Essentials



ST tells you all you need to know

page 8

## Interview



DTI interviews Ella Goodwin

page 14

## Feature



James Goolnik talks about public speaking

page 16

## Communications



ST discusses patient communication

pages 21-22

## 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 expect-

ed 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 Bridge2 Aid 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 information email [info@bridge2aid.org](mailto: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! 



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## BADN 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 Show-

case. There will also be a buffet lunch, sponsored by Phillips Sonicare.

"I am of course very disappointed that Conference cannot go ahead in my home town of Glasgow," said Nicola "but appreciate that we are in very difficult times financially. I should like to thank both the BDTA and Phillips Sonicare for their generous

sponsorship of the Presidential Inauguration and the AGM, and look forward to speaking with as many dental nurses as possible at Showcase."

BADN will be reviewing their Conference strategy later this year and hope to run an updated, more compact 2012 Conference. **DT**

## 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 the wide ranging cover re-

quired in the course of their business including:

- Employers' liability insurance up to £10m
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- Computer equipment breakdown
- Loss of gross revenue due to business interruption
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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](http://www.postoffice.co.uk) or you can find out more from local Post Office branches. **DT**

## 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." **DT**

## See what's new at Showcase 2011

Independent research carried out at Dental Showcase 2010 highlighted that the main reason for delegates 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' (34%).

BDTA Dental Showcase 2011 will take place at the NEC, Birmingham on 20-22 October 2011 and with more than 350 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. **DT**



## 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 £0.30 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 chlorine 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](http://www.periproducts.co.uk)

periproducts.co.uk. **DT**

Stand R10A



# 'Instrument Amnesty' returns to Showcase



**D**o 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.

## Shortage of dentists and equipment in developing countries

There is a severe shortage of dentists in developing countries and the ones that are working are drastically under-resourced. The level of

care they are qualified to offer is significantly higher than their equipment allows; no light, no drill, no suction, difficult working conditions and very importantly, only a limited range of instruments.

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.

Andy Jong, Dentaid's CEO commented: "Since developing the portable dental chair and portable instrument kit, Dentaid has experienced a big surge in orders from charitable projects and hospitals with community

oral health programmes. This year's instrument amnesty is a great way for the dental team to help us meet the demand and reach many more remote places with improved oral health care."

It is likely that there is a huge selection of instruments sitting in the bottom of cupboards in dental practices across the country not being used.

The highly successful instrument amnesty last took place at Showcase in 2005 where more than 10,000 instruments were collected. It returns to this year's event as a way to once again replenish the diminishing stocks and enable Dentaid to continue its important work.

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](http://www.dentaid.org). [DT](#)



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I Fungang et al. J Dent Res. 2011; 90 (Spec Issue): Abstract 3073.

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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.

ety 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 BDTA 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.

Mhari writes for *Dental Tribune* regularly and lectures regionally, nationally and internationally. She was Dental Awards 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 Soci-

ety 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 BDTA 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/dp](http://www.sonicare.co.uk/dp) or call 0800 0567 222 for more information about Sonicare's educational programme and resources for dental professionals. **DT**

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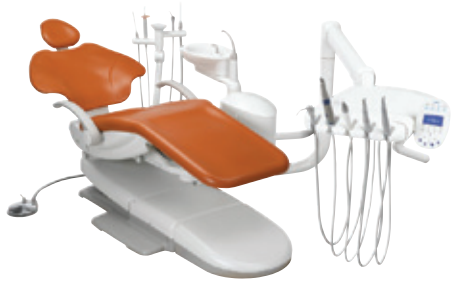





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# The future is *m*Learning

**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, *m*Learning is a

different approach to eLearning: 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 op-

portunities for widening participation and access to ICT, especially the internet.

*m*Learning 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.

*m*Learning is swiftly becoming an invaluable resource for work-based training and as smaller devices, such as the iPad, are easily be incorporated into the learning environment, *m*Learning 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 on-line 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 *m*Learning 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 *m*Learning. 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 £3000! The catch? All you've to do is play the One Arm Bandit.

Keeping in with *m*Learning 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 *m*Learning. [DT](#)



## DENTAL SHOW

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References: 1. Burwell A et al. Journal of Clinical Dentistry 2010; 21(Special Issue): 66-71. 2. LaTorre G & Greenspan DC. Journal of Clinical Dentistry 2010; 21 (Special Issue): 72-76. 3. Efflandt SE et al. Journal of Materials Science: Materials in Medicine 2002; 13(6):557-565. 4. Clark AE et al. Journal of Dental Research 2002; 81 (Special Issue A): 2182. 5. GlaxoSmithKline data on file Earl J, 2010b. 6. Du MQ et al. American Journal of Dentistry 2008; 21(4): 210-214. 7. Pradeep AR & Sharma A. Journal of Periodontology 2010; 81(8):1167-1173. 8. Salian S et al. Journal of Clinical Dentistry 2010; 21 (Special Issue): 82-87.

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# Let's see what's new in dentistry!



**W**ith more than 350 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 asso-

ciations are sharing the pavilion at Showcase 2011:

- BADN
- BACDT
- DPA
- DLA
- DTA
- 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 all the ingredients to find and eat tasty food quickly and without fuss.

Serving what has been classed as "the highest standard of tasty sandwiches, salads, snacks and drinks" is Foodexpress and there's also Foodfeature, which changes concepts every week, serving anything from noodles to jacket potatoes!

For an ideal quick drink

and a chat, the Food-cafébar is an alternative choice and can be found in halls 9 to 12 offering yet another place to grab a coffee, snack or even a glass of wine.

For those desiring a relaxing table service restaurant The Exhibitionist is the place to go, offering a seasonal menu, guests can sit back and enjoy quality food in stylish surroundings.

However there is also The Food Bank, a self-service restaurant which offers an extensive choice of hot and cold meals.

For those looking for a quality sandwich, look no further than The Damn Fine Sandwich Company; they serve a range of unusual breads with hot or cold fillings and their salads sounds mighty tasty too, with favourites including Red Thai chicken salad and Buffalo Mozzarella with chargrilled vegetables. For a bit of live cooking head to Jimmy Spices, 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 free range, locally sourced and organic ingredients (wherever possible) the Pasty Presto is the place to go.

**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 remaining natural sub-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 15:30 - 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 





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