

SHOWCASE TRIBUNE

—The leading newspaper for BDTA Showcase - Brought to you by Dental Tribune UK —

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News in Brief

BDA calls for decontamination review timetable

The British Dental Association (BDA) has written to Department of Health to press for the announcement of a timetable for the review of HTM 01-05 promised in the Chief Dental Officer's Dear Colleague letters in 2009. Those letters saw the Department pledge that a review would begin within two years, a deadline that will be reached in December. Despite this promise, details of the review have not yet been set out. As well as a commitment to a date to begin the review, the BDA is also seeking details of how it will be conducted and assurances that the BDA will be fully involved in the process. The BDA's call coincides with the publication of new research on time-dependent recontamination rates of sterilised dental instruments in the 22 October issue of the British Dental Journal. The research further undermines the requirements set out in HTM 01-05 and follows advice published last year by the Scottish Health Technologies Group which stated that there was insufficient evidence from research to support the wrapping of dental instruments after sterilisation and prior to use. Dr Susie Sanderson, Chair of the BDA's Executive Board, said: "The evidence base for aspects of the Department's decontamination guidance has been contentious ever since its publication. The Department chose to offer reassurance about some of the concerns raised with a promise to review what it had imposed. It must now deliver on that promise, taking full account of emerging evidence and, where necessary, admitting shortcomings in the document and acting to resolve them."

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BDTA Showcase: Broadening horizons for the dental profession



Yesterday was another fantastic day at Showcase 2011! There was

a huge range of launches and exhibits going on throughout the day, with loads of exciting

products entering the dental market.

The day began to a great start, thanks to the Phillips breakfast launch at the Hilton Metropole. Alongside the breakfast food and plentiful supply of exotic fruits, the morning event was opened with a speech regarding the history of Phillips and its progression as it broadens its horizons throughout various branches of different markets; from lighting the 2012 Olympics to toothbrushes and toothpastes. Those in attendance were invited to welcome Mhari Coxon to the Phillips team. A regular contributor to Dental Tribune, Mhari will no doubt provide a great

input to Phillips's new course.... We wish her the best of luck in her new role!

As the morning progressed, Dentsply launched their new product, ChemFil. As was explained in front of an eager crowd, dentists need temporary restorations and the ChemFil product certainly seems to fit the bill. As was explained, it is stronger, simpler and can be sculpted immediately; something that dentists need. The ideas behind the product came from the consciousness that current temporary restorations are weak, fracture easily, and are

→ DT page 2



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complicated. However, as was said, ChemFil is for dentists who are faced with complicated clinical situations. The Dental Tribune team were happy to take part in their demonstration, and it certainly lived up to expectations!

One of the highlights of the day however had to be from an incredible interview with Jane Lelean, who is a volunteer dentist for Crisis at Christ-

“Jane informed us of the desperate need for more volunteers to help with this amazing charity”

mas. Jane informed us of the desperate need for more volunteers to help with this amazing charity, who give comfort, health and dental care, food and shelter for homeless people at Christ-

mas. As Jane explained, the work that the dentists carry out during this time of need is inspiring, and greatly appreciated. “Changing people’s lives by changing people’s smiles”

is the tag line for the charity, and from experience Jane knows that a healthy smile can make all the difference for these people.

As will be explained in the full article, which will be appearing in Dental Tribune soon, Jane’s experience was humbling and rewarding, so much so that she will be volunteering her expertise again at this year’s Crisis at Christmas.

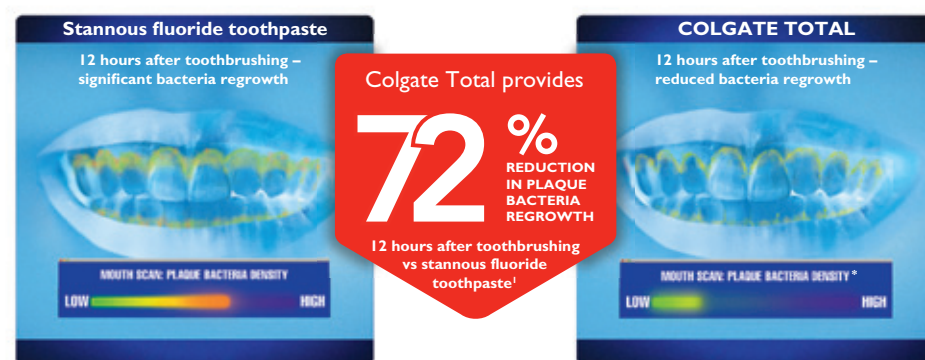
However, Jane did point out that the charity needs more volunteers

and equipment; they especially need the help of dental nurses. So if you would like to give something back this Christmas, and help change someone’s life, please contact lisa@dentaltribuneuk.com or visit www.crisis.org.uk for more information. Even if you can only spare a few days over the festive period, it would be greatly appreciated.

So as we come to a close of Showcase 2011, we hope you’ve had a fantastic time and enjoy the rest of your day! [DT](#)

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

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21 Today!

DBS, formerly known as Dental Business Solutions, are celebrating their 21 year in 2011 and at the BDTA Dental Showcase the staff were on hand to celebrate this anniversary with supporters, colleagues and the dental press.

DBS' George Manolescue (pictured) gave a short speech to assembled visitors. He said: “We are celebrating a significant milestone in the history of the company. This year has seen

the launch of our new website, a rebrand and a re-emphasis on our core functions for the dental profession.

“These 21 years have been a fantastic journey, and I am very excited about where DBS as a company is going in the future.

“it has been a joy and privilege over these 21 years to have worked with such motivated professionals who are committed to giving great service to our customers.” [DT](#)



BADN AGM to be held at Dental Showcase 2011



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

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. There will

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**

Stand awards at showcase 2011

The BDTA is delighted to announce that the Showcase Stand Awards will return this year at Dental Showcase and will be judged by Paula Ripoll from the Association of Event Organisers.

Exhibition stands will be judged on a number of factors, including presentation, professionalism,

stand layout and appearance, staffing, and the range of products/information on display.

There will be three eventual winners, covering the small, medium and large stand categories, and each will win a full-page ad in their choice of dental magazine.

Tony Reed, Executive

Director at the BDTA, said, “The Showcase Stand Awards provide an opportunity for the BDTA to recognise the significant time and effort that exhibitors put into their stands at Showcase and we are especially pleased to have exhibition expert Paula Ripoll to select this year’s winners.” **DT**

DENTAL TRIBUNE

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Patients alerted to impact of stress on their dental health

On the eve of Bruxism Awareness Week (24-30 October 2011), founders of the Saving Teeth Awareness Campaign are calling for greater recognition of the impact of stress on

dental health.

In some patients, stress causes grinding and clenching of teeth, known as Bruxism, and this in turn can cause cracks to develop. It is thought Bruxism affects around

8-10 per cent of the population. Leading endodontic specialist, Julian Webber, urges those who know they are clenching or grinding to talk to their dentist about what can be done and how they can protect their teeth.

Dr Webber, says "Once a tooth has suffered decay and been filled, further deterioration over time is likely. Furthermore, when a tooth is cracked, or fractured, it is susceptible to pulpal inflammation. If the pulp becomes infected, a root canal treatment may ultimately be required."

He continued: "If you add stress into the mix and have people with filled teeth, clenching and grinding, they can develop a range of problems in their teeth

cle which has been over-worked by stress.

"With Bruxism Awareness Week nearly upon us, this is a good time to talk to your dentist about wear and tear on your teeth and how he or she can help you."

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter said: "Bruxism can cause Temporomandibular Joint disorder, resulting in clicking, grinding or pain in your jaw joints, ringing or buzzing in your ears and dif-

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"Stress causes grinding and clenching of teeth, known as Bruxism, and this in turn can cause cracks to develop"

and jaws. I can generally tell the patients who are stressed just by looking into their mouths."

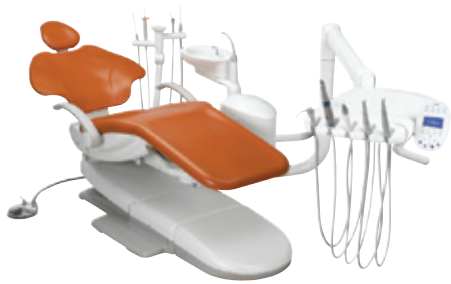
Because we are living longer, teeth are working for longer but being worn down due to a number of factors, including grinding. The last Adult Dental Health Survey found that moderate tooth wear had increased.

Sometimes the impact of Bruxism can cause as much pain as an infected tooth. Some patients who are referred to Dr Webber's practice, the Harley Street Centre for Endodontics, turn out not to need root canal treatment. The cause of the pain is the jaw mus-

ficulty in opening or closing your mouth. When the joint puts pressure on the nerves, muscles and blood vessels that pass near the head, it can often result in headaches and migraines.

"The cause of your headaches could actually be the way your teeth meet when your jaws bite together, otherwise known as dental occlusion. If you do suffer from continual headaches or migraines, especially first thing in the morning, pain behind your eyes, sinus pains and pains in the neck or shoulders, you should consider visiting your dentist, as well as a doctor, as soon as possible." DT

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Giving something back

Dental Tribune speaks to Mike Volk from The Dental Directory

Dental Tribune: So, The Dental Directory, 40 years old and busy as ever; tell us more about it.

Mike Volk: The Dental Directory is a 40 year old business that is still owned by father and son with no shareholders and our focus is on serving our customers.

DT: You reinvested £4.5m in the past four years to improve services; I understand that automated warehouses were one of them, was there anything else?

MV: Well, it's about having enough space to accommodate £18m worth of stock, but it's also about making it more efficient. We can process more than

6,000 orders a day without any issue at all. To give you an idea, we're taking about 2,000 phone calls a day from customers; we then process those orders for free overnight delivery by 12:00 the following day. The automated process means, in essence, that the box goes to where the product is stored; this makes it impossible for a picking error

to occur, because the box won't move on if it hasn't got the right product and quantity in it. This system is also paperless so it is both economic and environmentally friendly.

DT: It staggers me that there are more than 26,000 products in dentistry, from the big appliances to the gloves; tell me more.

MV: We stock about 18 different composites which have upwards of 11 different shades, and there are probably about 1000 different burs and bur sizes so it's easy for the number of products to multiply. An interesting thing that we also find is that once a dentist has become loyal to a product, they will stay with that product, even if the manufacturers make a new model!

DT: So how will The Dental Directory be celebrating the 40 year landmark?

MV: What's interesting is that if we go back 40 years, the chairman Gordon Mills, who started the business thought that to celebrate 40 years we would run our largest ever promotional campaign – The Value + campaign. So, from September onwards we will be carrying promotions on 1000's of everyday, essential product lines; it will be our biggest ever promotional push and we're doing it because of these economic times. We're trying to help our customers; we appreciate that fewer people are going to the dentist and that both private and NHS dentistry are suffering. Also, dentists are facing unprecedented increases in regulatory costs, so we thought we'd help our customers and offer them even better value and that's why we've put out these promotional offers.

DT: What kinds of lines are you looking at?

MV: Oh everything, from

anaesthetics to composites, to rotary hand instruments right across the board; it's our top moving line. We're taking between 17 and 30 per cent off our retail prices, depending on the product, so it's going to be a big push from us to help our customers in these difficult times.

DT: Excellent – so I take it you're going to Showcase with the different offers?

MV: Oh yes, we'll be there and have our 40 strong team and hospitality tent ready to welcome all our customers for a free cup of tea or a beer!

DT: So how long is the offer running for?

MV: The promotions will run until the end of December; however, we'll refresh them at the end of each month, adding even more products!

DT: What about the more philanthropic side of the business? I understand that The Dental Directory is very supportive of the profession too.

MV: Yes - we support about 13 professional groups in the UK. Examples include the AOG through to DPL through to CODE. We offer their members exclusive promotions, but more importantly we offer a rebate to the managing committee to further the aims and objectives, which are often of a charitable nature, of each group.

We do support the profession; however I'm surprised that a lot of the larger multinational companies, whether they be dealers or manufacturers, don't support the profession more and instead leave it to smaller, family owned businesses.

At the end of the day, without the profession The Dental Directory would not exist, so we're happy to give something back. **DT**


Stand L01

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The Lambda Laser Beam

Lambda discusses the guardian of artistic property and effective medical instrument



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