

# DENTAL TRIBUNE

—The World's Dental Newspaper • United Kingdom Edition—

PUBLISHED IN LONDON

JULY 27–AUGUST 2, 2009

VOL. 3 No. 19

## News in brief

### Pushing fluoridation

The new Health Secretary has urged health service managers to 'press ahead with water fluoridation'. Andy Burnham, the new Health Secretary, speaking at the NHS Confederation annual conference, said: 'I feel we've been too timid at times on the public health agenda. So let's press ahead with water fluoridation, given the clear evidence that it can improve children's dental health.' Mr Burnham is a keen advocate of fluoridation and recently resigned as honorary vice-president of the British Fluoridation Society, claiming a conflict of interest.

Professor Michael Lennon, of the School of Clinical Dentistry at the University of Sheffield and chairman of the British Fluoridation Society, welcomed Mr Burnham's support for more fluoridation and said that an estimated 30,000 children needing dental care under general anaesthetic every year, at a cost of £1,000 each, showed there is a need for strong action. However the National Pure Water Association claims that there is no strong evidence to support the safety or efficacy of fluoridation.

### Queuing patients

More than one hundred people queued up to register at a new NHS dentist that has just opened in west Wiltshire. The practice, at Westbury Community Hospital, started signing up patients at first thing on Monday morning and just over an hour later all 350 places had gone. Another 150 were made available for people phoning up to register.

A second practice is due to open in the town in August. The second practice is expected to be able to provide 2,500 places.

### Stolen teeth

Thieves stole a plastic bag of old gold tooth crowns and a charity box containing money from a dental surgery in Swansea.

A defibrillator and a black medical holdall containing medication were also taken from Mark Harries dental surgery in Sketty.

The holdall had 10x2ml adrenalin sachets, 15ml Midazalan anti-epileptic medication and hypodermic needles.

Police are urging anybody who has taken the medicine to seek urgent medical help.

## News & Opinions

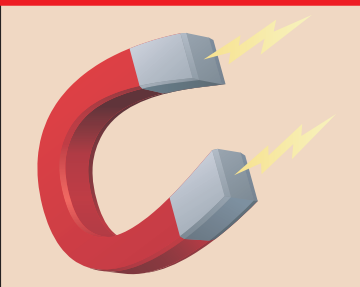


### Tennis screens

A Scottish dentist had five television screens installed in his surgery so his patients could watch Andy Murray in action at Wimbledon.

► page 2

## Practice Management



### Feeling sexy?

If you have recently bought your practice do you know what your patients really want? If you want to be successful you need to find out why.

► page 14

## Money Matters

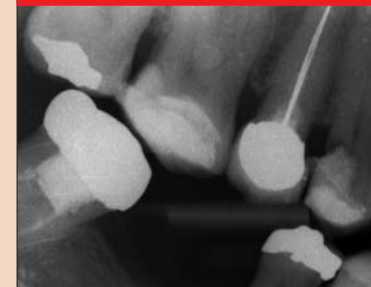


### Tax savings

You've got 52 weeks before the end of the tax year to arrange your finances and maximise tax relief. It could just save you money.

► page 15

## Clinical



### Cyber tuition

The current thinking is that the root canal treatment begins at the canal orifice and ends at the apex. This is just the beginning says Jan Skrybant.

► page 18

## Southampton resident fights fluoridation

A judicial review has been lodged by a woman in Southampton against the decision to add fluoride to tap water in Southampton and parts of Hampshire.

Leigh Day & Co solicitors revealed that it has begun the legal challenge on behalf of Geraldine Milner against South Central Strategic Health Authority (SCSHA). A statement from Leigh Day & Co said: 'Ms Milner is opposed to the proposals to fluoridate the water supply on account of the continuing uncertainties with regard to the long term health risks associated with fluoridation, as well as concerns with regard to the possible adverse environmental effects. She also considers that more targeted and less intrusive measures should be used to deal with problems of tooth decay in the Southampton area.'

The legal challenge argues that the SCSHA failed to have regard to the government's policy that mass fluoridation of drinking water should only go ahead in any particular area if a majority of the local people are in favour of it.

Leigh Day & Co claim in part of the Water Bill that became the Water Act in 2005. Lord Warner, the Junior Health Minister, stated in Parliament that it was government policy that 'no new fluoridation scheme would go ahead without the support of the majority of the local populations determined by local consultations conducted by strategic health authorities.'

The South Central Strategic Health Authority (SCSHA) board's decision was made in February despite 72 per cent of 10,000 respondents in a public consultation opposing the move.

It also claims that much of the information on fluoridation submitted by bodies such as Hampshire County Council and Hamp-

shire Against Fluoridation was never properly considered by the SCSHA Board. The SCSHA said in a statement that the board is 'satisfied that, based on existing research, water fluoridation is a safe and effective way to tackle tooth decay and that the health benefits outweigh all other arguments against water fluoridation'.

**'They are in favour of fluoridation but don't appear to be in favour of democracy. I am just filled with despair'**

If the SCSHA gets its way, Southampton will be the first place in England to introduce fluoridation since Health Minister Alan Johnson's 'fluoridation for all' proposal in February 2008.

Campaigners against the decision recently handed in a petition of over 15,000 signatures to the government.

However it seems that the government has decided to ignore the petition and is still determined to press ahead with fluoridating the water in Southampton and parts of Hampshire.

Ann Keen, the Parliamentary Under-Secretary of State for Health Services, said the government is firmly in favour of fluoridation 'because of the potential it offers for reducing inequalities in oral health'.

The two Hampshire MPs, Romsey MP Sandra Gidley and Eastleigh MP Chris Huhne, who accompanied Hampshire Against

Fluoridation campaigners last month to Downing Street to hand in the petition, have called the decision 'bizarre'.

Ms Gidley said: 'They may be in favour of fluoridation but it's up to them to make the case to the public, which they have clearly failed to do. They are in favour of fluoridation but don't appear to be in favour of local democracy. I am just filled with despair.'

Mr Huhne said: 'First of all they gave powers to the Strategic

Health Authority to over-ride the local community. I am afraid this is consistent with the past arrogance that has seen local opinion ignored.'

Health chiefs want to add fluoride to the water supplies of 200,000 households covering parts of Southampton, Eastleigh, Totton, Netley and Rownhams.

The law was changed in 2002 to allow SHAs, rather than water companies, to decide on fluoridation. [DT](#)

## Endodontic vCPD at the 'Theatre of Dreams' & the 'Bridge'.



### GOAL: How to score in Endodontics

Dr Rich Mounce will lecture at Old Trafford, Manchester on the 5<sup>th</sup> November & Stamford Bridge, Chelsea on the 6<sup>th</sup> November 2009.

This full day vCPD lecture costing £150 will include refreshments, lunch & a complimentary tour of the stadium & museum. Book today so not to miss this amazing learning experience ...

Kindly make cheques payable to Ormco BV (SybronEndo Division) & send to: Keith Morgan c/o Kavo Dental Ltd., Raans Road, Amersham HP6 6JL

Contact [keith.morgan@sybrondental.com](mailto:keith.morgan@sybrondental.com) for full vCPD overview & key learning objectives.

**SybronEndoEurope**





# Dentine hypersensitivity solution

Colgate has come up with a solution for dentine hypersensitivity relief – a condition which affects nearly 60 per cent of people.

Colgate presented its Pro-Argin technology at the 2009 British Dental Association conference held in Glasgow.

Pro-Argin technology uses a combination of an amino acid, arginine and an insoluble calcium compound, calcium carbonate, to seal open dentine tubules and help block the transmission of heat, cold, air and pressure stimuli to pain receptors within teeth. Colgate has added the technology to a new

product, Colgate Sensitive Pro-Relief, an in-surgery desensitising polishing paste with Pro-Argin technology.

Dentine hypersensitivity is thought to affect up to 57 per cent of patients worldwide. Current treatment methods include the use of high concentration fluoride or potassium salts. Although with these, patients generally continue to experience dentine hypersensitivity.

Dr. Mark Wolff, chair of the department of cariology and comprehensive care and associate dean for pre-doctoral clinical education at New York University College of Dentistry, said: 'Correct diagnosis and effective treatment are critical to relieving this condition, which can seriously impact a patient's quality of life. There is still a need for fast, lasting relief in the dental office.'

He added: 'Pro-Argin technology will make dentine hypersensitivity a patient complaint that can be easily addressed and managed as part of an overall treatment plan.'

Arginine is an amino acid naturally found in saliva that provides naturally protective oral health benefits. Research has shown that the positively charged arginine in the Pro-Argin technology binds to the neg-

atively charged dentine surface and helps attract a calcium-rich layer into the dentine tubules to effectively plug and seal them. Arginine triggers occlusion of the dentine tubules, which remains intact even after exposure to acids, helping to prevent transmission of pain-producing stimuli.

Professor Roger Ellwood, director of clinical research (Europe) at Colgate-Palmolive said: 'Our Pro-Argin technology not only reinforces Colgate's commitment to R&D but revolutionizes the way dentine hypersensitivity will be treated and prevented.'

The new Colgate Sensitive Pro-Relief desensitising paste with Pro-Argin technology is clinically proven to provide immediate sensitivity relief that lasts for four weeks after a single application. It can be used before or after dental procedures, such as prophylaxis and scaling. When applied prior to a professional dental cleaning, the desensitising paste will provide a significant reduction in dentine hypersensitivity measured immediately following the dental cleaning as compared to a control prophylaxis paste.

For further information call the Colgate Customer Care Team on 01485 401 901 or visit [www.colgateprofessional.co.uk](http://www.colgateprofessional.co.uk)

## International Imprint

Executive Vice President  
Marketing & Sales

Peter Witteczek  
[p.witteczek@dental-tribune.com](mailto:p.witteczek@dental-tribune.com)

**DENTAL TRIBUNE**  
The World's Dental Newspaper - United Kingdom Edition

Published by Dental Tribune UK Ltd

© 2009, Dental Tribune UK Ltd. All rights reserved.

Dental Tribune UK Ltd makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

Chairman  
Torsten Oemus  
[t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

Managing Director  
Mash Seriki  
[Mash@dentaltribuneuk.com](mailto:Mash@dentaltribuneuk.com)

Editor  
Penny Palmer  
Tel.: 0207 4008979  
[penny@dentaltribuneuk.com](mailto:penny@dentaltribuneuk.com)

Director  
Noam Tamir  
[Noam@dentaltribuneuk.com](mailto:Noam@dentaltribuneuk.com)

Advertising Director  
Joe Aspis  
Tel.: 020 7400 8969  
[Joe@dentaltribuneuk.com](mailto:Joe@dentaltribuneuk.com)

Marketing Manager  
Laura McKenzie  
[Lauram@dentaltribuneuk.com](mailto:Lauram@dentaltribuneuk.com)

Dental Tribune UK Ltd  
4<sup>th</sup> Floor, Treasure House  
19–21 Hatton Garden  
London, EC1N 8BA

# Not just the patient in pain?



Let's face it, after a day in surgery, who wants an aching back, neck and shoulders. It doesn't stop there either. Pain can stop you working. It is also the most common cause of premature retirement amongst practising dental professionals.

## 4 Handed Dentistry

- 1 day practical workshops for the dental team
- Taught by qualified medical and dental professional
- Based on up-to-date research
- Help self manage and prevent future reoccurrence
- Over 2,000 attended Dr. Pilkington's courses

**Ease the pain of dentistry in just one day**

Go to [www.happybacks.co.uk](http://www.happybacks.co.uk) or call 01672 541 293 or email [richpilkington@hotmail.com](mailto:richpilkington@hotmail.com)

**Happy Backs**

Back care courses for Dental Professionals

## Wimbledon in surgery

A Scottish dentist had five television screens installed in his surgery so people could watch Andy Murray in action at Wimbledon while having their teeth out.

Cosmetic dentists Lubiju in Leith in Edinburgh had £3,000 worth of 26" flatscreen Samsung TV's installed in five suites in the surgery for the start of Wimbledon.

The television screens were installed above the dentist's chair so the patient could watch the TV while being treated.

Cosmetic dentist Dr Biju Krishnan, who co-founded Lubiju

with dental partner Dr Lubino do Rego said: 'Even in this day and age, there are people who still have nerves over the dentist, so watching the TV can help take their mind off of things – it's about distracting them from the work at hand and watching TV is great for that.'

'Everyone was asking to watch Wimbledon though as they wanted to follow the progress of Andy Murray or see how his competitors are doing.'

'Fortunately no one got too carried away yet cheering in the chair or raising their arms in celebration while I was in their mouth or anything like that.'





# Colgate launches oral health month



Colgate launched its oral health month at the recent British Dental Association conference. This year the campaign is being run by the manufacturer Colgate, in partnership with the British Dental Association.

The theme for this campaign is 'A thumbs up for your oral health'. The Department of Health's evidence-based toolkit for prevention: Delivering Better Oral Health will form the basis of the Colgate Oral Health Month

2009 Continuing Professional Development programme, and offers the entire dental team the opportunity to participate.

Colgate Oral Health Month 2009 practice packs contain educational materials, motivational stickers, patient samples and materials, which will enable dental teams to create their own

display to drive awareness of oral health within their practices. Participating practices are invited to share their displays by submitting photographs for a chance to win an exclusive team-building day.

Colgate Oral Health Month 2009 will run throughout the whole month of September. Dur-

ing this time, a dental road show will travel around the major cities in the UK with hygienists giving tips on oral health and demonstrating appropriate brushing techniques.

Colgate is once again looking to partner with dental professionals in delivering prevention in practice. If you have not been

involved in Colgate Oral Health Month before and would like to register to receive a Colgate Oral Health Month pack for your practice, please call Colgate on 0845 257 5468. Please note that one pack per practice will be delivered at the end of August, subject to availability. [BT](#)

## Gaining the best skills

Educational resources provider, Smile-on, is now giving dental professionals the chance to gain excellent clinical photography skills.

Its Clinical Photography Course by Chris Orr, is accessible on-line or as a CD-ROM, and is designed to be easily incorporated into and around the working day. It introduces the role of clinical photography in effective risk management and explores straightforward solutions to treatment monitoring and how to benefit from robust medico-legal protection.

Marketing manager for Smile-on, Laura McKenzie said: 'Digital cameras are now in common use and with the right approach, dental practices can unlock the astonishing opportunities of this technology. Working with Chris Orr, Smile-on is enabling dental professionals to get to grips with their digital cameras.'



Providing two hours of CPD, the course lets participants discover how to keep patients fully informed using high quality images, and how to support comprehensive clinical audits.

The course looks at how to get great image results, focusing on eight key clinical areas, and participants will receive non-obligatory advice on available cameras and the latest in digital imaging.

With excellent clinical photography skills, participants will be able to accurately record treatment progress and development, create 'baseline' records of presenting conditions, enjoy a higher standard of referral correspondence and use the images to support professional development.

For more information call 020 7400 8989 or email [info@smile-on.com](mailto:info@smile-on.com) [BT](#)

## Relief from the daily grind

Discussing the virtues of S4S's treatment options and introducing the new Grindcare concept which aims to advance the prospects of successful treatment for bruxism



The S4S stand at the BDA Conference and Exhibition in Glasgow last month



Grindcare - biofeedback technology for effective treatment of Bruxism

### Introduction to S4S

It is not often that a commercial dental laboratory can offer a truly comprehensive service to those clinicians that are actively involved in the treatment of TMJ problems.

However, S4S are just such a laboratory, and they were one of several commercial laboratories that exhibited their services at the recent BDA Conference in Glasgow.

What makes S4S different is the fact that it can cater for virtually all the needs of those practitioners who are actively involved in the treatment of patients that suffer from with TMJ related problems such as bruxism, TMJ pain, snoring and occlusal dysfunction.

Sheffield-based S4S was established in 2005 by co-owners, Matt Everatt and Neil Bullement, and their appearance at the BDA Conference represented one of their first forays into the retail dental market arena, and this has proved extremely successful for them.

The laboratory has built an enviable reputation as a provider of custom-made laboratory fabricated appliances, such as Michigan and Tanner splints, orthodontic appliances and highly effective Anti-Snoring devices.

This has also been further enhanced by their appointment as sole UK distributors for the very successful NTI-tss appliance range.

This product has been around for some time, and is

well known worldwide. The NTI-tss appliance allows dental practitioners to provide patients with a simple and quickly fabricated splint-like appliance that can be fitted at the chairside, and is very useful in fulfilling the practitioners requirement for an immediate temporary splint or de-programming device.

### NTI-tss Free CPD Practical Class

Matt Everatt, Technical Director, is currently conducting CPD sessions for Dentists who wish to use NTI-tss or learn more about treatment with the device.

GDPs can arrange a visit to their own practice and the whole team can benefit from the presentation on how NTI-tss can effectively treat bruxism. (contact S4S for your Free CPD session)

### New treatment modality

The BDA Conference provided S4S with a launch pad for a completely new concept in Bruxism and TMJ treatment options – Grindcare is a groundbreaking treatment modality that can provide both a highly accurate assessment of TMJ muscle dysfunctions, and can also be used to treat TMJ dysfunction by way of its biofeedback mechanism. S4S have now been appointed as the UK distributors for this product, and it is their intention to establish Grindcare Centres throughout the UK that will be able to make

this device available for patients to use in their own home environment.

Grindcare is a medical device that uses EMG measurements and biofeedback that will help the practitioner in the overall treatment of Bruxism and related TMJ problems. The compact and stylish Grindcare unit was developed in Denmark, and uses state-of-the-art technology. Grindcare is diagnostically valuable, as well as offering treatment, it can record 30 nights consecutively taking data on the patients bruxing habits, such as frequency and intensity of clench and grinds

Electrodes are attached to the stimulator and these are then attached using small pads to the area of the patients temporalis muscle. Electrical EMG signals are measured when the muscle moves and an electrical impulse is then emitted which causes the muscle to relax. The Grindcare unit can be used during the

patients sleeping hours thus enabling therapy throughout periods of nocturnal bruxing. A charger unit, and holder, safety cord and gel pads complete the Grindcare package, and unlike many earlier electronic pulse treatment units, Grindcare is very compact, and easy to operate.

### Treatment centres

#### DCP led clinics

It is the intention of S4S to establish Grindcare centres throughout the UK, and the laboratory will provide all the required training, education and back-up that will be necessary for clinicians to operate these centres effectively. This is an ideal opportunity to get DCPs actively involved in the treatment of Bruxism, Grindcare can easily be fitted and operated by DCPs, freeing up the Dentists time and surgery time, making for more cost effective treatment options.

The introduction of the Grindcare concept will advance the prospects of successful TMJ therapy, and will also offer considerable opportunities for lucrative practice marketing.

The incorporation of Grindcare therapy in conjunction with other treatment modalities such as splint therapy should therefore allow fully comprehensive treatment programmes to be offered to patients, even in the most extreme cases.

As a result of their appearance at the BDA Conference in Glasgow, S4S have received an extremely positive response from dental professionals to their innovative laboratory services and the Grindcare concept, and welcome all enquiries regarding Grindcare, and requests for detailed information of their occlusion/TMJ educational courses programme, the NTI-tss range and their comprehensive laboratory appliance service. All enquiries can be directed to Matt Everatt, S4S (UK) Ltd, Norton House, 752A, Chesterfield Road, SHEFFIELD, S8 0SE. Ring 0114 250 0176, fax 0114 258 6670 or visit

[www.s4sdental.com](http://www.s4sdental.com)



# Ultimate in Infection Control: The Autoclave

The subject of infection control has never been more under the spotlight after the declaration of Swine Flu as a global pandemic.<sup>1</sup> As highlighted by the Department of Health's HTM 01-05 decontamination and infection control protocols, regulations for dental practices are becoming increasingly refined, and as such the

need for advanced reliable technology grows.

A validated washer disinfectant and autoclave is the ideal instrument decontamination solution and will ensure the highest standard of sterilisation and safety whilst rendering them suitable for re-use. The next generation of autoclave enables rapid, effective

sterilisation after the decontamination process, featuring:

## Independent cycle validation system

Redundancy engineered, the latest in HTM 01-05 compliant sterilisation system has a dual independent temperature and pressure sensors configured

through optically isolated independent dual processors to give superior cycle reliability, accuracy and performance.

## Different operating modes

Saving you space and cost, the latest autoclave has differing operational modes dependent on requirement. Unlike alternative au-

toclaves, the market leader has the B vacuum mode for hollow instruments, and the N non-vacuum mode for solid instruments only.

## Safety and sensing systems

State of the art autoclaves offer a superior system array that helps to quickly and clearly report areas requiring user attention, notifying dental team members of any problems, as well as an automatic resetting over temperature and pressure cut out systems. Sensors are fitted to accurately measure the fill of reservoir and wastewater tank levels, with an automatic waste tank overflow shutoff and proximity sensing systems.

## Removable Waste Tank

Easy to use, the large onboard tank is fully removable in order to empty; the tank is removed from the steriliser, emptied and then pushed back into place. Its wastewater cooling systems ensure waste is cooled to a safe temperature before removal can take place.

## Power Failure Chamber Access System

An essential element of the autoclave's design, a battery back up system allows safe access to all instruments within the chamber in the event of a power failure.

## Unique chamber and stacking design

The market leader in autoclaves include a unique volumetric water dosing system that gives fast, repeatable and economic chamber filling, whilst its stackable design enables machines two machines to be placed on top of each other.

Attaining 'best practice' is utterly achievable with the new generation of HTM 01-05 compliant washer disinfectors and autoclaves as part of a surgery's infection control arsenal. To make the most out of a practice's sterilisers, it is essential to receive maintenance and service programmes that are also fully compliant. A flexible portfolio of services should be provided each designed to meet individual requirements, such as a smaller practice, or practices with multiple units. Maintenance packages should also be fully compliant to European Health Standards HTM 01/EN13060, HTM 01/EN15883 to ensure the practice is meeting its legal obligations.

The weapon of choice for superior sterilisation, YoYo Dental's Spectrum 6 Autoclave boasts rapid, reliable cycles validated by sentinel processors for optimal infection control.

For more information on infection control, or for FREE advice on decontamination, call YoYo Dental on 0845 241 5776 or visit [www.yoyodental.com](http://www.yoyodental.com)

<sup>1</sup> <http://news.bbc.co.uk/1/hi/health/8094655.stm>

## Experts in A Turnkey Solution

- Audit
- Design
- Build
- Equip
- Maintain
- Service
- Support



## Leaders in Infection Control Technologies

M2 underbench washer disinfectant

M1 Table Top WD

2000 S Steriliser

A22 B Autoclave

**"i did not realise the process was so complicated and what was involved"**  
Dr MJ Fern, Lancs.

**Dental 100**

High level sporicidal disinfectant for surfaces

Dental Spray System

**Our Customers**  
**Our Responsibility**  
**Our Risk**

Contact us, quoting reference DH6, to receive your free compliancy survey

Our Business is to make your business compliant.

**Tel: 0845 241 5776**

○ [info@yoyodental.com](mailto:info@yoyodental.com)

○ [www.yoyodental.com](http://www.yoyodental.com)

YoYo Dental Supplies LLP, 8 Harworth Enterprise Park, Brunel Close, Harworth, Doncaster, S Yorkshire DN11 8SG

# Draft guidance extension

The consultation on draft guidance on students' fitness to practice has been extended by the General Dental Council.

A spokesman for the General Dental Council (GDC) said: 'We don't regulate students. But it is important that student dentists and dental care professionals understand and are committed to the standards required to register with us. These include putting patients' interests first and acting to protect them, respecting patients' dignity and choices and being trustworthy.

We want to introduce guidance so teachers, tutors, trainers and lecturers know what to do when they have concerns that a student may not meet the standards required for professional registration.'

The GDC's proposed expectations of students to show they're fit to practice include being aware of their own limitations in providing care and knowing when to seek advice or help, making sure they're supervised appropriately for any clinical tasks they perform, not misleading anyone by misrepresenting

their position or abilities and behaving with courtesy.


Frances Garratt, head of Quality Assurance, said: 'We've decided to extend the consultation to make sure as many student dentists, dental care professionals and organisations providing dental education and

training give us their views on this important guidance document. We want to make sure our guidance is easy to follow and that putting it in place will be as straightforward as possible.'

The GDC's Student Fitness to Practise guidance aims to ensure that students have a full understanding and commitment to the standards they will need to follow as dental professionals. The GDC and the other healthcare regulators have developed the guid-

ance in response to the government's White Paper 'Trust, Assurance and Safety'.

Student dentists and dental care professional now have until 5 pm on Friday 21 August to give their opinions on the guidance. The original closing date for the consultation was 26 May.

To read the draft guidance and find out how you can respond to the consultation, go to: [www.gdc-uk.org](http://www.gdc-uk.org) 

## Simply the best

The British Academy of Cosmetic Dentistry's conference looks set to be 'the best yet'.


This year's conference, 'The Future Of Dentistry', will be held at the Edinburgh International Conference Centre from 19-21 November and has been structured to ensure that delegates should be able to attend every lecture, seminar or workshop that appeals to them.

A spokeswoman for the British Academy of Cosmetic Dentistry (BACD) said: 'The perfect combination of informative lectures and rewarding seminars will enable delegates to discover the latest innovations, including new advances in materials, LASERs and CAD/CAM technology.'

She added: 'The response to last year's event was very positive, with comments including: 'Best conference yet...' 'Excellent atmosphere, great speakers...' 'I am leaving the conference feeling re-energised, re-motivated and full of enthusiasm...'.

Delegates are advised to book early for this year's conference, as many of the workshops have a restricted number of spaces.

Bookings must be made at [www.bacd.com](http://www.bacd.com), where a special discounted rate is currently available.

For more information contact Suzy Rowlands on 0207 612 4166 or email [info@bacd.com](mailto:info@bacd.com) 



## Dental Webinars Be Wherever You Want

### Let the Seminar Come to You...

Brought to you by DENTSPLY & Smile-on, two forward thinking companies come together for a ground breaking, interactive learning experience.

Engage with a leading expert, ask questions, get solutions.

Relax in the comfort of your own home and keep up to date through interacting with the world's leading thinkers.

To find out more go to  
[www.dentalwebinars.co.uk](http://www.dentalwebinars.co.uk)  
or call  
020 7400 8989  
or email  
[info@smile-on.com](mailto:info@smile-on.com)



**Webinar 1:** **Difficult Dentures Made Easier**  
Speaker: Justin Stewart  
Date: 17th September 2009

**Webinar 2:** **Whitening**  
Speaker: Trevor Bigg  
Date: 13th October 2009

**Webinar 3:** **Endodontics Part 1**  
Speaker: Julian Webber  
Date: Early October

**Webinar 4:** **Endodontics Part 2**  
Speaker: Julian Webber  
Date: Early October

**Webinar 5:** **Preventing Periodontal Disease**  
Speaker: Baldeesh Chana and Sarah Murray  
Date: 30th November 2009

For better dentistry





# GDPUK round-up

**Tony Jacobs shares the most recent snippets of conversation from his ever-growing GDPUK online community**

Wide-ranging topics interested GDPUK members recently, ranging from well-illustrated clinical cases with calls for advice, and the changes arriving with the ad-

vent of the Care Quality Commission, to end-of-season football discussions.

The popular conception is that the changes in professional

self regulation are all Shipman related, but the New Labour concept of giving power to the people means that GDC [and medical] decisions of disciplinary hearings, even whilst their panels are

now dominated by lay people, are still reviewed to ensure they are not too lenient. These can be seen as worrying times, and certainly 'interesting'. Despite the public perception of the power of the professions, my view is that whatever the leaders of the profession may want regarding regulation, this is another area where our political masters will do exactly as they wish.

Despite the massive national interest in MPs' expenses claims,

this has had little discussion on GDPUK. Sir Paul Beresford, an MP and a dental practitioner did get a mention in the Daily Telegraph, where they alleged he had been claiming second-home parliamentary expenses on his west London flat, which also contains his dental practice. Even this did not raise much comment, support or derision.

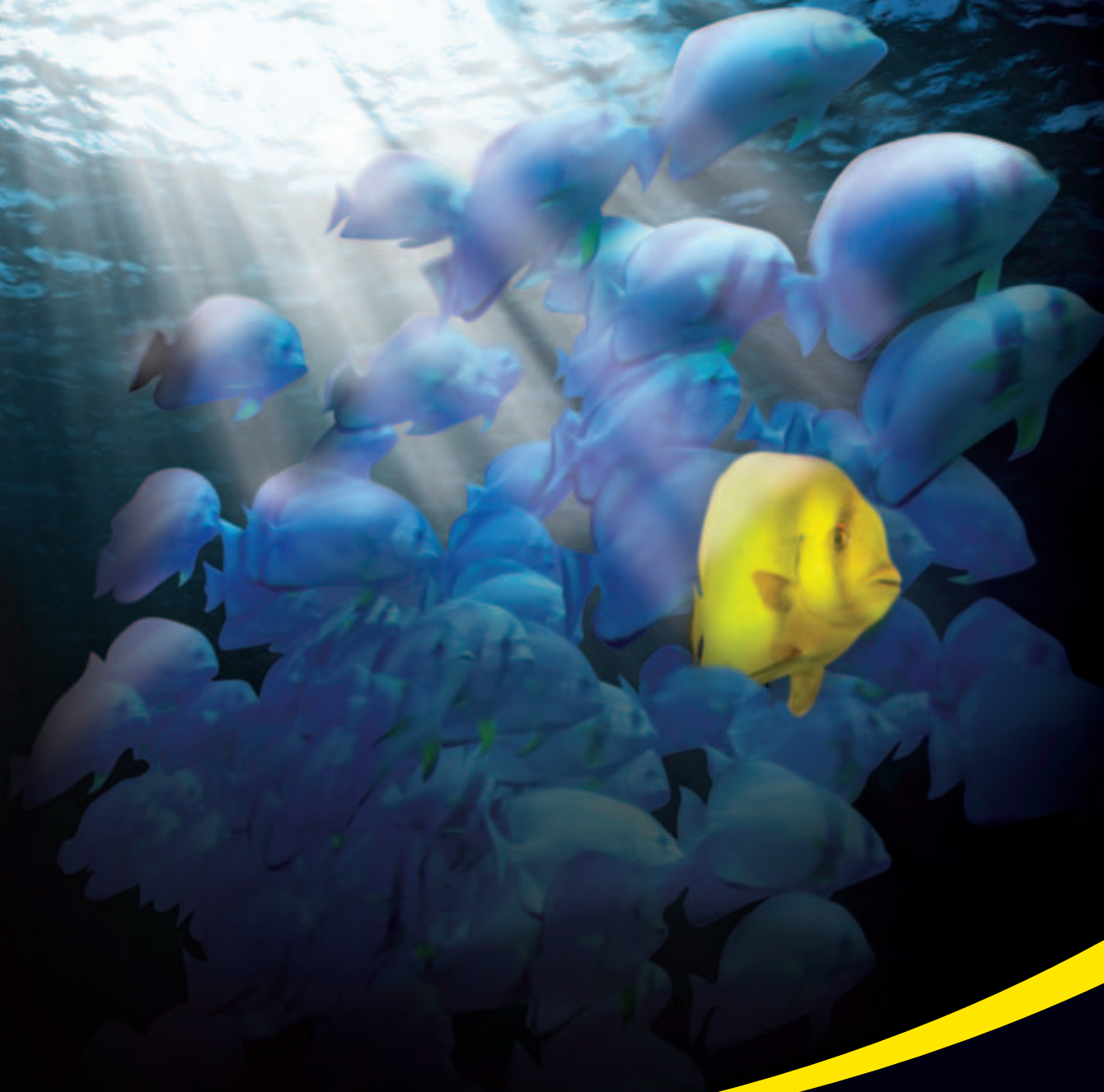
During May, all the Steele roadshows were reviewed as they travelled around the country, and although the report may be published quite quickly, dentists do not feel they can trust politicians to act upon the report, or not to use the report to support the present unloved system.

HTM01-05 was again dissected, and a poll showed that almost 90 per cent of those voting saw it as an unnecessary edict, flawed, especially when new research was published in May showing very low rates of transmission of prion-based disease, and that there are expected to be many fewer cases in future.

A colleague posted a view of a radiograph of an 'ancient' failing implant, and it was identified on the forum as a blade implant, probably placed in the 1960s, as taught by a dentist named Ronald Cullen. There are not thought to be many of these around.

Do you have many, or any patients who cannot abide mint flavour? I suspect we all have, and suggesting a suitable fluoride containing toothpaste for them is difficult. There are a few natural type products but they tend to not contain fluoride, there are children's pastes in varying flavours, and the simpler older Sensodyne pastes, often bland. [DI](#)

## Freedom to stand out from the crowd



### Take control of your future.

Building your brand has never been more important. In these challenging times you need to differentiate to ensure success. Whether you are planning for a future in private practice or already practise privately, we understand you need strong advice, strong support and, most importantly, a strong brand to survive.

This is why our custom-branded dental plans are tailored to run alongside your practice ethos, image and goals. Our team of regional support managers, marketers, expert consultants and business partners will be with you step by step, helping you to build your own unique brand, develop your business and take control of your future.

We'll provide the level of support that's right for you. When it's right for you.

**practiceplan**  
Custom branded dental plans

To find out more call 01691 684135 or visit [www.practiceplan.co.uk](http://www.practiceplan.co.uk)

#### About the author



#### Tony Jacobs,

52 is a GDP in the suburbs of Manchester, in practice with partner Steve Lazarus at 406Dental ([www.406dental.com](http://www.406dental.com)). He has had roles in his LDC, local BDA and with the annual conference of LDCs, and is a local dental adviser for Dental Protection. Nowadays, he concentrates on GDPUK, the web group for UK dentists to discuss their profession online, [www.gdpuk.com](http://www.gdpuk.com). Tony founded this group in 1997 which now has around 7,000 unique visitors per month, who make 35,000 visits and generate more than a million pages on the site per month. Tony is sure GDPUK.com is the liveliest and most topical UK dental website.



## Scotland 'hits a high'

The number of NHS dentists in Scotland has hit a record high, according to new figures.

Statistics show that at the end of March this year, there were 2,739 dentists working in the General Dental Service (GDS) in Scotland - a rise of 6.3 per cent on the previous year and 10.7 per cent since 2007.



Every NHS board in Scotland has seen a rise in the number of dentists with the largest percent-

age rises being in the mainland boards with Forth Valley at 15.8 per cent, Fife at 11.2 per cent and Tayside at 9.4 per cent, while the biggest increases in numbers were in Greater Glasgow and Clyde with 30, Lothian with 26 and Tayside and Forth Valley both with 21.

Minister for Public Health, Shona Robison, said: 'This significant rise of 163 dentists in just a year means Scotland now has a record number of NHS dentists.'

The Scottish Government is determined to reverse the years of neglect in NHS dentistry.

Since taking office in May 2007, we have worked hard to increase the numbers of adults and children registered with a dentist.'

She added: 'We have seen the first students begin their studies at the new Aberdeen Dental School, with their state-of-the-art, £21m building due to open soon on NHS Grampian's Foresterhill site.'

And earlier this year, we announced £82m for new primary care facilities across Scotland, which will see 13 new standalone dental centres built across the country, with two more as part of multi-function health centres.'

The percentage of the Scottish population registered with an NHS GDS dentist at December 31, 2008, was 78.7 per cent for children and 59.3 per cent for adults.

There has been a 10 per cent and 18 per cent increase in the number of registrations for children and adults respectively from December 2007 to December 2008. [DT](#)

## Double murder charge continues

Police have been searching the land and private lake of a Northern Ireland dentist who has been charged with a double murder.

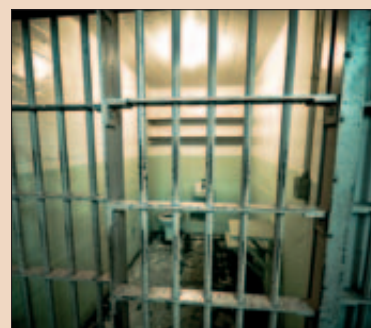
Dr Colin Howell is in custody charged with the murders, 18 years ago, of his wife Lesley and the husband of his former lover. Their bodies were found in a car filled with exhaust fumes and it was thought they had died in a suicide pact.

However police launched a murder investigation earlier this year after interviewing the dentist. Divers have been searching a lake close to the luxury home of Dr Colin Howell near Castlerock,

Co Londonderry. Dr Howell's former lover Hazel Stewart, who later remarried, is also charged with the double murder. Her then husband was Constable Trevor Buchanan.

A police spokesman said: 'Searches are being carried out as part of an ongoing police investigation into serious crime. These searches using specialist resources are concentrated on land and a lake in the grounds of a private house at Castlerock.'

Howell is also being investigated over a series of alleged sex crimes on former patients whom he is said to have drugged and assaulted.



Dr Howell's second wife Kyle, an American, left Northern Ireland to start a new life in the United States with their 10 children, after Dr Howell's arrest.

Dr Howell was one of Ireland's leading implant providers for complex cases and full mouth rehabilitation.

He lectured at Implant conferences in Jordan and tutored final year dental students at Queens University Belfast for Dental Implants. [DT](#)

## Welsh dentist goes remote

A dentist from North Wales, has travelled by boat to the most remote inhabited island in the world, to treat the people living there.

Angus Gordon, of Drumhead House, Finzean in Deeside, has travelled to St Helena in the south Atlantic, to cover for another dentist who is going on holiday. Dr Gordon flew RAF Brize Norton Oxford to Ascension Island, where he spent four days until his ship arrived. From there, he took the Royal Mail Ship St Helena to the island itself.

There is no airport on the island and ship is the only means of getting there. RMS St Helena is almost the sole source of supply of all goods to the island.

Everything has to be carried by ship to the island, from wind turbines to automotive parts, sheep, goats, and Christmas turkeys to furniture, food and paint. Dr Gordon has visited the island, which is a UK territory, before, twice in 2007 doing similar work - the first time for



nearly three months and the second time for two-and-a-half months.

This time he will stay there for two months before returning to the UK in September. He will work at the island's 50-bed hospital, under a health scheme financed by the UK's Department of International Development and managed by the St Helena Government.

He is covering for a South African dentist who is on holiday for two months.

The island has a big diabetes problem that produces a lot of dental health problems and many of the children have major problems as there is a lack of dental hygiene.

'I am looking forward to going back but I wouldn't want to stay there permanently,' said Dr Gordon. [DT](#)

**PRECISION**  
DENTAL PRODUCTS LTD

**Excellent Quality  
Excellent Value**  
*...Why compromise*

**Hydrophilic  
A-Silicone Fast Set Putty**



**Hydrophilic Impression Material**

**from £25.50** per pack (base + catalyst)

- Super hydrophilic, thixotropic - NO SLUMPING
- Convenient handling and easy to mix
- Exceptional dimensional stability
- Ample working time yet reduced setting time
- Soft on insertion in the mouth for greater patient comfort
- Easily removed from the mouth with optimum elastic recovery
- Excellent storage stability
- For best results use with Uposil Wash material



**FORTIS™**  
**RESTORATIVE MATERIALS**



**Flouride-releasing Light-cure  
Universal Microhybrid Composite**  
**only £12.50** per 4g syringe

**NSK**

**VOCO**

**3M ESPE**

**coltène**

**whaledent**

**SAVE £££s!**

**Order online**

**www.precisiondental.co.uk**  
**Tel: 020 8236 0606** **020 8236 0070**



All trade marks acknowledged. Offers subject to availability. Not valid with any other offers, price match or special pricing arrangements. All prices exclude VAT. Offer valid until 31st August 2009. Terms and conditions apply. E. & O.E.



# “Whatever you need... whenever you want it.”

**Every Dentist tries to forward plan for their patients needs but on occasion's unexpected or uncommon treatments and products are required, and when items need replacing, you require an accurate and prompt service. No matter how unusual or specialised the item, The Dental Directory's customer service team will simply ask “How many do you need?” and “How about tomorrow for free delivery?”**

**T**he Dental Directory is the industry's premier one-stop-shop, a true dental hypermarket carrying an immense range of products for GDPs. During a typical working day nearly 150,000 items, from state of the art x-ray imaging equipment to routine re-orders for gloves or disinfectant, leave the warehouse for free next day delivery to practices nationwide.

The Dental Directory is unmatched in its commitment to personalised customer service, which has made it the automatic, no-fuss first choice supplier for so many practices today. With a dedicated and highly trained sales team responding to an estimated 1500 calls a day, whenever a dental professional calls The Dental Directory they reach an experienced customer service team member, well-versed in the ways and means of front line dentistry.

The Dental Directory also

has a nationwide team of dedicated field based representatives that are industry trained and understand the demands of dentistry. Unlike many other companies whose sales teams are paid commission and therefore tempted to overstock practices, The Dental Directory operates a territorially based, salaried sales team who constantly liaise with practices within their areas to ascertain their needs. This ensures that an independent approach is taken, alternative products are offered that will save the practice money. Steve Brown, The Dental Directory Sales Manager comments, “We form very close relationships with the practices and people we work with and trust is important in the current economic climate,”

Steve continues “We are non-commissioned and work really hard to ensure that practices have minimum stock and the lowest possible expenditure on their dental products. We are always on hand to help



with product audits, to revise what products are being utilised by your dental team. We make sure that our customers have all the information about new or alternative products so they can choose the best for their practice and budgets without compromising on quality”.

The field based team is supported by a strong team of experienced professionals many of whom have been with the The Dental Directory for over 20 years. This ensures you receive an unrivalled service and an excellent understanding of dentistry and dental products. Sally Slater, The Dental Directory's Retail Sales Manager says ‘Many of my team come from a dental background and this knowledge is invaluable to our customers, often saving them time as there is no







The Dental Directory knows that customer confidence is the key to its resounding success, and stringently monitors performance, regularly achieving a 99.8% success rate in completed orders delivered accurately and on time. It is little wonder with statistics like this that The Dental Directory is the trusted UK dental dealer of choice.

The Dental Directory has earned the trust of dental professionals and achieved the leading position in the dental supply sector through its four-decade

need for frustrating explanations or for us to identify the required product. We will know what product they need first time'

On the rare occasions when a requested product is out of stock, unavailable or discontinued, a representative will offer a range of alternatives in a choice of brands, sizes, or even different colours. The Dental Directory prides itself on always having a solution on the shelf, whatever the problem may be.

Providing excellent value and an efficient ordering process are vital factors in the success of The Dental Directory. With retail dentistry remaining a competitive market even in the current economic climate, The Dental Directory customers are assured cost effective solutions with around 2,000 product promotions each month, information on several brand alternatives and an outstanding loyalty system.

In many practices, storage space is at a premium and regular re-ordering is a fact of life. The Dental Directory computer system retains account data including the customer's order history for the previous year. This is a reliable prompt for busy clinicians focusing on patient care,

and provides complete peace of mind when ordering is delegated to support staff, new team members or locums who may be unfamiliar with the practice's regular requirements.

The Dental Directory delivery system is equally impressive and professional. All orders received before 5pm are picked, packed and made ready for free next day delivery. A bespoke delivery system is also offered enabling the practice to specify convenient dates and times (between 8am through to 6pm) to receive their goods. This service attracts no additional charge and there is no minimum order requirement. Your telephoned request is transferred to the warehouse for collation and dispatch even as you are hanging up the phone.

The Dental Directory has a well-earned reputation for reliability and individually tailored customer service; with over almost 40 years of supplying and supporting dental practices across the UK, the team is exceptionally proud of the company's position as the market leader.

The Dental Directory's speed of delivery is ideal for resolving clinical emergencies within the practice,



and its vast inventory of products ensures that it has the answer to every supply problem. Medication and drugs for every contingency is

stocked, and the warehouse includes cold storage facilities to safeguard temperature-sensitive products from temporal decay.

commitment to customer service. Under today's vigorous management team this policy is set to continue as the company expands.

The Dental Directory is determined to keep pace and remains committed to supplying the needs of every type of dental practice both today and into the future.

**For more information  
speak to your  
Dental Directory  
Representative or call  
0800 585 586 or visit  
us online at  
[dental-directory.co.uk](http://dental-directory.co.uk)**