

DENTAL TRIBUNE

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News in Brief

It's a knockout!

It has been estimated by the National Youth Sports Safety Foundation that three million teeth will be lost due to sporting accidents this year. The numbers highlight the importance of wearing a mouth guard whilst playing certain sports for both children and adults and it was further suggested that for children who still have their baby teeth guards that can be boiled and moulded would be the best protection. The report also gave patients a number of steps they should follow if they do lose a tooth; the steps included visiting a dentist as soon as possible (within 30 minutes); not to touch the root as it can be easily damaged; rinse the tooth in milk if it is dirty and if you are unable to hold the tooth in its socket to put it in a glass of milk to feed the tooth nutrients.

Groupon ban

Groupon coupons have been banned by The Oregon Board of Dentistry, US, after dentists claimed they ran afoul of the "no commissions" rule. It has also been reported that the state's Board of Chiropractic Examiners has also banned Groupons; this decision came after a considerable amount of time was spent debating the issue. The issue came to light after a Groupon voucher offered dental treatment that was worth \$520 for \$49; the Oregon Board of Dentistry swiftly issued a statement claiming that the voucher possibly violated the 'unprofessional conduct rule'.

A mouthful

A publishing deal on a dental book has recently been signed by John Lhota, DMD of Central Park West Dentistry and a group of leading dental professionals from across the nation. The forthcoming book titled, *More Than A Mouthful*, will feature top advice and the discuss in detail the role of a healthy mouth in relation to the body. Nick Nanton, Esq, along with business partner, JW Dicks, Esq, recently signed a publishing deal with each of these authors to contribute to the book, which will be released under their CelebrityPress(TM) imprint. Dr Lhota is a graduate of the University of Pennsylvania School of Dental Medicine and attended a six-year accelerated program for dentistry in conjunction with Rensselaer Polytechnic Institute, which enabled him to obtain his BS in Biology (minor in Literature) and his DMD dental degree.

www.dental-tribune.co.uk

News



A perfect purchase
The BDA brings home *The Dentist*

▶ page 2

Social Media



Online Marketing
Rita Zamora discusses cost effective marketing tools

▶ pages 18-20

Clinical



Are you hesitant?
Dr Kim discusses mandibular incisor implant

▶ pages 22-26

Events



Celebrating in style
The AOG to celebrate 50th Anniversary

▶ pages 27-30

Fanfare for official nnGDS pilot launch

Health Secretary hails 'commitment to promoting good oral health' as pilots officially launch

The Department of Health has announced that 68 dental practices across England are to officially begin a trial of three new contractual models. The pilots are intended to lead to the development of a new, outcomes-focused contract that the government hopes will encourage a more preventive approach to care.

The pilots have come about after the wave of criticism against the current contract. The profession has consistently said that the current contract leaves dentists concentrating on activity with no specific rewards for high quality care or for delivering prevention; however, these new pilot practices will test changes that will see dentists paid for the number of patients they care for and the health results, rather than the number of courses of treatment dentists perform.

The new trials will look at ways of increasing patient access and promoting preventative dental treatments like fluoride varnish.

Health Secretary Andrew Lansley said: "The Government believes dentists should get paid for the quality of treatment they provide rather than simply for the number of treatments. This is not only better for patients, but also a better use of NHS resources.

"The pilot sites will test different ways of putting this approach into practice. What we learn from this process will inform the new contract."

Professor Jimmy Steele, who is a member of the National Steering Group that developed the pilot proposals, said: "It is vital that any further changes to dental contracting are piloted prior to the introduction of a new dental contract. It is heartening to see the profession engaging so positively in the pilot process.

"Oral health has improved but the risks of decay and gum disease is still high for many people. It is now time to focus attention on achieving healthy mouths as our outcome and not just volumes of treatment provided."

The BDA believe that the launch of pilots signals a positive step forward for dentists and patients. Dr John Milne, Chair of the BDA's General Dental Practice Committee, said: "The dental contract introduced in England in 2006 has been bad for patients and dentists alike. Based on an untried and untested system of Units of Dental Activity, it has put targets ahead of health, when health should be the target. In taking that approach it has failed to promote the modern, preventive approach to care that dentists want to provide and which patients would benefit from.

"In the run-up to the 2010 General Election I made a plea for Professor Steele's report not to become a political football and encouraged dentists to engage with politicians to encourage whoever won the election to see the reform process

through. It is a tribute to the lobbying of the profession that Steele's principles have transcended a change of Government and have now reached the stage where pilots are being officially launched.

"This announcement is a positive step and the pilots must now be given the time they need to pro-

duce meaningful results and a clear direction for any final arrangements. It is also important that Government continues to engage with the BDA as reform progresses and new NHS structures are developed. The General Dental Practice Committee will continue its policy of vigilant engagement as the process moves forward." **DT**

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BDA Museum brings home *The Dentist*



The Dentist, (pictured), by renowned portrait artist, Sir John Lavery, has been purchased by the British Dental Association's (BDA) Museum, the UK's only museum dedicated exclusively to dentistry. Painted in 1929, it features dentist Conrad Ackner in situ treating his patient, the artist's wife, Lady Lavery.

The work is considered to be significant both in dental and art history terms, being the only known accurate depiction of the early 20th century dentist in a surgery, and by one of the leading portrait painters of the time. The painting is set in Ackner's Welbeck Street practice in London and reveals aspects of the clinical environment including an early x-ray machine and headlamp, examples of which are already held by the BDA Museum.

An appeal for help in rais-

ing the £60,000 required for the purchase saw donations flood in from individuals and BDA branches whilst both the MLA/V&A Purchase Grant Fund and the Art Fund, the national fundraising charity for works of art, awarded grants.

The painting itself will go on permanent display and is expected to be the highlight of guided tours, and will be featured during events and as part of the museum's programme for schools.

To celebrate the purchase, the museum is staging a temporary exhibition telling the story behind the painting, the artist and the dentist. Featuring examples of objects depicted in the painting, it also includes a scrap book compiled by Ackner's staff, which records the King of Norway and Marlene Dietrich amongst his patients and gives a fascinating insight into the

everyday life of the surgery.

Head of BDA Museum Services, Jason Finch, said: "The opportunity to purchase this unique painting was too good to miss and we are grateful to all our supporters in helping us bring it to its rightful home, particularly in these financially challenging times. Not only is the work historically significant, it also provides us with an unique insight into the practice of dentistry in the 1920s. The portrait depicts a dentist who used the most up-to-date equipment of his time, and who also pioneered the use of x-rays in dentistry."

Stephen Deuchar, Director of the Art Fund, said: "It is a great pleasure to have been able to assist with the purchase of this painting for the British Dental Association's museum. It is a wonderful study with some fascinating detail about cutting edge dentistry at the time." **DT**

Is this the cure for dental phobia?

People with severe dental phobia may be able to overcome their anxieties with a single session of Cognitive Behavioural Therapy (CBT), research published in the latest issue of the *British Dental Journal* (BDJ) suggests.

The authors of the study,



New treatment could be a great relief for dentists and patients

based on an initial pilot of 60 patients who relied on having intravenous sedation before they could undergo dental treatment, concluded that the benefits were of such significance that they advise dental providers to implement this approach now rather than wait to pursue further research. They point out that patients benefit from

not being exposed to the health risks associated with repeated intravenous sedation; and this approach saves money for the NHS.

The initial cohort of 60 patients had all attended a specialist dental clinic in Sheffield for people with severe dental phobia. Half the group were offered CBT, with 21 patients accepting the treatment. Twenty of these went on to have dental treatment without having to be sedated. An audit of these patients a decade later found that of the 19 patients located who had had CBT, none had returned to sedation in the intervening 10-year period.

The benefits of having CBT for severe dental phobia appear to endure over time, the authors of *A joint approach to treating*

dental phobia: A re-evaluation of a collaboration between community dental services and specialist psychotherapy services 10 years on, conclude.

The latest 10-yearly survey on adult dental health published earlier this year by the NHS Information Centre suggests that as many as 12 per cent of people may experience extreme dental anxiety.

Professor Damien Walmsley, the BDA's scientific adviser, said: "Dental phobia is a serious problem because it deters some people from ever going to the dentist, except when they are in severe pain. At this stage, they may require more invasive treatment than might be the case if they went to the dentist regu-

larly. Sadly, this cycle of anxiety, non-attendance and pain is often repeated in the children of those with dental phobia, perpetuating the problem and feeding another generation of oral health problems.

"CBT is one of a range of techniques that can be used to make the experience comfortable for patients who feel especially anxious about having dental treatment, and the results of this study look promising for those who experience severe dental phobia. "All dentists are highly-skilled, caring health professionals who are trained to put patients at ease. Many also undertake additional training in techniques, such as hypnosis, and acupuncture, and of course, CBT." **DT**

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Tony carries the torch for BDA

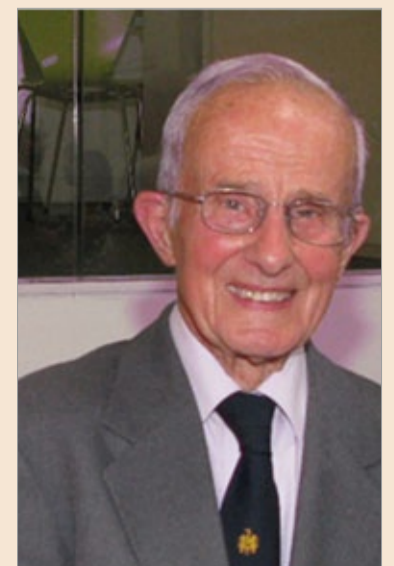
The BDA Benevolent Fund, a charity dedicated to helping dentists and their families in times of need, has an extra reason to be proud this year. 62 years after winning a bronze medal in the Empire Games, 91 year old Vice President Tony Chivers, (pictured), hopes to take part in the 2012 Olympic Games!

The Benevolent Fund has nominated Tony, who was its Chairman from 1986-95, as a Torchbearer for next year's Olympics. He has been successful in making it through to the re-

gional selection stage.

After serving his country as an RAF pilot during the War, he went on to have his own practice in Hampshire. In 1996 he was awarded the MBE for his services to dentistry. He is still actively involved in local athletics and continues to raise money for charity.

The Benevolent Fund believes that he embodies the positive spirit of the Olympics and wishes Tony every success in his Olympic bid! **DT**



Editorial comment

As I write I am gearing up for the highlight of the sporting calendar this year... The Rugby World Cup! As this arrives the first round of matches will already have been completed, with England facing Argentina in their first game; Scot-

land take on Romania; Ireland v USA and finally Wales take on World Champions South Africa.

Whether or not I arrive into work on the Monday having had a good weekend or a bad one will rest on the shoulders of Messer's Johnson, Tindall, Wilkinson et al; and with a slight nod to dentistry, I hope the interest generated by

the competition (ending on October 23) sees more people going to their dentists to enquire about custom fit mouthguards as they take up arguably the best sport in the world (OK, I know I'm biased...).

And for the record, my heart says England, my head says Australia...

Speaking of mouthguards, it is good to see such high profile play-

ers such as Ugo Monye and Danny Care lending their support to the Prostate Cancer Charity by modelling mouthguards promoting awareness of the condition. This form of cancer is the most common for men, with 37,000 men diagnosed in the UK every year. For more information, read the story on this page or go to www.prostate-cancer.org.uk.

Do you have an opinion or something to say on any Dental Tribune UK article? Or would you like to write your own opinion for our guest comment page?

If so don't hesitate to write to: The Editor, Dental Tribune UK Ltd, 4th Floor, Treasure House, 19-21 Hatton Garden, London, EC1 8BA

Or email: lisa@dentaltribuneuk.com

Players kick prostate cancer

As the rugby season kicks off, Premiership rugby players including Ugo Monye, Danny Care and Tim Payne are backing a new campaign to raise awareness of prostate cancer this season.

Prostate cancer will be one cause that's close to the player's mouths, as well as their hearts, when they don 'The Blue' – a custom fit mouthguard, which for the first time will display The Prostate Cancer Charity's distinctive blue man logo, instead of the traditional white club mouthguards.

The initiative, launched in association with mouthguard manufacturer OPRO, was unveiled on 3 September, when the 2011/12 AVIVA Premiership season officially kicked off at Twickenham. The London double header saw Saracens take on Wasps and London Irish up against Harlequins.


Ugo Monye, who plays for Harlequins said: "Blokes spend so much time on going to the gym and looking good but we don't always pay such close attention to our health. With an issue like prostate cancer, which if caught early can be treated successfully, it is really important that we do keep an eye on things."

Ugo added: "I didn't know that African Caribbean men are three times more likely to develop the disease than white men – it really is something that we need to think about."

Custom fit and OPROshield self-fit versions are available for pre-order from <http://www.prostate-cancer.org.uk/theblue> The custom fit mouthguard will retail at between £51.45 and £59.95, the self-fit version costs £19.99, with £1 from every OPROshield and £6 from every customfit mouthguard donated to The Prostate Cancer Charity. [D](#)


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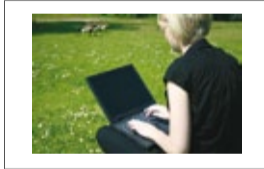

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Bolton dentist to climb Kilimanjaro for charity

Bolton dentist Jatin Gupta, 32, (pictured), who works at In-store Dental's Bolton practice is climbing the highest mountain in Africa next month to raise money for charity. Jatin hopes to raise £2,000 for the National Society for Phenylketonuria (PKU) as he climbs the 5,895-metre or 19,340-foot Mount Kilimanjaro in Tanzania over a six-day trek starting on 8th September.

PKU is a rare inherited disorder where sufferers struggle to absorb protein in their bodies and have to follow a special, low protein diet; otherwise they can face serious health issues including

brain damage.

Said Jatin: "I was initially undecided about which charity to adopt for the trek, but during a conversation with friend and colleague Dr Lance Knight, he mentioned that his son, Will aged two, had PKU.

"After looking into PKU, I saw the severity and lifelong implications of the disorder for its sufferers, and coupled with a lack of awareness about PKU amongst the public, I decided to choose the NSPKU for my charity."

Jatin, who is also currently



studying for a master's degree in dental implantology at Salford University, in his spare time, went on: "I have been preparing for the trek over the last few months by climbing the Three Peaks: Scafell, Snowdon and Ben Nevis.

"I am told that the biggest challenge on the trek will be altitude sickness which most people struggle with on day 3 or 4 and then on the final day when we climb the last 1,200 metres to the summit.

"We are scheduled to reach the summit on 12th September and then climb back down to base camp on 13th September. Despite the possibility of altitude sickness, I am viewing the trek as a personal challenge and I hope that I can reach the summit and hit the target I have set for the charity."

People can donate online at <http://www.justgiving.com/Jatin-Gupta1> DT

Case presentation success

Raaheel Malik, 2010 graduate dental student and Senior Health Officer in the Department of Oral Surgery and Restorative at the Dental Institute, has won the London Deanery's Ruby Austin Prize for the best case presentation by a VT student.

The Ruby Austin Prize is a prestigious award given to a graduate dentist completing their vocational training year within the London Deanery. Competitions were held within local schemes and the winners of these were entered into the final. This year's final was held at Charing Cross Hospital on 1 July and took place in front of more than 160 dentists. Sona Bavisha, Sally El-boghdadly, Nadia Jubbawy, Nick Cooper, Beshandeep Sehra and Sunil Kaura, also former students of the Dental Institute graduating in 2010, were among the nine finalists. Sunil Kaura was awarded the third prize.

The finalists presented a case

they had undertaken in their respected practices during the VT year and was followed by a questions and answers session. Judged by Mr RaJ RajaRayan OBE, Associate Dean for Primary Care at the Dental Deanery, and Dr Lyndon Cabot, Director of Admissions at the Dental Institute, marks were given for complexity of case, dental knowledge and its clinical application, treatment planning and its application, patient management and presentation skills.

Raaheel's case presentation was titled The rehabilitation and restoration of a dentally naive patient. The patient was a 23-year-old male who had neglected his dentition for several years and had little dental awareness and knowledge.

As Raaheel explained: "He attended with poor oral hygiene, several broken down teeth and caries affecting most of his dentition. The causation of caries was four litres of Coca-Cola daily as well as four

cans of red bull. The challenge was to increase his dental awareness and motivate him to change his oral hygiene and dietary habits. The treatment was phased and initially the aim was to address the acute symptoms, followed by a strict preventative regime. The aim was then to control primary disease within a stabilisation phase. Once stabilisation had been achieved, oral hygiene and diet improved the definitive stage was undertaken. This involved extensive composite work especially in the anterior regions and eventually replacement of his missing teeth.

"The overall quality of life for this young patient was improved. He is now able to eat comfortably and no longer embarrassed to smile thus achieving, preventative, functional and aesthetic outcomes."

Last year Raaheel won first prize in the Dentsply Ceram.X Case Contest 2009/10 for the UK. DT

ESCD Predicts Best Meeting Ever!

Members of the European Society of Cosmetic Dentistry are getting very excited! With only weeks to go before the 2011 Annual Meeting in Dubrovnik they're excited about seeing stars of international dentistry such as Nasser Barghi as well as stars of UK dentistry such as Tif Qreshi and Bob Khanna,

Yes, they're also excited about

ESCD's legendary social events; this year including dinner in a romantic mediaeval castle and a party on the beach!

After a cold, dull British summer a few days in the warm Croatian sunshine really can't be beaten! Combine this with World-Class dental education at the stunningly low price of less than £400 for two full days of excellent lectures and semi-

nars and you can see why ESCD members are feeling so good!

There's still time to book whether you're a member or not! The meeting is being held on September 30th/October 1st. Go to www.esconline.eu for more details or contact Philip-lewis@btconnect.com

Do something amazing this Autumn! See you there! DT

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Query your clawback!

Some dentists may be tempted to return the exact amount of clawback demanded by their Primary Care Trust (PCT). Clawback is the process undertaken by PCTs when dentists have not performed the number of Units of Dental Activity in their contract. But NASDAL member Johnny Minford strongly advises all dentists to check before they pay.

Johnny estimates that clawback will have affected many dentists who have underperformed against their NHS contracts over the last few years,

often for reasons outside their control. Very often, he explains, amounts of money owed will accumulate from one year to another, the running balance being carried forward over several years.

He said: "We are experiencing a number of cases where these rolling clawbacks are being miscalculated this year – and not generally in the dentist's favour.

"It seems that the problems are arising due to the re-forming of the PCT areas, and occur when individual files are

not transferred in their entirety from one location to another. Clawback payments which you may already have made, or negotiated away, are therefore being left out of the equation, with the result that the total clawback now being requested may be more than it should be."

He continued: "Many dentists still have blind faith in the data produced by the PCT and pay up, but in some cases such as this, this faith is not always well-founded. There's nothing sinister going on – just incomplete information – but it will be you, the dentist, who will pay." **DT**

Bizarre stripping case

A bizarre case that had dentists mystified has finally been uncovered by a group of specialists and faculty members from the New York University (NYU) College of Dentistry.

The case concerned a 52-year-old male patient, who, during the course of five months had lost nearly all the enamel on his teeth. According to reports the patient rapidly had lost the enamel on his teeth, and had dark staining and severe tooth sensitivity.

In 2010, after consultations with dentists and physicians had failed to bring answers, he was referred to the faculty practice at

NYU. After being seen by an oral pathologist, the patient was seen by Dr Leila Jahangiri, who along with her team, not only observed the lack of enamel, but also the loss of tooth structure, which had resulted in diastemata. However, what baffled the specialists was that the patient was not suffering from any form of dental decay and there were no changes in the periodontal ligament.

The source of the erosion reportedly sparked a series of debates; dentists pointed to the idea that the patient was half way through veneer treatment, whilst some suggested he was suffering from bulimia. Every possible angle was investigated, however the

cause could not be found.

Dr Leila Jahangiri and her team were baffled, and eventually she recorded the patient's history to try and find a cause. Eventually, the source of the problem was uncovered; the cause of the enamel erosion was due to an improperly maintained swimming pool!

After a series of questions and testing, it was discovered that the patient's pool was the problem; the lack of professional maintenance had resulted in the pool's acidity level reading at well below the recommended pH level of between 7.2 and 7.8. The bizarre case is to be published in the September 2011 Journal of Prosthetic Dentistry. **DT**

Appy days for toothbrushing

Apps on tooth brushing have been springing up all over the App store; many of them are simply two minute timers, whilst others are more elaborate, with tips on brushing techniques. However, a new app has upped the stakes and seems several steps ahead of the rest.

Ryan Newsome has created the Toothbrush Timer, an app that claims to be an aid in proper teeth brushing practices. Unlike the other tooth brushing apps, which tend to concentrate on the two minute detail of teeth cleaning,

this app is different; the built-in timer counts down the 12 phases of brushing your teeth and sounds a signal when the user should change phase. There are also graphics displaying which area of teeth the user should be brushing!

Another unique feature was the inclusion of a calendar function that allows the user to enter the last time they had a dental appointment and when they purchased their toothbrush; at the end of each tooth cleaning session a reminder is given to the user, in-

forming them of how long it's been since they changed their toothbrush and when they last visited their dentist.

The app also provides the user with toothbrush tips, such as how to brush, when it's best to replace a toothbrush and how to achieve better breath!

With its friendly to use layout and fun, easy to distinguish-graphics, it is a great app it's not surprising that the app has received a 4+ rating on the App store so far! **DT**

Tooth infection kills single dad

The relationship between oral health and the rest of the body was put into perspective recently after 24-year-old single dad Kyle Willis died after developing a tooth infection.

Reports stated that Kyle suffered from an infected wisdom tooth and the course of treatment was to have the tooth extracted; however, for the procedure to be

carried out Kyle had to buy antibiotics and pain medication and according to reports he could only afford the pain medication.

After finding himself unable to pay for the antibiotics treatment, the single unemployed father from the US developed a brain infection. After suffering from severe headaches and a swollen face, Kyle reportedly

went to an emergency room, where it discovered that he had developed an infection in his brain. Kyle leaves behind his six year-old daughter.

The tragic story highlights the vital importance of maintaining oral health. The report, which comes from WLWT, Cincinnati, stated Willis was out of work and had no health insurance. **DT**

Sweet study for sugar lovers

A scientific study¹, conducted at the Leeds Dental Institute, has shown there to be no significant difference in the enamel demineralising effects of intrinsic sugars (those contained within foods) and 'free' or extrinsic sugars (those added in food manufacturing and found in fruit juice and honey).

The study, by A I Issa, K J Toumba, A J Preston, M S Duggal, was performed using an Intra-oral Cariogenicity Test – a device placed in the mouth to test how conducive substances are to promoting dental caries – to compare the effect on enamel demineralisation of fruits and vegetables, consumed either whole or in a juiced form.

The findings contradict a long-held belief in the UK that intrinsic sugars contained in whole fruits, for example, are 'safer for teeth' than extrinsic sugars found in fruit juices.

Earlier reports from both the Committee on Medical Aspects of Foods Policy (COMA) 1991², and the World Health Organisation (WHO) 2004³, have recommended limiting the consumption of extrinsic sugars in favour of intrinsic sugars, which were seen to present less of a risk to dental health. However, in 2007 a joint report from the Food and Agriculture Organisation (FAO) and WHO⁴, provided a scientific update on carbohydrates in human nutrition and referred to 'total sugars' as the most useful term when describing dietary sugars, suggesting a change in direction from previous thinking.

The study was conducted among ten healthy adults, who had normal salivary function. Each subject wore a removable appliance attached to the teeth of their lower jaw, which carried pre-demineralised human enamel slabs. They each consumed one of the test foods, seven times each day, for ten days. They were instructed to brush their teeth twice a day,


using fluoride-free toothpaste, while the appliances were out of the mouth.

Test foods were whole or juiced apples, oranges, grapes, carrots, and tomatoes – juices were extracted from the same batch of fresh produce consumed as whole fruits. Raisins

were also included in the study. The study showed significant net demineralisation when the subjects consumed each of the test foods, containing either extrinsic or intrinsic sugars: tomato, tomato juice, apple, apple juice, orange, orange juice, carrot, carrot juice, grape, grape juice, and raisins.

Professor Monty Duggal, co-author of the study, said: "The results of the research show that eating fruits and vegetables as 'whole' foodstuffs may cause similar demineralisation in enamel to when they are consumed as a juice, when frequently consumed by people who are not using

fluoride toothpaste".

"The results will be extremely useful in helping to provide evidence for accurate health advice for patients. The findings are particularly significant for 'at risk' patients, usually those not brushing regularly with fluoride toothpaste, and especially children who can be less than diligent in this regard." 

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Trust The Dental Directory for Surgery Planning

It seems that these days the old adage ‘the customer is always right’ is becoming obsolete, as many businesses sacrifice customer service for the sake of budget cuts. However, at The Dental Directory customer service

is still the number one priority and it is this attitude to personalised care that has earned the company a reputation for excellence and over 50% of the current market share in Dental Supplies.

It is not just this area that the company excels in, for The Dental Directory also provides a first class equipment service for surgery planning and supply. Here Shilpa Chitnis, of Dental Concepts in Hampshire tells us about her experiences of working with The Dental Directory on their recent surgery project.

“During the time I was an associate, the practice I was at used The Dental Directory so I have been dealing with the company for over six years. I now own Dental Concepts and, after my previous experiences, was only too pleased to continue the association. I have worked with The Dental Directory as a practice owner for around ten months now.”

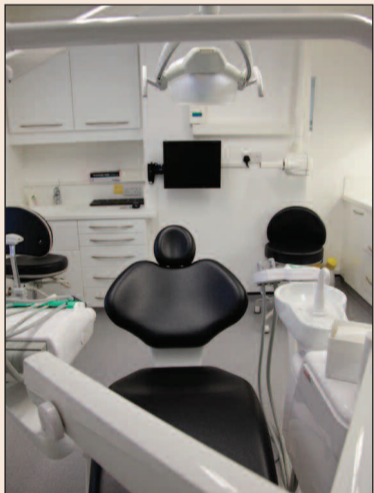
Shilpa recently undertook a refurbishment of the practice after taking over as owner and utilised the services of The Dental Directory in both an advisory and supply

capacity. After extensive consultation, The Dental Directory supplied Shilpa with a new state-of-the-art Anthos surgery and the latest equipment and Modwood cabinetry for her decontamination room. When making such large purchases, it was important to Shilpa that she dealt with a reputable and efficient company.

“I was dealing with three or four companies at once during the refurbishment so the whole thing was rather complicated, but throughout it all my Dental Directory Equipment Consultant,

Martin Gregory, was fantastic and made the process so much easier. The Dental Directory offered good prices on all the items I needed but to be perfectly honest I have stayed with this company not for the prices, but for the service. The customer care I receive is outstanding and that alone is worth its weight in gold! If ever I need something or have a question, my phone calls are answered within three rings, my messages receive an immediate response and any information or brochures requested are received within 24 hours by email, fax or post. The response time is exemplary, which is of particular benefit to me as a practice owner as I have dealt with companies in the past that take three days to get back on my queries and often don’t have any answers when they do. The Dental Directory has obviously realised that going the extra mile for its clients makes good business sense as it ensures customer loyalty.”

Even if Shilpa requires something outside of The Dental Directory’s remit, she can still rely on her Equipment Consultant to help her with this and any other queries.



“The customer care I receive is outstanding and that alone is worth its weight in gold!”

“...The refurbishment was a big job and the equipment was a massive investment but I really came to trust Martin as he was always honest and always on the end of the phone when I needed him.”



“Martin liaises with other companies and arranges for their representatives to call me, which really takes the hassle out of dealing with a new business. The refurbishment was a big job and the equipment was a massive investment but I really came to trust Martin as he was always honest and always on the end of the phone when I needed him. I know that The Dental Directory team will continue to provide top notch aftercare on all the equipment I’ve purchased from them.”

The Dental Directory only ever offers impartial and honest advice on the vast equipment range they offer – and not being tied to any one manufacturer means customers are advised on the solution that’s right for them – as Shilpa experienced first hand.

“When I was choosing equipment for the surgery the most important thing The Dental Directory did for me was listen. Martin really listened to everything I had to say and took note of all my

requirements. He even spent two hours discussing the project with me one evening after practice hours, when many of the companies I had previously spoken to refused to come out after 5pm. It was a great relief knowing the The Dental Directory was willing to work to my schedule and that there was someone there to guide me every step of the way.”

The Dental Directory offers a full equipment service from installation to aftercare with in house specialists on hand to answer any questions. Mohammed Latif, is the resident digital imaging expert with over 15 years in this field. Shilpa was extremely happy with every aspect of the service she received and to know expert help was always on hand.

“Martin went through the specifications of every piece of equipment I ordered with me before it arrived and then made sure I had the contact details for the company’s digital imaging expert,

Mohammed Latif, in case I had any more questions. Everything was delivered and installed on time with absolutely no problems. In fact, The Dental Directory was the only company that managed to keep to schedule! I would recommend The Dental Directory to my colleagues for so many reasons but the main thing I would like to emphasise is the company’s attitude to customer care. The service provided by The Dental Directory as a whole, and by Martin Gregory in particular, has been

outstanding. The refurbishment was very recent but already the aftercare I’ve received has been excellent. Ask me again in six months time and I’m certain the answer will be the same. I spoke to Martin over thirty times before making any decisions about the equipment I wanted and he was endlessly patient! He never pushed me to buy anything and he never had any guarantee that I would even go through with the purchase, yet was still there for me at every turn. I will continue to

work with The Dental Directory on both large and small orders because I firmly believe that they will endeavour to do their best for me and my practice.”

Come and see our extensive range of Surgery Equipment at the 2011 Dental Showcase Stands B02 & B03

Alternatively please call free on 0800 585 585 or visit www.dental-directory.co.uk

