

# SHOW TRIBUNE

— The World's Event Newspaper · United Kingdom Edition —

PUBLISHED IN LONDON

www.dental-tribune.co.uk

VOL. 12, No. 1

**PHILIPS**  
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## HIVE OF TECHNICAL INNOVATION

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## "FROM A PATIENT TO A FAN"

W&H Marketing Director Anita Thallinger talks about the background, objectives and challenges of the company's new image campaign.

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Micro-Apical Placement (MAP) System from Produits Dentaires offers different application points for every clinical situation.

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# Dentistry's top innovators and thinkers to gather in Birmingham

National Exhibition Centre invites professionals to inaugural British Dental Conference and Dentistry Show

By DTI

**BIRMINGHAM, UK:** Almost a year ago, the organisers of two of the largest dental events in the UK, the British Dental Association (BDA) and CloserStill Media, announced their collaboration for a new show in 2018. Now, the first British Dental Conference and Dentistry Show 2018 is finally set to be held from 18-19 May at the National Exhibition Centre in Birmingham. According to both organisations, it will deliver two days packed full of first-class education, verifiable CPD, extensive networking and product discovery.

The event will also present an exceptional line-up of speakers at the BDA Theatre, who will share their top tips on managing challenging issues in primary care. Among the headline acts will be Didier Dietschi, a senior lecturer at the University of Geneva, private practitioner, and renowned internationally for his experience and expertise. In the BDA Theatre, he will discuss the interceptive treatment of tooth



wear using no-prep or minimally invasive techniques, and also how free-hand bonding can be used effectively in complex clinical situations.

Expert in paediatric dentistry, Siobhan Barry (University of Manchester) will highlight behaviour

management techniques to facilitate the examination and treatment of the child patient, while consultant oral and maxillofacial surgeon, Mark Singh, will advise general dental practitioners (GDPs) on how to follow up the care of patients after they have been treated for oral cancer.

Koray Feran (clinical director of the London Centre for Implant and Aesthetic Dentistry) will share his thoughts on how to look after patients, who present with implants they have been placed elsewhere. He will discuss the current types of dental implants and the attention and remedial work these require over time.

Charlotte Stilwell, specialist prosthodontist, will highlight the dental challenges presented by older patients and strategies to deliver them effective dental care.

Dr Stilwell will be one of many world-class speakers in the BDA Theatre, which will also host Richard Porter (consultant in restorative and implant dentistry, St George's Hospital London); Niek Opdam (associate professor, Netherlands), Claire Field (consultant and specialist in restorative dentistry, University of Sheffield); Tidu Mankoo (GDP, Windsor), Bhupinder Dawett (GDP and Doctorial Research Fellow, University of Sheffield); and Arshad Ali (clinical director of Scottish Centre for Excellence in Dentistry).

All delegates have free access to the BDA Theatre, with BDA members getting priority access.

More information about the programme is available at [www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk).

# Impressive line-up announced for Birmingham conference



By DTI

**BIRMINGHAM, UK:** Birmingham is setting up for the first British Dental Conference and Dentistry Show, to be held in May. The organiser has now said that internationally prominent prosthodontist Dr Didier Dietschi will join the highly anticipated list of speakers for the BDA Theatre.

Dietschi will lead two talks at the show, titled "Bio-aesthetic smile rehabilitations: Restorative trends and realities" and "The in-

terceptive treatment of tooth wear using no-prep or minimally invasive techniques". He said that the lectures will allow attendees to identify and learn about new clinical options that fulfil the growing needs of patients for interceptive tooth wear treatment and smile rejuvenation or improvement using tissue-conserving approaches.

"I believe that due to two growing trends in 'minimally invasive dentistry' and 'cost-effective aesthetic options', the direct free-hand treatment approach shall en-

ter into its second golden age," Dietschi said. "During my lecture I will cover indications for direct free-hand bonding following new aesthetic standards and basic clinical protocols which make it feasible for every GDP [general dental practitioner]. There will be no complex layering techniques, but rather simple and reliable composite systems and application techniques."

Other highlights of the BDA Theatre include a presentation titled "Effective dental manage-

ment of patients in later life" by London prosthodontist Dr Charlotte Stilwell and one titled "Congratulations, you have just inherited someone else's dental implants—Now what?" by the London Centre for Implant and Aesthetic Dentistry Clinical Director Dr Koray Feran.

Overall, the show will cover more than 100 hours of verifiable continuing professional development over two days for the whole dental practice team, the organiser said.

# Government only one to profit from higher NHS charges

# BDA

British Dental Association

By DTI

**LONDON, UK:** The government is expected to gain tens of millions of pounds from dental practices owing to recent increases in charges, the British Dental Association (BDA) has said. According to a recent analysis by the organisation, the Ministry of Health are to collect an estimated £40 million in profits by the time of the next general election in 2022 from NHS-funded treatment.



The BDA said that the latest hikes have reached levels that now exceed the price dentists are paid to provide services.

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The BDA said that the latest hikes have reached levels that now exceed the price dentists are paid to provide services, and while revenue from patients is now increasing as a proportion of the overall dental budget, contributions from general taxation are in long-term decline.

“When patients put in more towards their care than government pays to provide it, NHS charges cease to be a ‘fair contribution’ and become a bad joke,” said Chair of the BDA’s General Dental Practice Committee Dr Henrik Overgaard-Nielsen. “This absurd situation has been fuelled by inflation-busting increases, and flat-lining budgets.”

According to the government, the latest adjustment in treatment fees is estimated to provide additional funds of more than £72 million over the next year.

However, while charges have been rising at an inflation-busting pace, the BDA said, payments to dentists to provide services have increased by an average of just 1 per cent per year since 2010.

“These hikes don’t go to dentists, aren’t supporting needed investment or improving access. They are becoming a nice little earner for ministers, which actively discourage the patients who most need our care,” Overgaard-Nielsen said.

Since the start of April, charges for all types of dental care services have increased by an average of 5 per cent for the new fiscal year. Fees for Band 1 treatments have risen from £20.60 to £21.60, while Band 2 treatments have seen a hike to £59.10. Band 3 courses of treatment now cost £256.50 instead of previously £244.30.

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**Published by DTI**

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The World's Event Newspaper - United Kingdom Edition

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# PLANMECA

# Philips stand in Birmingham hive of technical innovation

Visitors have chance to try out and take home newly launched Sonicare toothbrush

The British Dental Association Conference and Dentistry Show from 18 to 20 May will form the backdrop for the latest product launch by Philips Oral Healthcare. The company is aiming to bridge the gap between price perception and recommendation. It also recognises that personal experience plays a vital role in encouraging the switch from a manual toothbrush, so 1,000 visitors of the show will have the opportunity to get their hands (and mouths) on the newly launched Sonicare toothbrush. After trialling it first in one of six brushing booths on stand K30, they can take home the new device.

Philips is also encouraging visitors to attend three lectures which it is supporting during the two day event. All the lecturers will also be on the Philips' stand between main stage performances to answer delegates questions and share their personal experiences on a one to one basis.



Dr Ben Atkins

Dr Ben Atkins will be joined by Dental Hygienist Anna Middleton to present the findings of a country-wide trial into the new Sonicare toothbrush being launched at the show. They will be demonstrating the strengths of Sonicare technology and what this means for the continued improvement of patients' oral hygiene. Dr Atkins runs oral healthcare initiatives amongst patients from all walks of life, including homeless individuals, and



Dr Tif Qureshi

very high needs patients, and so accessibility is at the heart of all he does. His award-winning Revive group of dental practices in the north west of England has developed a traffic light scheme to identify patients who need to tackle their oral health status and they are encouraged to adopt a better oral health routine by being provided with Sonicare brushes at cost price —because in the opinion of Dr Atkins "You can't put a price on good

oral health and I am not looking for a means of profiting from patients' improved oral status".

Dr Tif Qureshi, a past President of the British Academy of Cosmetic Dentistry and Clinical Director of the IAS Academy will share his expertise of the ABB (Align, Bleach, Bond) process. ABB is growing in popularity as it offers a minimally invasive and affordable option for achieving a natural smile. Each step in the process is key, however the focus of his Dentistry Show lecture will be on the bleaching element and he will showcase the gold standard results which can be achieved with products from the Zoom portfolio. He will also be joined on the stand by BACD President Emeritus Dr Zaki Kannan.

A third lecture supported by Philips will feature the dual talents of Dental Hygienists & Therapists Melanie Prebble and Victoria Wil-

son, who will jointly present 'Systemic Health and Us—the role we play in health beyond the mouth' highlighting the pivotal role for dental hygienist and therapist to play in translating the links between systemic health and oral health on a daily basis. Their presentation will review the current research behind the key risk factors and explore ways to integrate it in patient conversations. They will also demonstrate tools which assist in challenging conversations, and systems which enable patients to take responsibility for their overall health and wellbeing.

Philips is a technology-focused company and stand K30 will be a hive of new technological firsts including an incubator space, a play table and an interactivity whitening table. For those that miss out more information is available at [www.philips.co.uk/dentalprofessional](http://www.philips.co.uk/dentalprofessional) or by calling 0800 0567 222.

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# “From a patient to a fan”

An interview with W&H Marketing Director Anita Thallinger about the company’s new image campaign

One could describe them as everyday heroes: the dentists and dental professionals who, through their dedication, professional skill or simply a friendly smile, manage to transform dental appointments into positive experiences for their patients. They do this simply because they care and want to ensure

practice teams that W&H is there for them as a solutions provider and does its utmost to support them in overcoming their day-to-day challenges.

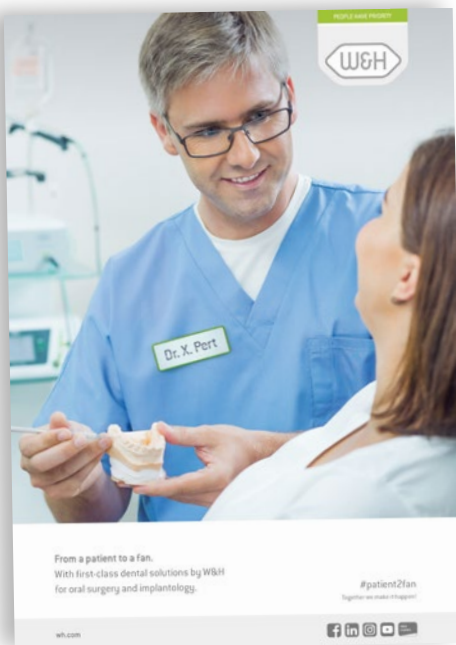
**W&H’s new image campaign does not focus on the company itself, but on dentists and their teams. Why did you choose this approach?**

We want our customers to know that W&H values their work, dedication and skills. As a manufacturer of innovative dental solutions, it is our aim to provide users with products that offer added value. As practice teams need to give patients their undivided attention throughout the entire treatment process, W&H sees its primary task as being to optimise and facilitate the workflow. Our innovative products are not only high in quality, but also intuitive, reliable and above all precise in their functioning. Our goal is to support dentists and their teams and offer them products that meet these requirements.

**The new campaign features smiling dentists and patients. What makes your current campaign different from that of your competitors?**

At first glance, the new image campaign seems to take a very traditional approach compared with our previous campaign. However, W&H is known for its slightly tongue-in-cheek advertisements. This is evident in the current campaign from the names given to the dentists in the ads.

If someone is exceptionally good at something, or becomes synonymous with something, he or she becomes the epitome of it, thereby gaining fans. W&H has applied this approach in the new campaign. In the eyes of patients, the dentists pictured in the advertisements become Dr Phil Good, Dr X. Pert, Dr I. Novativ, Dr S. Mile,



Dr X. Pert.

their patients feel comfortable. This is precisely the focus of W&H’s new image campaign, “From a patient to a fan”, which aims to put the spotlight on dentists and their teams. In this interview, W&H Marketing Director Anita Thallinger talks about the background, objectives and challenges of the company’s new advertising campaign.

**In February, the new W&H image campaign was launched in dental markets worldwide. What objectives were set for the new campaign?**

**Anita Thallinger:** One of the objectives of the new campaign, of course, is to draw the attention of the world of dentistry to W&H and to distinguish the company from the competition. Moreover, we want to show dentists and their



With its new image campaign W&H places dentists and dental professionals in focus. W&H supports the practice team with its daily work and, thanks to its innovative product portfolio, is a cornerstone of its success, according to the company.



W&H Marketing Director Anita Thallinger (right) talking to W&H Corporate Communication Manager Susanne Kreuzhuber about the background, objectives and challenges of the new image campaign.

Dr I. Trust or Dr Sue Perstar, and thus become the living embodiment of trust, well-being, expertise, happiness and innovative spirit.

**Instead of using models, you put W&H employees at centre stage for the campaign. Why did you opt for this approach, and how did your colleagues feel about the photo shoot?**

At W&H, the concept of togetherness plays an important role. Our employees are in contact with

at least one area of dentistry every day. They enjoyed the change of perspective and putting themselves in our customers’ shoes. For the photo shoot itself, we were able to find three dentists in Salzburg in Austria who offered their modern facilities as sets. The dentists and their assistants were also on hand to offer advice during production; that is why the images look authentic. I think the fun that all the participants had in the process is evident from the emotion in the photos.

**Have you already received some initial feedback on the image campaign from your customers and partners? What has the response been?**

We carried out a survey involving around 100 dentists during the development phase. The concept in itself, the idea with the names and many other aspects were put to the test and received excellent feedback across the board. So, we are looking forward to an exciting year.

**Thank you very much for taking the time to answer our questions.**

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# Technology and dental recruitment

By Luke Arnold, UK

Before the advent of professional networking sites like LinkedIn and social media platforms such as Facebook and Twitter, specialist recruiters relied heavily on their network of contacts and market knowl-

edge to find a shortlist of suitable candidates. While this is still the case today, online platforms have opened the door to a whole new world of potential candidates, making it easier to discover both existing and emerging talent that may have otherwise remained unknown.

At the click of a button, recruiters and employers alike can now sift through a pool of candidates quickly. Professionals can also be contacted directly through messenger applications and by phone, meaning a wide variety of potential candidates can be reached—including

passive applicants, which as we know make up a large proportion of the talent pool. For candidates, LinkedIn can act as a “shopfront”, allowing them to demonstrate their career achievements and skills and to promote themselves to a wide range of potential employers.

Between online job sites and networking/social platforms, it is now much easier to advertise vacant positions and hiring intentions, and in a much richer way too, owing to the use of multimedia. Indeed, unlike traditional media that focuses purely on the job role, modern advertising can incorporate mediums such as vox pops or videos of staff and the workplace to tell the story of an organisation. The only drawback to the introduction of these broadcasting platforms is that, for some active applicants, having access to that amount of information can sometimes make it more difficult to narrow down the job search and that is where companies like Dental Elite offer help.

In addition to social and professional networking platforms, technological tools such as Skype and FaceTime are becoming increasingly more useful for recruiters during the initial stages of the interview process. For obvious reasons, being able to screen a potential candidate “face to face” without having to actually meet in person can be extremely time efficient and is far more insightful than having a phone conversation. This can be particularly helpful in the beginning when trying to whittle down candidates to a short list and for feeding back information to the client.

The other plus point to modern technology is that recruiters are now able to access a greater level of data and e-mails on the move and at home. This not only affords greater flexibility for recruitment agencies, but also provides a more convenient service to candidates who may prefer to communicate outside of normal office hours.

The downside of technology, of course, is that employers are able to access far more personal information about applicants than was possible before. As their findings could influence their final decision, it is important to maintain a professional online presence at all times, even on personal accounts on sites like Facebook.

Altogether, the advent of digital technology has had a profound effect on recruitment. By effectively using the most up-to-date technologies available, employers are better placed to find the ideal candidate, and jobseekers are more likely to find a position that suits their clinical skills and personal preferences. As for agencies like Dental Elite that specialise in dental recruitment, technology will no doubt continue to play a key role in the hiring process over the coming years.

*Luke Arnold is currently the Director of Recruitment Services for Dental Elite in the UK.*

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3M UK	F60	Colgate-Palmolive UK	K40	EMS	J40	IDS - Blancone	M54
3Shape	D24	Colosseum Dental	N22	Erskine/Piksters	M67	Implant Direct Europe	E40
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FIMET	F42						
FiveGoForth	F20						
FMC	K58						
Focus Group	C61						
FONA Dental	D30						
FooCo Video Websites	D100						
Frank Taylor & Associates	L90						
FTA Finance	H94						
FTA Law	L90						
Fusion GT	D50						
Fussen	A64						
GAMA Healthcare	L38						
GB Accountancy & Finance	D98						
General Medical	J104						
Gensmile	N20						
GlaxoSmithKline	B30						
Global Dental	J58						
Gold Key Media							
Subscriptions	M20						
Grenke Leasing	D97						
Hague Dental Supplies	P90						
Hamilton Fraser Cosmetic Insurance	E112						
Happy Threads	P60						
HC Distribution	P80						
HDF Medical	M11						
Healthcare Learning	A32						
hekadental	K10						
Henry Schein Dental	J21						
Hilliers Vision	P92						
HL Dental Practice Sales	F88						
HMRC	E100						
Honey Fizz Training	A70						
HST Stomatological Scientific and Educational	B90						
Hu-Friedy	A30						
IAS Academy	C80						
ICE Postgraduate Dental Institute & Hospital	C55						
iComply	N18						
KITVIEW	B55						
Komet Dental	F100						
Kulzer	N100						
Laschal Surgical	H85						
Lease UK	L01						
Lemonchase	G61						
Leyton UK	M12						
Lily Head Practice Sales	J90						
Lloyd & White	M22						
Lloyds Bank	E88						
Luke Barnett Centre	C60						
Luxsutures	J75						
Majestic Instruments UK	D68						
Managing Sustainability in Dentistry Conference	C95						
Marsh Dental	N60						
MD Dental Services	L54						
MDDI Global	B69						
MDDUS	C70						
MDS Medical	L60						
Medaesthetics	H87						
MediCruit	K50						
Medicsteel	F48						
Medident Italia	P15						
MediEstates	K50						
MediFinancial	K50						
Meow	D84						
Mercia Dental Equipment	N64						
MES	D102						
MIAB	F72						
Micro Minder	L25						
MiSmile Network	L40						
MOD—Civilian Dental Professionals	N94						
Modjaw	B53						
Money Penny	H104						
Morris & Co	E62						
Munroe Sutton	A90						
My Dentist	B40						
Myofunctional Research Company	H102						
Nasdal	K95						
National Examining Board for Dental Nurses	L04						
Nationwide Dental Construction	B62						
ND Communications	N102						
Neodent	F98						
Neoss	D60						
Newey Installations	D52						
Nobel Biocare	E30						
Nuview	K92						
NUVOLA by GEO	D92						



**EXHIBITOR BOOTH**

Scott Richards Solicitors	B70
Septodont	F36
SHOFU UK	F92
Silmet	D62
Simplyhealth	D40
Six Month Smiles	L95
Smile Imaging	M13
Smile Ortho	M65
Smilealign Clear Aligners	M82
Snowbird Finance	K70
Society of British Dental Nurses	K61
Software of Excellence	K25
Southern Implants UK	A68
SPS Dental	J72
Status Point	L54
StockAssist	N11
Stoddard Icon	H20
Straumann	C20
Support Design AB	H92
Surgimate Instruments	F81
SurgiSol	G102
Survival-32	A50
Suzhou Semorr Medical Tech	L100
Swallow Dental Supplies	K60
Sweden & Martina	C58
Swish Dental	P42
Systems for Dentists	NO1
Tandex	A52
TDS E&W	A60
Technical & General	F75
Tempdent Recrutement	
Training	L22
TePe	B40
The Academy by Ash	M13

**EXHIBITOR BOOTH**

The Crown Fits	A95
The Dental Technician	J13
The Dr Bob Khanna	
Training Institute	F107
The First Principle	K02
The Mortgage Explorer	A62
The Royal College Surgeons of Edinburgh	M83
Titan Care	B64
TK Plus Instruments	C102
Toothfilm	G105
Towergate	F106

**EXHIBITOR BOOTH**

Trigiene	L18
Trycare	G60
TTM Healthcare	B57
Turn Key Dental	E60
UCL Eastman Dental Institute	F102

**EXHIBITOR BOOTH**

UK Loupes	H86
University of Central Lancashire	G103
University of Manchester—Dental School	B72

**EXHIBITOR BOOTH**

Vatech	E45
Veenak Dental Supplies	M16
Velopex	F108
Venom IT	A33
VOCO	M15
VPM Data Protection System	B66
VSDent	G101
VSS Academy	A58
Waterpik	B52
Wesleyan Bank	J50
Wex Photo/Video	M94
WheelsBridge	J108
Wired Orthodontics	L85
Wisdom Toothbrushes	N90
Wisepress Medical Bookshop	K80
Working Feedback	D99
Work-in-Style	N80
Wrigley Oral Healthcare Programme	B54
Xenosys UK	B100
Zenopa	C63
Ziacom	D72
Zimmer Biomet	C72
Zoom Clinic	B63



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**EXHIBITOR BOOTH**

3Shape	D24
Abbey Dental Supplies	J18
AIDITE	B12
Attenborough Dental	G12
Blueprint Dental	D14
Bracon	H15
Carestream Dental	F23
Cendres + Metaux	J10
Consult Search + Selection	B19
Danville	L30
DB Lab Supplies	H10
Dental Design Products	D22
Dental Laboratories Association Association Member Lounge	
Dental Technicians Guild	B16
Dental Technologies Magazine	B05
Dental Technologists Association	H09
Dentsply Sirona UK & Ireland	G20
Detax Dental	B04
Eisenbacher Dentalwaren	H12
Eurodontic	J09
Evident	L30
ExamVision	L30
GC UK	A10
GlaxoSmithKline	J17
Henry Schein Dental	J21
Hoil Dental Manufacture Solutions	B18
HS Walsh	D11
Ivoclar Vivadent	F24
John Winter & Co.	J19

**EXHIBITOR BOOTH**

Kemdent	F02
Kulzer	B01
Madespa	A08
Medentika	C20
Milnes Bros	G01
Mr Dental Supplies	E12
Omnident UK	J01
Orthodontic Technicians Association	E05
Panadent	D21
Perfectus Biomed	F21
Performance Finance	F22
Reiner	J15
Reitel Feinwerktechnik	B09
Renfert	E28
Scan Lab	D20
Schottlander	B20
SHERAClassic	J20
SHERAdigital	F10
Solvay Dental 360	E25
Straumann	C20
Swedish Implant Technology	B15
TechCeram	B10
The Dental Technician	J13
Tri-Tech 3D	C12
VITA	F01
VOCO	M15
WHW	F10
Zhermack	B17
Zirkonzahn	C10

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