

# DENTAL TRIBUNE

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## News in brief

### Scottish Success

An event in Livingston, Scotland to encourage people to register with a dentist has been very successful.

An information day took place at Knightsridge early years centre as part of a multi-agency campaign, where parents were given a free dental pack for their children.

More than three-quarters of West Lothian residents are now registered with a dental practice, which is above the Scottish average. It is hoped 80 per cent will be registered by 2011.

### Declaration issue

The General Dental Council (GDC) is holding a consultation with its registrants to seek their views on whether members who are employed by or involved with a dental body corporate (DBC) should declare this in their practice literature. It would also include treatment planning forms and documents explaining the surgery or DBC's complaints procedure.

A GDC spokesperson said: 'All GDC registrants involved in the treatment of patients have a role to play in protecting them from harm and providing a safe and effective standard of care. Patients should be made aware of relevant facts, which may have an effect on their treatment and the management of any complaint.

We are keen to hear from all GDC registrants, as well as professional associations, patients and patient groups, which could all be affected by these standards.'

The consultation period closes at 5pm on Tuesday, November 11. For more information log onto: [www.gdc-uk.org](http://www.gdc-uk.org). Responses to the proposals should be sent to [dbconconsultation@gdc-uk.org](mailto:dbconconsultation@gdc-uk.org).

### Ethics conference

A conference on, *Legal, Ethical and Clinical Issues in Dentistry*, is taking place in London. The event, on October 9, at Woburn House, is organised by the patient safety charity Action Against Medical Accidents (AvMA), and is run in association with the General Dental Council. The conference will examine the impact on dentists and patients of recent reforms and will also tackle the medico-legal issues facing dentistry. In addition, it will look at how to improve patient safety and learn from mistakes to ensure a safer workplace. For more details, email: [conferences@avma.org.uk](mailto:conferences@avma.org.uk)

## Practice Management



### Business ABC

Starting a business may sound like a dream for most people but it can turn into a nightmare in reality. Mr Hocken reminisces.

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## Practice Management



### Employment rules

Getting through the recruitment process is hard enough right? That's just the start of it if you don't know the legal issues.

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## DCPs



### Game shows

Like any profession you have to play a clever game if you want to reach the top - practice managers are no exception.

▶ page 18

## Clinical Case Studies



### Blue light

Spotting oral cancer is causing problems - fact. Could the velscope be the answer for busy practitioners?

▶ page 21

## Mouth cancer ignorance continues

Facial surgery research charity has announced survey results that some dental practice staff are still not adequately informed about the signs of mouth cancer, thereby 'delaying treatment and resulting in 'invasive and disfiguring surgery for thousands'.

The telephone survey conducted by The Facial Surgery Research Foundation, (FSRF) *Saving Faces*, looked at responses from 444 dental practices in London. Lack of knowledge on oral cancer was revealed to be the case, even when a patient rang a surgery with clear symptoms. The survey showed that in 45 per cent of cases, patients with serious symptoms were not offered an appointment within one week. In eight per cent of cases, patients were told they had to wait between three weeks and four months. In a further seven per cent, patients were told they could not be seen at all, because the surgery had met its NHS quota.

The survey revealed that the majority of calls were taken by receptionists who did not recognise the symptoms of mouth cancer, even though patients informed them they had suffered from tongue ulcers which had not healed for more than four weeks, despite self-medication with over the counter remedies.

Oral and maxilla-facial surgeon, Professor Iain Hutchinson, the CEO of *Saving Faces*, said: 'Increased focus on the symptoms of mouth cancer has certainly improved awareness amongst dentists, but the first person a patient speaks to is usually a receptionist. The study reveals these people often do not recognise even obviously risky cases.

'We see thousands of patients who are only referred to us when their mouth cancer is at an advanced stage.

Prof Hutchinson added: 'Much more needs to be done to train receptionists, because they are the base-line of the treatment team. The longer a patient has to wait for an appointment, the more difficult the condition is to treat.'

The FSRF has been leading a campaign to increase public awareness of mouth cancer along with risk factors such as smoking. The charity conducts clinical research to improve the treatment of cancer of the head and neck, facial injury and deformity and also runs tobacco and alcohol educational intervention programmes for more than 8,000 children.

In the United Kingdom alone 4,700 people develop oral cancer every year and 1,700 people die from this specific type of cancer. *Saving Faces* researchers are currently working on a study funded by Cancer Research UK, the first large scale surgical clinical trial in the UK for patients with oral cancer. The trial involves more than 600 patients nationwide and aims to answer important questions about the treatment of patients with oral cancer to benefit both patients and the NHS.

Dr Nigel Carter, CEO of the British Dental Health Foundation, (BDHF) which is spearheading the awareness campaign, Mouth Cancer Action Week later this year, said: 'We are very disappointed with the survey results. Mouth cancer kills one person every five hours in the UK and it is up to health professionals to act on the front line against this disease. It is vital the entire practice team plus pharmacists can recognise symptoms so patients can be screened quickly, because early detection of mouth cancer raises survival chances to more than 90 per cent.'

The BDHF urges dental practices to take action by training team members, support staff and

receptionists to spot warning signs, screening patients for mouth cancer at every visit and discussing the issues and warning signs with patients.

But Derek Watson, CEO of the Dental Practitioners Association commented: 'Oral cancer is difficult to diagnose, particularly in the early stages, even for dentists. This was highlighted by the recent case of Dr Nalin Dhamecha who was advised by the GDC to retrain on recognising oral cancer, after he failed to recognise a lesion from which the patient later died. Urgent appointments are usually re-

served by receptionists for patients in pain and most cancers are painless in the early stages. Receptionists could be asked to add 'painless ulcers which are not healing' to their list of emergency conditions, but expecting them to recognise mouth cancer from a telephone description is really disguised frustration at the time it takes to see a dentist. I think that reducing non-attendance rates and delay by patients in seeking advice - especially drinkers and smokers - and setting up fast-track referrals into secondary care, are higher priorities than blaming overworked receptionists.' **DT**

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# Dental Loupes for students

Final year dental students stand to benefit from an exclusive finance deal from the British Dental Association (BDA) to purchase dental loupes to encourage them to develop healthy and effective working practices right from the start of their career.

The loupes are part of a special new membership benefit offer for students, which also in-

cludes free BDA membership for their final year of study, worth £45, and half-price membership for their first year after graduation, worth £112.50.

The loupe scheme, which is supported by DP Medical Systems and Nuview Ltd, reflects the BDA's commitment to supporting students and young dentists at the start of their professional life,

with prices for loupes ranging from £37.50 to £47 a month over a period of 24 months.

Peter Ward, the BDA's chief executive, said: 'We greatly value our growing student membership and want to do all we can to help individual students as they begin their career. Dental loupes are an important piece of equipment for dentists, providing

magnification to make treatment easier and improving posture. We want to encourage young dentists into good working habits right from the start of their career and we are delighted DP Medical Systems and Nuview are supporting this initiative.'

Company, DP Medical ([www.dpmedicalsys.com](http://www.dpmedicalsys.com)) has been a leading dental magnification specialist for over 20 years and is the exclusive UK distributor of Surgitel/Oakley loupes and Global Dental microscopes. It has recently added Kodak Dental Imaging systems to its portfolio.

Nuview Ltd ([www.voroscopes.co.uk](http://www.voroscopes.co.uk)) is a private UK company specialising in dental illumination and magnification and is the exclusive distributor for Carl Zeiss loupes and microscopes.

The companies, together with the BDA, are planning to visit every fifth year dental student group across the UK during the autumn and spring terms, in order for them to get the opportunity to try out the loupes for themselves.

For further details ring Laura Thompson on 0161 638 8616 or email [students@bda.org](mailto:students@bda.org)

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Executive Vice President  
Marketing & Sales Peter Witteczek  
[p.witteczek@dental-tribune.com](mailto:p.witteczek@dental-tribune.com)

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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  
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We make it visible.

## BDA announces the winner

The British Dental Trade Association (BDA) has announced the winner of last year's Showcase prize draw to the Magic Kingdom at the Disney World Resort Florida.

Lisa Bates, a dental nurse at B V Nuttall Dental Health Ltd in Sheffield, was the lucky winner, who was delighted to win the prize especially for her 11-year-old son Joe.

Ms Bates and her family went to Disney World Resort in May this year where they enjoyed a two week holiday. Commenting on her trip, Lisa said: 'It was the chance and holiday of a lifetime.'

She continued: 'I just wanted to say a massive thank you to the BDA for giving us this opportunity. We are truly grateful and whoever drew my name from the magic hat deserves a great big kiss.'

The lucky winner of this year's Showcase prize-draw,



Lisa, Darren and Joe Bates at Disney-world in Florida

which took place last weekend, wins a trip to the Sorrento Cooking School in Italy, in accordance with this year's, Recipe for Success, theme.

The winner will be whisked off to cook traditional Italian cuisine and experience local delicacies in the resort of Giardino delle Esperidi.

## Volunteers please

A charity which provides primary dental care and education to communities in Tanzania, is looking for fit volunteers to join its second fundraising expedition to climb Mount Kilimanjaro.

Bridge2Aid (B2A) equips and trains local people from Tanzania as dental health personnel to care for some of the poorest folk in Tanzanian society, as well as providing opportunities for UK dental professionals to serve Tanzania.

The charity operates at grassroots level in the Mwanza region of north-west Tanzania, operating a not-for-profit dental clinic and a community dental programme, working closely with the Tanzanian Government. Personnel carry out free oral screening in schools and orphanages and in the past two years more than 2,000 people have received the free service. Each person screened receives an oral health report outlining any dental problems which need addressing and giving basic oral health advice.

They are then invited to attend the clinic to either discuss their individual case further or to receive treatment.

Following the success of its Climb Kilimanjaro treks last year, Bridge2Aid is now offering adventurous fundraisers the ultimate challenge of climbing the mountain, from August 20 to 30, 2009.

Participants are aged from 18 to 70, although most are aged between 30 and 55. Those taking part must agree to fundraise £2,950.

They need to register and send a deposit of £250. People on the trek need to get a medical certificate from their GP certifying that they are fit enough to take part. Training weekends will be set up to help candidates prepare for the climb, which will encompass all weathers from hot and dry to cold and wet.

For more information, phone 0114 252 6050 or log onto: [www.bridge2Aid.org](http://www.bridge2Aid.org)

# Editorial comment

## It's time to take action

An ex-colleague of mine has just died of throat cancer – his funeral was on Friday. That was bad enough, but to hear that his wife was recently diagnosed with terminal cancer left me cold. He did not smoke and neither does his wife. They have an 11-year-old daughter, and I used to see her beautiful face on his screen saver. He adored her.

nosing this disease is no easy task. But not recognising blindingly obvious symptoms of mouth cancer over the phone is worrying. And not getting an appointment for over a week when

a patient practically rings the death bell is jaw-dropping.

It is heartening to hear that 'increased focus on these symptoms of mouth cancer has im-

proved awareness amongst dentists', but clearly this is not enough. Are oral cancer screenings routine in your practice? Would a Velscope help with the detection? (Read *Oral cancer screening* – page 21).

The profession must take action to beat this disease, and if that means training team members and receptionists to spot the signs then what are we waiting for? [D](#)

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, EC1N 8BA.

Or email: penny@dentaltribuneuk.com

### Don't miss these symptoms

1. A sore or ulcer in the mouth that does not heal within three weeks
2. A lump or overgrowth of tissue anywhere in the mouth
3. A white or red patch on the gums, tongue, or lining of the mouth
4. Difficulty in swallowing
5. Difficulty in chewing or moving the jaw or tongue
6. Numbness of the tongue or other area of the mouth
7. A feeling that something is caught in the throat
8. A chronic sore throat or hoarseness that persists more than six weeks, particularly smokers over 50 years old and heavy drinkers
9. Swelling of the jaw that causes dentures to fit poorly or become uncomfortable
10. Neck swelling present for more than three weeks
11. Unexplained tooth mobility persisting for more than three weeks
12. Unilateral nasal mass/ulceration/obstruction, particularly associated with purulent or bloody discharge.

Source: The Mouth Cancer Foundation

This personal news broke just before writing this editorial – the timing, though eerie was suitably apt. Apt because cancer is one of those 'bad' things that happen to other people but rarely gets close enough to you to make an impact. But not anymore. Somebody always knows somebody else who is suffering from this disease. As recent surveys stipulate – mouth cancer is on the rise.

According to the Mouth Cancer Foundation, mouth cancer causes more deaths per number of cases than breast cancer, cervical cancer or melanomas. The mortality rate from these cancers is just over 50 per cent because it is detected too late. Despite treatment, there were 2,718 deaths in 2005 – approximately one death every three hours. The chances of survival are massively improved if the cancer is detected early and treated rapidly.

So when news stories of mouth cancer unawareness hits the headlines it's time to take action. There's no doubt that diag-

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<sup>1</sup> Lorenz K et al (2006) J Clin Periodontol; 33: 561-67.

[www.colgateprofessional.co.uk](http://www.colgateprofessional.co.uk)

# GDP UK round-up

Tony Jacobs rounds up the latest news from his ever-growing GDP UK mailing list

At what age should a person be before they can have their teeth bleached? This is a topic fuelling heated discussions on the forum lately. Members

talked about whether they thought someone aged 15 was too young to have this treatment, and whether the pulps of those younger teeth were too large to take the effects?

One member admitted to carrying out the procedure for his daughter when she was 14, to which another replied that for younger patients, they use only 10 per cent solutions.

Meanwhile, without fail, someone always posts an ethical dilemma on GDP UK. This time it concerned a patient due to have extraction of final teeth for a clearance. The F/F was ready to fit, but the patient did not bring the rest of the final payment. Should one trust the patient, or withhold the dentures? How would the GDC view this? As the patient was a pub landlord, we had to ask ourselves whether they would let someone have a drink in his pub without paying for it? It was generally accepted

**‘Would a pub landlord let someone have a drink in his pub without paying for it?’**

that the GDC would view withholding the dentures as unprofessional, and not in the patient’s best interests. The general view was that you can trust the large majority of people, and that trust will be repaid over the years in goodwill.

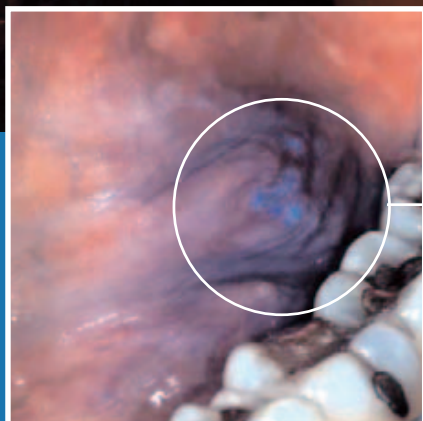
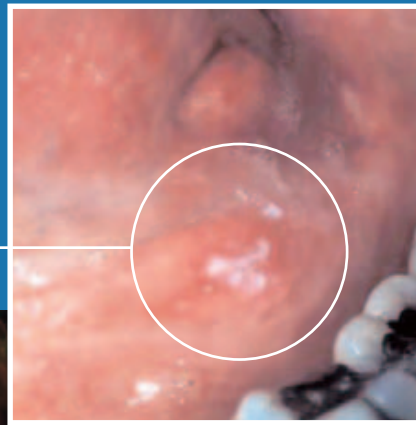
Another dilemma discussed concerned a patient flitting between two practices, playing one off against the other with layers of deceit. Advice given was that the dentist-patient relationship has broken down, so this can be used to lose the young man. Another suggested that as under the nGDS contract, one cannot discriminate, even against liars.

These are just a few of the subjects dissected on the forum. Others included apex locators, loupes, Tab Dental software, NHS patient charges in Wales, aspirin and extractions, as well as alleged latex shortages.

Some unusual personal CPD was gleaned when a 45-year-old male list member and regular poster suffered a heart attack (we wished him well) and posted information about myocardial infarctions from the web to the group. Forced to rest and recover at home, he was relieved to be online and stay in the loop with GDP UK. ☑

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### About the author



#### Dr Anthony V. Jacobs

started the GDP-UK emailing list in 1997, and the group membership is now just under 2000. The list is read in all corners of the UK dental profession as well as by laboratories, and the trade and dental industry. Qualifying in London in 1979, Dr Jacobs is now in partnership with Dr Stephen Lazarus, practicing at 406 Dental in Manchester. He enjoys his profession, and takes pride in providing both simple and complex gentle dentistry, as well as caring for families in a relaxed atmosphere. Dr Jacobs has a long-term commitment to continuing professional development, both for himself, and for the profession in general through his mailing list. He has been a member of the British Dental Association (BDA) since 1975, and is presently Chairman of the Bury and Rochdale Oral Health Advisory Group, as well as vice-Chair of the Bury and Rochdale Local Dental Committee (LDC). Dr Jacobs also sits on the committee and helps to organise the annual conference of Local Dental Committees.



# Me & Henry Schein

"Henry Schein Minerva's philosophy is to help practitioners maximise profitability by helping them run successful businesses. From the outset, they encouraged us to think about where we could improve productivity and efficiency, providing practical advice and marketing ideas based on our individual circumstances. Working with Henry Schein Minerva in this way has been nothing short of a revelation."

Mike & Helen - Briercliffe Road Dental Practice, Burnley

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# The Perfect Partnership

Yemi Opaleye explains how he took one of the biggest gambles of his life - relocating his NHS practice.



When you first meet Yemi Opaleye he does not strike you as much of a risk taker, he is a very calm man, with a gentle manner that you can imagine makes his patients feel very much at ease. Yet two years ago, Yemi took what was probably one of the biggest gambles of his life when, in partnership with his colleague - Bob Middlefell, relocated their NHS dental practice into what was then, the local cottage hospital that had recently been earmarked for closure. The arrival of dental services gave a much-needed boost to the hospital and after constant local campaigning it appears that the hospital (dental services and all) have been saved.

Nestling in beautiful Gloucestershire countryside, Tetbury is a small "chocolate-box" town where it seems surpris-

ing to find NHS dentistry alive and well. Yet here, Yemi, Bob, and their Associates have established a real commitment to the provision of NHS treatment and are working extremely hard to service the needs of the 15,000 patients on their list.

Tetbury Dental Practice was originally set up in 1969 and the move to the hospital was in truth, a necessity:

"Our existing building was very old and would have required a complete refurbishment to bring it up to standard, so although there was some doubt about how long the hospital would be open, we figured it was the best option under the circumstances."

Once installed on the hospital's first floor, in what was originally an open ward, Yemi and Bob with the help of a

team of external consultants commenced on a programme of re-designing the facilities. Now, two years later they have six surgeries, a dedicated hygienist suite, two large sterili-

**"Henry Schein Minerva are providing us with everything we need; great service, excellent delivery, additional support in the form of staff training, we don't need to waste time looking for other deals - we are more than happy with the deal we get from Henry Schein Minerva."**

sation units - one situated at each end of the building, efficiently servicing the surgeries and a large, welcoming waiting room.

Helping in whatever way she could on this large, sometimes overwhelming project was Sally Dawson, Yemi's local Henry Schein Minerva representative. Yemi contacted Henry Schein Minerva when he first moved to the hospital premises and Sally visited him one lunchtime, a meeting which he admits was the point at which he began to have real confidence in the future, and the potential success of the practice.

"Sally was fantastic. She didn't just turn up to take an order, she had a real interest in the whole project, the refurbishment, design alterations, and all that we were trying to achieve. She just talked such a lot of sense and what was surprising for me was that a huge company like Henry Schein Minerva could offer extra support and help with things like training - no strings attached!"

Yemi & Bob both believe in giving people the correct tools to perform their role to the best of their ability and then letting them use their own initiative to develop the job.

In conjunction with Henry Schein Minerva this has become even easier to do. Sally arranged a whole programme of staff training, including a session on cross-infection techniques to bring staff up to date with the latest protocols and help the practice's sterilisation units run effectively. Customer service is another area where Sally has already completed the first session, - my visit was testament to the excellence of this training - 3 different people passed me as I waited at reception and every one of them asked if I was being looked after. Impressive, even for the most switched-on of private practices.

They are delighted with the training their staffs have received which they acknowledged is playing an important role in building the patient base and helping the practice run smoothly and efficiently.

"Everyone is aware of the sheer numbers of patients seen by NHS practices. We must run an efficient model to make sure we can cope. It only takes one small problem

for appointments to back up very quickly."

With a total of 6 dentists (full and part time) and a part time hygienist to keep up with, en-

suring a constant and consistent supply of consumables and equipment is essential. For this, Tetbury Dental Practice relies completely on Henry Schein Minerva's expertise in service and delivery and Yemi sees no reason to consider any other suppliers:

"Henry Schein Minerva are providing us with everything we need; great service, excellent delivery, additional support in the form of staff training, we don't need to waste time looking for other deals - we are more than happy with the deal we get from Henry Schein Minerva."

Two years after making the move to Tetbury Hospital, They are very pleased with the progress they have made. They have a busy, successful NHS practice, providing quality care in pleasant surroundings. Naturally, the demand for these services is high and their goal is now to build the practice to a level where all the surgeries are in full-time use, efficiently providing quality care for all their patients. To do this they recognise the role that dental companies have to play.

"To be successful you need help from many different sources. Henry Schein Minerva and Sally my local representative have been true to their word from the beginning. They have delivered on all their promises and are a fantastic partner for our practice."

For more information email: [me@henryschein.co.uk](mailto:me@henryschein.co.uk)





# Me & Henry Schein

"Sometimes people think that big companies aren't interested in NHS dental practices, my experience of Henry Schein Minerva is just the opposite. They have encouraged and supported us in many ways, providing an excellent staff training programme which has really helped develop our personnel. We now have an established facility that provides outstanding care for our patients, all made possible by the first class service we receive from Henry Schein Minerva."

Yemi Opaleye – Tetbury Dental Practice, Tetbury

## Partnership in Practice

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## Dentsply Competition alert!

Dentsply has teamed up with the Mouth Cancer Foundation charity and will donate 50p for every Artio instrument sold in a bid to support the charity's work of supporting people with mouth, throat and other head & neck cancers.

Concerns over hand and wrist fatigue, and the potential risks of developing carpal tunnel syndrome, have led many dentists and hygienists to search for well-designed hand instruments.

Designed to address modern needs, Artio instruments have super-light, ergonomically shaped handles to reduce the stresses affecting the hand during scaling.

Available in a range of 60 different instruments, and with a raised dome pattern, less grip is needed to hold the instruments while dentists work.

What's more, the most popular periodontal and restorative patterns are all up for sale at an affordable price.

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- Artio Instruments have a unique raised star-shaped pattern
- Artio Instruments include periodontal and restorative patterns

and return this page to: Myrna Dais, FREEPOST RRXK-TSCZ-ZTUL, DENTSPLY Ltd, Building 1, Aviator Park, Station Road, ADDLESTONE, KT15 2PG, with your contact details:

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The closing date for entries is December 1.  
Terms and conditions apply



## Smile of the Year 2009 launch

Leading UK denture company, Schottlander, has launched its new search for the denture wearer with the best smile in Britain, to win the title of, Smile of the Year 2009.

Practices can get well-deserved publicity by nominating a patient for the award, who could win a romantic holiday for two, a family theme-park holiday or a luxury spa retreat.

The campaign, celebrates the millions of people in the UK, who wear dentures and who look and feel confident and attractive.

Dentures are worn by people of all ages and one million wearers in the UK are young people between 16 and 44. Overall, dentures are worn by more than 11 million UK residents - a quarter of all adults.

This year's winner, Mary Harrison, said: 'I talk to everybody and laugh and smile all the time. People say my teeth look great and I always get compliments about my smile.'

Dr Brian Schottlander said the campaign recognized the millions who wore dentures, and aimed to raise awareness of the enormous benefits good dentures could bring to wearers.



Schottlander has launched its new search for the 2009, Smile of the Year, award.

He added: 'Advances in technology mean that dentures can look so natural and realistic that they can transform the lives of wearers, who can therefore smile with confidence.'

Celebrities who have lost teeth include:

- James Bond star Daniel Craig, who was shaken not stirred when he lost his two front teeth while filming a fight sequence for the Bond film, Casino Royale.

- Hollywood star Harrison Ford, revealed on 'The Late Show with David Letterman', that he had false teeth fitted after he damaged them during a stunt for a TV appearance early in his career.

- Iconic, Rebel without a Cause, star, the late James Dean, lost his front teeth in a trapeze accident.

- Last but not least, screen legend, Clark Gable, star of epic love story, Gone With The Wind, sported dentures throughout his career.

Entrants should send a picture and text, to [raelewispr@blueyonder.co.uk](mailto:raelewispr@blueyonder.co.uk) <<http://uk.mc275.mail.yahoo.com/mc/compose?to=raelewispr@blueyonder.co.uk>> or post them to Schottlander 'Smile of the Year' Competition, Rae Lewis PR, 117 Sutton Court, London, W4 3EE. The closing date is March 31, 2009. [D](#)

## BSDHT conference announcement

The British Society for Dental Hygiene and Therapy is preparing to hold its 2008 oral health conference & exhibition.

The event, to be opened by Margi Taylor, chief dental officer for Scotland, takes place on November 21/22 at Edinburgh International Conference Centre.

Dr Hew Mathewson, president of the General Dental

Council will close the two-day event, with a talk entitled, 'Where are we now with the Scope of Practice?'

Visitors have the chance to earn 8.75 hours of verifiable CPD, with additional CPD for attending the exhibition.

For queries about BSDHT membership, phone 01452 886365 or email [enquiries@bsdht.org.uk](mailto:enquiries@bsdht.org.uk) [D](#)

## New patients for Stoke-on-Trent

A nine-surgery dental practice is set to open in Stoke-on-Trent catering for 7,000 NHS patients.

The centre, called, Penton House, which is being housed in a refurbished GP practice in Queen Ann Street, Shelton, is due to see its first patients later this month.

The listed building, which has undergone a complete re-vamp, is expected to open in the middle of the month.

Further information about how to register is available from a new telephone helpline.

The contract for the practice, which is in an area of previously low NHS dental provision, has been awarded by the city's primary care trust to private firm Alchemy, which already runs a successful surgery in Crewe.

The new centre is catering largely for patients living in the Shelton, Hanley and Etruria areas where there is an especially large need for NHS dental provision.

For more information, would-be patients should call the helpline on, 01782 410051. [D](#)

## Cinema trips for BDTA delegates

The leading UK provider of integrated learning programmes for healthcare professionals and organisations, took BDTA delegates at Dental Showcase 2008 on a trip to the cinema during the event at Excel in Docklands last weekend. Delegates could see innovative products in all their glory on the big screen, with Smile-on's team on hand to answer any queries.

At the show, Smile-on also launched its course on, *Communication in Dentistry: Stories from the Practice*, a three-module programme developed with Dental Protection Ltd, (DPL) which illustrated how skilful and flexible communication can reduce or prevent complaints, legal claims and income loss.

The team also talked visitors through its *Clinical Photography* course, developed with Christopher Orr and DPL, designed to demystify photography and show how to produce consistent, high-quality clinical photographs with correct storage to minimise risk.

In addition, Smile-on was open to enquiries about its *Clinical Governance Progress Management* course - which allows Primary Care Trusts to monitor



Smile-on means Top Class

dental practice progress - its *Key Skills* package and its *Clinical Audit* package. Delegates also asked about *DNSTART*, a vital step towards dental nurse registration, providing key knowledge in health & safety, infection control, medical emergencies, radiographs, record-keeping, surgery routine and, working with the dental team.

With a commitment to convenient and dynamic learning programmes which motivate the candidate, promote learning retention and are also fun, the

Smile-on team also were set to reveal the new series of Webinars.

A Smile-on spokesperson said: 'Visitors to the stand were excited by the showreel which showed how participants can learn from and interact with world-renowned experts in aesthetic and restorative dentistry, from the comfort of their own home and even replay the webinars by visiting the site.'

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





# Me & Henry Schein

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