

DENTAL TRIBUNE

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News in Brief

National Smile Month

National Smile Month was launched in the House of Parliament on 13 May. Organised by the British Dental Health Foundation, this year's National Smile Month tagline of Teeth4Life aims to highlight the importance of looking after your teeth and maintaining them for life. The official launch was hosted by Parliamentary sponsor Sir Paul Beresford MP. The campaign itself runs between May 16 and June 16 and encourages people of all ages to get involved and talk about their teeth, in the hope of being able to improve general standards of dental health. Chief executive Dr Nigel Carter said: "Getting people to talk about their teeth and dental habits is vital in our goal of improving the state of oral health in this country. We have had a tremendous response to the campaign, particularly in the last couple of years, but we must work harder to ensure this year's National Smile Month can build on that success."

Care Quality Commission

From April 2011, all dental practices in England will have to be registered with the Care Quality Commission (CQC). This represents a significant change for private practices as it will be the first time that they will be formally regulated. The CQC has stated that the aim of the new registration system is to make sure that people can expect services to meet essential standards of quality and safety that respect their dignity and protect their rights.

Professor Nairn Wilson

Professor Nairn Wilson has been appointed leader of the Dental Clinical Academic Group. Professor Wilson is currently the dean and head of the King's College London Dental Institute at Guy's and St Thomas' and King's College Hospitals, and deputy vice principal (Health) at King's College London. King's Health Partners' executive director, Professor Robert Lechler, said: "I am delighted that we have made further appointments to the positions of clinical academic group leader."

Research prize awarded

Dr Maria Retzepe, lecturer in Periodontology of UCL Eastman Dental Institute was awarded the André Schroeder Research Prize at the World Symposium of the International Team for Implantology (ITI) in Geneva, Switzerland. Dr Retzepe was commended for her work on 'The Effect of Experimental Diabetes on Guided Bone Regeneration'.

www.dental-tribune.co.uk

News



Class of '59

Do you recognise this photo? If so turn to page 6 now!

▶ page 6

Feature



Keep them coming back

Seema Sharma gives some tips to keep patients coming back for more

▶ page 9

Implant Tribune



Nobel Active

Dr Tidu Mankoo presents an interdisciplinary case study using Nobel Active implants

▶ pages 12-15

Implant Tribune



Algorithm

Kenneth Serota looks at the Endodontic Implant Algorithm

▶ page 18-22

Dentistry minister loses seat in General Election

Ministerial Health team decimated by lost seats, lack of clear outcome leaves both dentistry and country in limbo



Any takers? Cameron, Brown & Clegg in leadership battle

The minister in charge of NHS dentistry, Ann Keen, has lost her seat in the General Election.

Dubbed Mrs Expenses for her role in the MP expenses scandal, Mrs Keen lost her seat of Brentford and Isleworth to the Conservatives.

She and her husband Alan Keen, were investigated by the parliamentary commissioner for standards earlier this year, after they combined second homes allowances to buy an apartment in a development at Waterloo in London.

The rest of the Labour health team also lost their seats, with the exception of Secretary of State Andy Burnham.

The Conservative health team all managed to win their seats, which means Mike Penning, the shadow minister currently in charge of dentistry, could become the new dentistry minister.

The Lib Dem health spokesman, Norman Lamb, also won his seat of Norfolk North with 27,554 votes.

Sir Paul Beresford, a practising dentist who runs a private

surgery in London, managed to keep his seat as Conservative MP for Mole Valley in Surrey and even increased his share of the vote by 2.8 per cent.

He picked up 51,265 votes out of the 54,524 total, a 57.5 per cent share and more than double the number gained by his nearest rival, Liberal Democrat Alice Humphreys.

Sir Paul said he was 'pleased and relieved' at the result. He added: "It shows the support that I have because of the time I have spent working in Mole Valley."

Labour's Anas Sarwar comfortably beat the SNP's (Scottish Nationalist Party) candidate by almost 10,000 votes, in Glasgow Central. Mr Sarwar polled 15,908 votes, while Osama Saeed, the SNP candidate, polled 5,557. The 27-year-old worked for more than four years as an NHS general practitioner in Paisley before stepping down a few months ago to concentrate on campaigning.

The General Election with its uncertain outcome has left the country in turmoil with Conservative winning 306 seats, Labour 258 and Liberal Democrats 57.

The Conservatives needed 326 seats to win outright and now the country faces the prospect of a hung parliament.

The Dental Practitioners Association has branded the outcome of the election as an 'unsatisfactory mess'. Derek Watson, its chief executive claimed that dentistry has been plunged into uncertainty and called it a 'very unsatisfactory mess'.

The British Dental Association refused to comment on the result as it is apolitical.

The British Dental Health Foundation (BDHF) claimed that the race to become prime minister was very dependent on a good smile. A national survey from the BDHF found that almost 70 per cent of us think that people who smile have a greater chance of being successful.

Another poll carried out by the Foundation before the election found that Conservative leader David Cameron was the leader with the best smile, with 38 per cent of people preferring his smile to that of his election rivals.

Labour's Gordon Brown came in second with 33 per cent while Liberal Democrat leader Nick Clegg came in third with 29 per cent.

The results of the survey seem to be borne out by the election results.

As *Dental Tribune* went to press, discussions were still being held between the Tories and the Lib Dems over a power-sharing deal. The Lib Dem team has also been meeting with senior Labour officials to see what a Lib Dem/Labour pact would mean for the country. [D](#)



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Or email: lisa@dentaltribuneuk.com

Editorial comment

Lives in limbo

Well, the good news is I'm back from a fantastic and very humbling experience in Tanzania with Bridge2Aid. The bad news is, like the country at present, I feel a bit in limbo!

The team that went to Bukumbi – Andrew, Andy, Jackie, Cornelius, Julie, Nicola (all from Schülke UK), Len (Henry Schein Minerva), Margaret (NHS Manchester), Mark, Jo (practice owners) and myself – spent a very intense and emo-

tional two weeks renovating the community block and turning it from a dingy unsafe building to a clean, vibrant and usable space for all members of the community to enjoy. It has been hard to come back to the UK and to a life of comparative privilege and leave behind a community spirit that is strong in the face of poverty. All we experienced in Tanzania will live long with us, and hopefully over the next few issues I will be able

to share some of this experience with you.

Big thanks to everyone who supported me, especially Smile-on, Practice Plan, Denplan, friends and family and an extra thank you to Mr Robert Naysmith for his support and kind words. It isn't too late to support B2A's work, go to www.justgiving.com/bukumbibound.

As I slowly come round to all things dental, I hope you're geared up for National Smile Month, which launched last week and runs to June 16. Please get in touch with your stories and events you have run in your practices – I'd love to hear about them. Email me at Lisa@dentaltribuneuk.com.

And don't forget to come over to Stand A12 at the BDA this week, say hello and celebrate with Smile-on and *Dental Tribune* as Smile-on turns 10 years old. **DT**

Dentist fraud

A dentist who defrauded a primary care trust of £85,000, has been sentenced to two years in jail.

Daljit Singh Jabbal, of Liversedge in West Yorkshire, pleaded guilty to defrauding Bradford and Airedale Primary Care Trust (APCT) of £85,000 and paid back the full amount before he was sentenced.

The 56-year-old took sick leave at various times between November 2006 and December 2007 and was still paid his full contract allowance by the PCT

After discovering in 2008 that the NHS Dental Services Division were to carry out a routine check of his Units of Dental Activity, he confided to the chairman of his Local Dental Committee that he had submitted false UDA claims.

In summing up the Judge told Jabbal: "It is sad that you have let yourself down so badly, but I consider the offending so serious, and over a two-and-a-half-year period, that I would be failing in my public duty not to give you an immediate custodial sentence."

The NHS Counter Fraud Service (NHS CFS) was established to tackle fraud and corruption throughout the NHS and Department of Health.

In 2008-2009, the NHS CFS successfully prosecuted 69 criminal cases with a 96 per cent success rate. **DT**

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NHS in Northern Ireland to charge for orthodontic treatment

The NHS in Northern Ireland is to start charging for orthodontic treatment, echoing the system currently in place in England and Wales.

The move has been criticised by Alex Easton (Democratic Unionist Party), a member of the Stormont Health Committee, as a 'tax on children's smiles'.

Under the new guidelines, nearly all cases will have to be paid for privately as everyone apart from the most severe cases will have to pay for their care.

Many children will be prevented from having orthodontic treatment as their parents won't be able to afford treatment that can cost more than £2,000, according to Mr Easton.

The new guidelines which look set to become reality within the next two months, will save the NHS in Northern Ireland millions of pounds.

Under the guidelines, only those with a reported Index of Orthodontic Treatment Need (IOTN) rating of 3.6 or above will be paid for by the NHS in Northern Ireland.

The British Dental Association's Northern Ireland Dental Practice Committee (NI DPC) called for the savings made as a result of the change to be 'reinvested in dental services'.

It also wants the timescale of the change to be extended so dentists and orthodontists can

undergo the necessary training and patients can become familiar with the changes.

The BDA is also concerned that dentists will now be put in a difficult position as it will be left to them to explain to patients who are already in the system and waiting for orthodontic treatment, that the terms have changed.

A spokesman for the BDA's NI DPC said: "All parties to this change, whether referring dentists, treating dentists, dental practices and patients and parents require time to plan accordingly. The proposed timescale of introducing the change in May 2010 does not enable the process to be managed at practices and planned for by parents. NI DPC would like

to see this move delayed to allow time for proper planning on the part of Department of Health, Social Services and Public Safety to understand what the savings are and how that saving can be reinvested in dental services for the people of Northern Ireland."

Figures from the Business Services Organisation reveal that

in Northern Ireland between April 2009 and March 2010, the NHS fitted 19,405 orthodontic appliances, including fixed or removable appliances. ^{DT}



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References: 1. Data on file, McNeil-PPC Inc. 2. Sharma NC et al. J Am Dent Assoc 2004; 135: 496-504.

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Conference success for CIC 2010

The Clinical Innovations conference, held in conjunction with Smile-on, the AOG and The Dental Directory, celebrated its seventh year with a hugely successful event.

The Conference, held May 7-8 at the Royal College of Physicians in London, attracted more than 300 people, with some sessions seeing delegates standing to hear about the latest developments in the fields of whitening, medi-

cal emergencies, aesthetics and many more.

The event was also celebrated in style with a glitzy charity ball at the London Marriot Hotel in Grosvenor Square.

A spokesperson for the conference said: "This year's Clinical Innovations Conference was extremely well received. Both delegate and speaker feedback has been very positive, with some

delegates electing to stand to see the latest innovations in aesthetic and restorative techniques.

"A big thank you to all of our sponsors, speakers and delegates for making Clinical Innovations Conference 2010 a great success!"

Look out in the next issue of *Dental Tribune* for all the reaction news and reviews from Clinical Innovations Conference 2010. **DT**



Class of 1959 WRAF hygienists. Back row (L-R): Edna Birch, name unknown, Brenda O'Neill, Jan Corless, Sylvia McKie. Middle Row (L-R): Madge Oldham, Vera Hatzfeld, Alison Halford, Fiona Fleming, Lucy Edwards. Front Row (L-R): Brenda Willis, name unknown, name unknown, name unknown, Marian Magdaburg

1959 reunion call

Are you or is someone you know in this photo? Brenda Eagles, (nee Willis) WRAF dental hygienist and a member of this graduation group from 1959, is trying to organise a reunion and is looking to find members of the class and their families.

hoping to organise a reunion event – even 70+ year old ladies have not forgotten how to party!

"We'd love to hear from or about any of the graduates or their families. Please get in touch!"

To contact Brenda, telephone 01453 882216 or e-mail john@john eagles.wanadoo.co.uk. **DT**

Brenda commented: "We are



A full house listens to Julian Webber at Clinical Innovations Conference (CIC)

Dental students spread good oral healthcare message

Dental students from Peninsula Dental School have been spreading the message of good oral healthcare to children, through quizzes and art competitions.

The students have been working with children aged between five and nine at the Pembroke Youth Service at Mount Wise Neighbourhood Centre in Plymouth.

The students have been giving advice on how to keep teeth healthy, showing the children how to look after their teeth, and

providing them with free books, toothbrushes and toothpaste.

They have done quizzes with the children and held art competitions.

Mandi Leaves, manager of the Pembroke Youth Service, said: "The dental students have been taking the kids through general well-being for teeth and it has been great."

Bijal Sisodia, Year Two student and part of the team working with the children at Pembroke Youth Service, added: "We

have really enjoyed working with the children and making a difference to their dental health. Getting the message out to the community is an important part of our training, so we are grateful to Mandi and her colleagues for the opportunity."

Dr Gill Jones, director of Community Based Dentistry at the Peninsula Dental School, commented: "Our students spend a lot of time on Special Study Units in the community. It is great experience for them and also allows us to give something back to the communities

in which we operate. I cannot stress enough the importance of this interaction to the development of our students and we are hugely indebted to organisations such as Pembroke Youth Service that allow us to work with them."

Dental students at Peninsula Dental School are involved in a diverse range of community based projects such as a homeless refuge, a project that supports vulnerable teenage parents, community anchor organisations and the Public Health Development Unit.

They have been working on reducing mouth trauma in partnership with Plymouth Albion Rugby Club students and have devised a project which will result in players acting as 'ambassadors' to encourage young people to wear mouth guards during contact sports.

They have also carried out a Fluoride Varnish Programme, working with a Children's Centre where more than 30 children received treatment with help, advice and support for families. **DT**



GDP UK

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Dentist admits trying to strangle wife

A dentist has admitted trying to strangle his wife on New Year's Eve.

Dr Peter Fleming has admitted punching and trying to strangle his wife at their home in Wirral on New Year's Eve.

Fleming, who runs the Castle Dental Care surgery in Birkenhead, appeared at Liverpool Crown Court accompanied by two mental health nurses.

The 59-year-old had been charged with causing grievous

bodily harm with intent and grievous bodily harm.

Fleming denied the two charges and pleaded guilty to the less serious alternative count of assault occasioning actual bodily harm.

The prosecution accepted the plea, saying it matched the seri-

ousness of his wife's injuries as she had bruises and a cut which needed stitches after the attack.

Fleming was initially remanded in Walton prison, but has been transferred to Rainhill's Scott Clinic.

A psychiatric report confirmed that he is fit to go on trial. The hospital is to carry out a full mental health report on Fleming and the case has been adjourned until 21 May.

Judge Bryn Holloway agreed to adjourn sentencing for a full mental health report

to be completed. He remanded Fleming to the hospital to await sentencing on May 21.

Fleming graduated from King's College London in 1995. He is a member of the Faculty of Dental Surgery at the Royal College of Surgeons of England. He is actively involved in postgraduate education, holds a teaching certificate and has been involved in the training of a number of newly qualified dentists. **DT**

Software developer wins award

A dental software developer has won the Queen's Award for Enterprise in the Innovation category for development of its dental restoration software.

The award was given to Delcam in recognition of the continuous development of its software for the design and manufacture of dental restorations.

Managing director, Clive Martell said: "Having identified the need in the dental sector for efficient, easy-to-use CAD/CAM software, the response to our DentMILL and DentCAD products has been extremely positive and this award will further boost its reputation as the market-leading offering in the dental industry."

Delcam's involvement in the dental area began several years ago when companies in the industry started to use the company's PowerMILL CAM system for the machining of restorations.

The software gave immediate benefits, both in the time in which machining data could be generated, and in the speed and quality of the machining operations.

However, this early experience showed that it was difficult for dental technicians with no previous experience in CAD/CAM to use the system.

A dedicated piece of software was needed for the dental industry and so Delcam developed DentMILL, a highly-automated knowledge-based program specifically designed to generate tool-paths to machine restorations.

Following early success with DentMILL, Delcam began the introduction of the partner design program, DentCAD. **DT**

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GDP UK round-up

The GDP UK online community this month likens the aviation industry to dentistry. Tony Jacobs explains

One of the most interesting points raised on the forum at the time the first lot of Icelandic volcanic ash was hitting the headlines, was made as almost a throwaway comment.

Forum members had been discussing the initial prolonged no-fly period, with tales of colleagues from the dental team stranded around the globe, and the effect it was having on the flying industry by having air traffic controllers sup-

ervising. It was concluded and agreed that NATS, in light of the situation, was making sure it was covered and that its jobs were safe in the name of theoretical problems, while test flights seemed to be showing no effect on jet engines.

The comparison was made with the pilot of the BA777 at Heathrow who saved the lives of passengers and people of Hounslow by lowering flaps in an unorthodox method, and dropping the plane onto the grass verge of

Heathrow. The moral drawn by Chas Lister was: "If you let an external agency make draconian rules and let that agency employ non-dentists to enforce them, don't complain when they act in THEIR interest, not yours."

For the airline industry, volcanic dust threatens life. For dentistry, it's HTM-0105. Our profession will not be grounded by this document though, but it will be hamstrung by an unscientific political document, written at the Department of Health by people who are covering theoretical possibilities. The cost of implementing the changes along with ongoing costs will be enormous, yet the profession cannot regain control.

Volcanic ash and infection control aside, there have been so many more gripes from the forum. We have accepted the fact there is "core CPD", subjects we must visit during each cycle of CPD. The BDA makes a meal of this requirement as part of its Good Practice Scheme. However, in practice, this means we have to listen to the same information time after time, and perhaps ignore other more interesting parts of the educational world, subjects that are more practical, and more everyday (although cross-infection, resuscitation and radiography are important in daily life).

The same theme arose from this discussion – our profession (without being prompted) has allowed the hurdles to be set by other people, and this is what occurs. But the GDC has covered its corporate self, and the good guys go and sit through the boring repetitive re-education.

The General Election has received coverage on GDP UK, as on all other forms of social networking. A poll of colleagues shows an unsurprising tendency towards the Tories, and the televised debates raised a frisson of excitement. Perhaps when you read this we will all have an idea of how our lives will be shaped over the next few years, or maybe a balanced Parliament with a period of hammered compromise will be the outcome. Have a great month... [DT](#)

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About the author



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

What keeps your patients coming back for more?

Seema Sharma offers some advice



Keep patients coming back to your practice by taking time to get to know them

We all have been suffering and seen our neighbours suffering from the effects of the economic downturn, but what keeps your patients coming back to you for more treatment?

Invest in communication training for the whole team

Many dentists concentrate on the high-production dentistry – smile rejuvenation, full-mouth rehabilitation, implants and sinus lifts and so on, but what about when the money dries up and the patients drop off the radar?

I have found it is often the simple things that keep your patients coming back for more.

These are sometimes the things that we forget about with the day-to-day chaos of running a practice, but these are the things that will stick in your patient's minds and make the difference to whether they return to you or not; in fact it is customer service and the smiles and personal touches you display, that will keep your patients coming back to you for more.

Keys tips for patient satisfaction

Don't keep your patients waiting

We all hate to be kept waiting. Queues, call waiting, automated answering services – I can't think of one person who relishes any of the above. Patient surveys show that no more than 10 minutes waiting time is acceptable. No excuses. Learn to manage

your time effectively and book realistic appointment times.

Take time to get to know your patients

Greeting someone by name, even though you have not met them before, remembering where they went on holiday or what their children's names are in age order, are all ways in which you can build rapport and get to know your patient. If you show your patient you care not just about their teeth, but them too, it will inevitably lead to them coming back to you for more.

Don't cancel or chop and change your patients' appointments

We all hate being mucked around, especially at the last minute. If you have to change an appointment, make sure you stick by your own rules and allow enough notice and try to avoid at all costs.

Roll out the red carpet every time a patient visits you

Ever been to a salon or hotel where they have something so cool and thoughtful on tap and complimentary that it blew you away? It could be something as simple as having cool, fresh water available in an iced jug on a hot day, a warm hot towel available to freshen up after a long treatment or an unexpected call the following day just to check how you're doing after your root canal treatment.

These are all examples of going that extra mile to make your patients comfortable and

making them feel wanted and needed. Don't underestimate these small touches; they go a long, long, way.

Don't fine your patients for non-attendance

In my experience, fining patients for non-attendance alienates patients – you can bet your bottom dollar they will not return quickly! Instead, create value for the treatment they are about to receive.

Create value!

Once you have created value, you should have no problems collecting deposits to secure their next appointment. It is a darn sight easier to retain a deposit than collect a fee for something the patient has not had done yet.

CQC Tip: Outcome 1 of a long list of care quality outcomes is that dental teams will have to demonstrate how they respect and involve the people who use their services, ie patients! [DT](#)

About the author



Seema Sharma is the founder of Dentabyte.co.uk, which provides practice management and core CPD courses for all dentists and practice managers, in private or NHS practice.

She has also established a philanthropic charity, The Sharma Foundation.

For practice management and CQC support, email info@dentabyte.co.uk or visit Website: Dentabyte.co.uk

If you would like to know more about her humanitarian efforts, email info@seemasharma.co.uk.

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Medical Director, London Marathon
Medical Emergencies



JIMMY MAKDISSI: (1 hour)
Dental Radiologist
Radiography Essentials

SANDRA SMITH: (2.5 hours)
Infection Control Adviser
Decontamination & HTM 01-05 made easy



NHS TENDERING SUCCESS

19 MAY 2010, LONDON, £295

TOPICS

- Know what PCTs want
- Stand out from the Crowd
- Write a winning tender
- Access, Quality, UDAs and Price
- Presentations & Negotiations
- Mobilisation & Meeting KPIs

Verifiable CPD

SPEAKERS

SEEMA SHARMA
CEO, Dentabyte.co.uk



Owner of 2 mixed practices & 2 predominantly NHS practices and won 2 tenders, one of which is a Wave 1 Pioneer Steele Pilot.



RAJ RATTAN: Guest Speaker

Owns 2 mixed practices and is a partner in a third. Raj is the author of "Understanding NHS Dentistry", a PCT and a dento-legal advisor at Dental Protection.

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