DENTAL TRIBUNE

The World's Dental Newspaper · United Kingdom Edition

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News in Brief

Pomegranate power
A new university study has found that pomegranate juice reduces stress hormone levels in British workers. Researchers at Queen Margaret University, Edinburgh studied the physiological effect of daily consumption of 500ml of Pomegreat Pure pomegranate juice over a two-week period and found that daily consumption caused a significant reduction in the level of stress hormone cortisol in saliva and a significant reduction in systolic and diastolic blood pressure in all volunteers. Volunteers also showed an improvement in arterial health as measured by pulse wave velocity. Volunteers were also assessed on mood status using a specialist test. After consumption of pomegranate juice most subjects reported that they were more enthusiastic, inspired, proud and active and all reported that they were less distressed, nervous, guilty and ashamed according to the attributes tested. The full results of the study will be presented at an international conference in Barcelona in October.

New Ministers
Following the May 5 elections in Scotland, Northern Ireland and Wales, new ministers have been appointed. In Northern Ireland, Democratic Unionist Party Member Edwin Poots has been announced as the new Minister of Health, taking over from Ulster Unionist Party Member Michael McGimpsey. In Wales Wrexham Assembly Member Lesley Griffiths has become the new Minister for Health. She was previously Deputy Minister for Skills, Innovation and Science. In Scotland, Nicola Sturgeon MSP retains her post as Deputy First Minister and Secretary for Health. Jackie Baillie Labour MSP will be the Shadow Cabinet Secretary for Health.

Toothless tourist
DTI: On 9 May, an expedition investigating the cause of the vanishing lakes in the Blue Mountains World Heritage Area, stumbled across dentures that had gone missing there about 30 years ago. A German tourist had lost them while boating in the Thirlmere Lakes area, southwest of Sydney. Ms Graham and the environment writer Denis Wilson, confirmed the teeth's history with the former owners of the holiday camp that once graced the lake's shore. They now aim to return the teeth even though no one now remembers the name of the German tourist.

Dental associations speak up over whitening debate

Could this be the call for reclarification on whiteneing products?

Tooth whitening has become a popular cosmetic treatment

An on-going investigation by Essex County Council Trading Standards Officers is directly affecting the availability of hydrogen peroxide-based whitening products to dentists triggering many dental associations to speak up and call for government clarification regarding teeth whitening products.

The British Dental Bleaching Society (BDBS) has endorsed such calls, stressing that there is no question around patient safety regarding bleaching when carried out by an appropriately trained and qualified dental healthcare professional.

The British Dental Association (BDA) has already expressed concerns that any supply problem could mean patients seek whitening treatments from non-dental professionals, which is illegal and dangerous, and is seeking a meeting with the Department for Business, Innovation and Skills (BIS) as a matter of urgency.

As stated in a recent press release, the BDA is aware that the current investigation by trading standards at Essex County Council is having a major impact on the availability of hydrogen peroxide-based whitening products to dentists, and as a result, the situation is adversely affecting their ability to provide whitening treatments to patients. This supply problem could mean that patients will seek whitening treatments from non-dental professionals instead.

The European Union is currently reviewing the EU Cosmetics Directive, which it is hoped will provide a coherent legal framework for the provision of tooth whitening products in the UK. Meanwhile, the BDBS and the BDA are urging Trading Standards officers to maintain the low-key approach to enforcement around the supply of whitening products to dental professionals previously advised by Local Government Regulation (LACORS).

The BDA would like to see the previous low-key approach to enforcement around the supply of whitening products to dental professionals previously advised by LACORS and taken by trading standards re-instated.

Stuart Johnston, Chair of the BDA's Representative Body, said: "The recently-changed approach to the supply of whitening products, and particularly the impact the investigation being undertaken in Essex is having, is a significant concern for patient safety. This must be addressed as a matter of urgency and the previously adopted low-key approach to supply to dental professionals reinstated. A significant body of evidence demonstrates the safety of whitening products when used by trained dental professionals. We urge trading standards officers to adopt a pragmatic approach that recognises this and puts patient safety first."

In a statement from the BDBS, there is no question around patient safety when dentists observe the following guidelines:

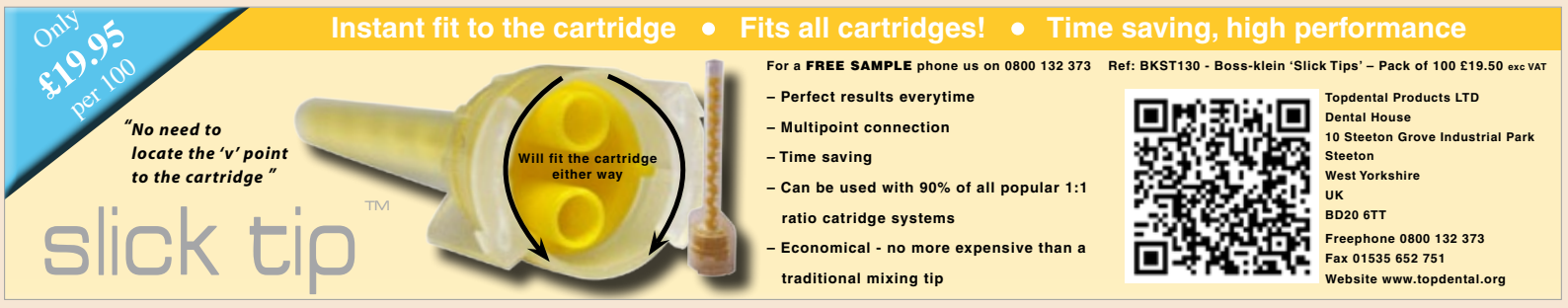
• A full examination must take place before any bleaching procedure

• Informed patient consent is paramount and patients must have alternatives and risks thoroughly explained

• Before and after photos must be taken and retained throughout the course, and following completion of, treatment

• Any products supplied for home use by a dental practice must meet Scientific Committee on Consumer Products (SCCP) guidelines

• There should be a commitment by the trade not to supply beauticians or the public direct. DT



GMC looks for new panellists to make decisions on doctors' fitness to practise

Have you got what it takes to help make decisions about whether a doctor is fit to treat patients? That is the question being asked by the General Medical Council which has embarked on a major recruitment campaign to find medical and non-medical panellists who will sit in judgement at its fitness to practise hearings. It is the first campaign for new panellists in five years.

The panellists have a vital role in protecting patients and making sure proper standards of conduct and behaviour are maintained within the profession. They have to make independent decisions in cases where the doctor faces serious allegations which could affect their registration as a doctor. The panellists hear evidence, decide whether the allegations are proved, whether the doctors' fitness to practise is impaired, and if so what action is required.

There are normally three panellists for each hearing and each panel must include at least one doctor and one non-medical person. Panellists come from a wide range of different professions and backgrounds, including teaching, architecture and the civil service. The GMC wants applications from candidates who are interested in this area of its work and in ensuring a fair and transparent process. Panellists must have the intellectual and analytical ability to make sound judgements and they need to be open-minded and objective.

Doctors and members of the public who are women, or who have black and minority ethnic backgrounds, are particularly encouraged to apply, as the GMC wishes to maintain the diversity within the pool of panellists so that it is as representative as possible, both of the medical profession and society in general.

As most hearings take place in Manchester, the GMC is keen to hear from candidates who live within commutable distance of Manchester, although the GMC also wants to hear from suitably qualified candidates who live throughout the UK. The new panellists are being recruited to replace those whose terms of office are due to expire next year.

Niall Dickson, the Chief Executive of the General Medical Council, said: "The work of both medical and lay panellists is crucial in maintaining public confidence in the profession. They are expected to make challenging and complex decisions which protect patients and maintain proper standards of behaviour in the medical profession. We need individuals of the highest calibre to apply, and for the successful candidates we will provide thorough training to make sure that they fully understand their role and responsibilities"

The GMC is holding a series of sessions where those considering applying can learn more about the role of panellists and the work of the GMC. Candidates interested in attending one of the sessions should contact panelapplications@gmc-uk.org for further details.

Although in formal terms these are not public appointments, the recruitment process will be carried out in line with the guidance issued by the Office of the Public Appointments Commissioner and an independent assessor will monitor the process to ensure consistency and that it is accessible and fair for everyone who applies.

The closing date for applications is 19 June 2011. Candidates can obtain further information about the posts and apply online at https://jobs.gmc-uk.org. DT

King's Dental Institute wins innovation awards

The King's College London Dental Institute is celebrating after an impressive triple win at the prestigious Medical Futures Innovation Awards, winning two awards for innovations praised by judges foraddressing major unmet needs in both dental treatment and dental training, as well as receiving a coveted Special Award that honours one of the Institute's cutting-edge research teams.

Winning the 'Best Educational Innovation' in the Dental and Oral Health Innovation category was hapTEL, a new virtual-reality, haptic (sense-of-touch) 'dental chair' system aimed to teach the next generation of dentists. The innovation was developed by King's academics Professor Margaret Cox, Dr Jonathan P San Diego and Dr Barry Quinn, and a team of over 24 clinicians, psychologists, sociologists and cyberneticists, including Professor William Harwin, Dr Alastair Barrow and Brian Tse from the University of Reading.

Using a haptic dental drill and mirror to operate on virtual teeth shown in 3D on a screen, this system allows trainee dentists to reflect what would be seen in real life, and features a foot pedal to control the speed and settings of the dental drill. Although there are competitive systems on the market, the hapTEL team's unique software platform allows the overall unit to sell for up to £20,000 less than the nearest competitor.

Haptics is already widely used in the multimillion dollar computer gaming industry. The technical and educational expertise and knowledge of the hapTEL team will lead to other haptic applications such as therapy for stroke victims, medical applications and educational aids for children with dyspraxia and other learning difficulties.

The hapTEL team, led by Professor Margaret Cox, was bestowed with an additional accolade at the prestigious event, receiving the Special Award for the Best Educational Innovation. This award recognises an individual or team that has demonstrated a novel and outstanding initiative that has made a positive impact in healthcare learning amongst students at any level.

The third award, for the 'Best Translational Research Innovation' in the Dental and Oral Health Innovation category, was awarded to the team behind 'Preventing cavities the SMART way', an innovative topical gel placed around the teeth to prevent infection with the bacterium Streptococcus mutans, the main cause of dental decay. The innovation was developed by King's Professors Charles Kelly, Thomas Lehner and Raman Bedi, and Professor Julian Ma from St George's, University of London.

The topical gel is the first pharmaceutical product specifically targeted against the main bacterial cause of dental decay, and judges encouraged the team to pursue commercialisation. Patented and available for license, the team envisages a dental gel as their first product, followed by a toothpaste as the second generation of product, a market worth in excess of US $9 billion.

Professor Nairn Wilson, Dean and Head of King's Dental Institute, commented: "The Dental Institute is delighted to be in receipt of three 2011 Medical Future Innovation Awards. It's pleasing to see our world-leading research teams being recognised in this way, particularly for the Best Educational Innovation Special Award." DT

Protecting toddlers from dental decay

The British Dental Health Foundation has given its full backing to the Infant and Toddler Forum to help achieve a major improvement in the dental health of children under the age of five.

Previous research shows that around one third of children under the age of five in the UK continue to suffer from dental decay and the BDHF is now working closely with the Infant and Toddler Forum to help raise awareness of the issue with health care professionals, parents, carers and guardians.

With diet being an important factor for healthy teeth, the Foundation has already endorsed the Forum's '*Ten Steps for Healthy Toddlers*', which covers advice in areas such as eating, drinking and exercise. Both organisations have now combined during National Smile Month to produce a new factsheet called 'Protecting Toddlers from Tooth Decay', which provides comprehensive advice on how to care for children's teeth – including fluoride, medicines, diet, snacking, tooth brushing and bottle-feeding.

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, said: "It is really important children develop a good oral health routine from a very early age. It's also important that the people who care for them have the knowledge and information to help nurture children. Our relationship with the Infant and Toddler Forum creates an excellent opportunity for us to share our experience and advice directly with the people and organisations that have the most influence on children in their formative years."

Judy More, paediatric dietician and Forum member explains: "Parents often think that tooth decay in children's first teeth is not important as they will grow their adult set in any case. However, the first teeth are just as important as adult teeth as early loss of the first teeth can lead to overcrowding when adult teeth appear. The Infant & Toddler Forum has produced some simple guidance and tips for parents to help avoid tooth decay in their little ones." DT

Thinking of the children

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Editorial comment

If there is one thing that fries my circuit boards, it's seeing something that supposedly is about the whole NHS (or even healthcare in general) but has no mention whatsoever about dentistry!

Case in point – I received an email newsletter from a law firm who specialises in the healthcare industry ~ promoting their presence at next month's NHS Confederation Annual Conference and Exhibition. 'Hmm this sounds interesting' I thought, and proceeded to look up the conference programme and details.

Well there was no need to get excited, because dentistry does not seem to be invited to this auspicious event! There were no speakers on dentistry, no mention of it in the commissioning presentations or workshops, and no one making their presence known at the exhibition (one point to note, the General Medical Council have a stand at the exhibition...).

If anyone happens to be going (it's in Manchester if you're interested) and is flying the flag for dentistry, let me know how it goes. One other bit of news that had me rolling my eyes was the 'shock' revelation by the Financial Times and then the BBC that the CQC are experiencing staff shortages to the tune of nearly 300 people, 133 of those being inspectors.

Now, that may be a 'duh' moment, but it does raise concerns about the Commission's ability to inspect dental practices in the first year of registration for dental practices.

I have been in contact with a CQC spokeswoman to ask this very question, and when I know, you'll know. DT

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:
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Join the loo queue

King's College dental students have recently starred in Water Aid's 'Join the Loo Queue video', a light-hearted and warming video of people queuing for the toilet, which was filmed all around the world.

However, besides the humorous 'how many people can you fit in a port-a-loo' shot, the video brings home some serious messages, showing how more than 40 per cent of the world's population are living without a toilet and that one in eight people live without safe water. As a result, 4,000 children die every single day. One message that the video conveys is that the government could help 100 million people out of this crisis.

The video, which accompanies the Loo Queue petition that will be happening during the Glastonbury festival this summer, is a display of solidarity with those who have been waiting their whole lives for a safe, clean place to go to the toilet.

Watch the video at www.wateraid.org/looqueue and sign the petition to call on the government to address this injustice by committing to lifting 100 million people out of water and sanitation poverty by 2015! DT

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1 Furgang et al, J Dent Res. 2011; 90 (Spec Issue): Abstract 3073.

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NHS in your pocket

NHS Direct has launched a free mobile app so people can access its trusted and reliable health advice conveniently from wherever they are.

The app, which has made the top spot of the free iPhone apps, was launched this week, means that people with an iPhone or Android smartphone can assess advice directly from the NHS on their own or someone else's symptoms; they can do this by answering a number of clinically designed questions.

The app is also linked to NHS Directs telephone service and, if a further assessment is recommended, users will be able to submit their contact details so that an NHS Direct nurse advisor can call them back. Patients will be able to review and amend their answers at any point and expand information on specific symptoms should they need additional help identifying them.

The app includes a list of 37 symptoms, including dental pain, diarrhoea and vomiting, abdominal pain, rashes, back pain and burns and then explains clearly what the user needs to do. It's design is clear and concise, minus any medical jargon, and uses daily scenarios to aid any advice that is given.

Patients can also get advice about how to relieve symptoms associated with specific conditions such as flu and hay fever. There's also the opportunity to get more specialist advice on issues such as mental health, contraception, sexual health matters and pregnancy problems.

The app is available to download free of charge for Android™ devices from the Android™ market place: https://market.android.com/ and for the iPhone® (including the iPod Touch® and iPad® applications) through the app store. The health and symptom checkers that are available through the app are also available online at www.nhs.uk/nhsdirect.

Additionally, NHS Direct's online initial assessment symptom checker is now available on web-enabled mobile phones by typing 'mobile.nhsdirect.nhs.uk' into the phone web-browser.

People who would prefer to speak to someone, have not got internet access or think a further discussion about their symptoms is needed can still call NHS Direct on 0845 46 47 any time day or night.

The development of innovative digital services is a strong focus for NHS Direct's five year business plan. Giving patients remote and virtual options to empower them and encourage self-service is identified as crucial to its ambitions to provide a more valued service to patients and to support the wider NHS. DT

Researchers uncover therapies for dry mouth

The new findings could be a great help for those suffering with dry mouth

According to a recent report, researchers from the University of Louisville are closer to helping millions of people who suffer from dry mouth.

Douglas Darling, Department of Oral Health and Rehabilitation, University of Louisville School of Dentistry, and his team have identified a protein sorting mechanism used by the salivary gland.

Patients who have suffered damage to their salivary glands due to radiation therapy, prescription drugs or Sjogren's Syndrome (an immune system disorder often defined by its two most common symptoms dry eyes and a dry mouth), could be of benefit to the scientific discovery.

Salivary glands have multiple secretion pathways: One pathway takes proteins to the salivary duct; other pathways carry different proteins into the blood or to form a supportive matrix for the cells. Transport along these pathways occurs by sorting the proteins into vesicles (hollow membrane sacs) that carry their "cargo" to the correct destination.

It was believed that cargo proteins were moved into the forming vesicles by attaching themselves to sorting receptor proteins. However, Darling and his team have discovered a completely new approach, which suggests the reason no salivary sorting receptor protein has been found is that it may not exist.

According to a report, Darling's new model, says that the salivary cargo protein, Parotid Secretory Protein (PSP), selectively and directly binds to a rare lipid, a type of fat molecule called PtdIns(3,4)P2, which is present only in certaain cell membranes; it is also only present on one side of the membrane.

Darling also found PtdIns(3,4) P2 can flip to the inner part of the vesicle membrane - giving PSP the opportunity to bind it.

The next step is to identify ways to test ways to manipulate this potential protein sorting mechanism.

The study, *Parotid Secretory Protein Binds Phosphatidylinositol (3,4) Bisphosphate* appeared in the *Journal of Dental Research.* DT

Third of children in Birmingham have tooth decay

New figures that have recently been released reveal that a third of children under the age of five in Birmingham have either missing teeth or tooth decay.

Although Birmingham Community Healthcare Trust has been encouraging children to take better care of their teeth and gums by using giant toothbrushes, the statistics show that the amount of people visiting their dentist has dramatically decreased.

It was reported that health experts have attributed the high rates of decay and obesity to poor diets that are full of sugary and fatty foods.

Quoted in the news release, Jasmin Frater, a postnatal coordinator for the under-fives programme, said that oral healthcare should start from a very early age and parents need to take responsibility for their children's oral health. DT

A third of children under five in Birmingham have tooth decay or missing teeth

Dental dilemma

It has been reported that Liverpool's A&E dental department, which provides an emergency service performed by student dentists, is attracting thousands of young people as they choose to visit the dentist there instead of registering with a regular NHS dentist.

Last year alone more than 6,000 patients attended the unit, costing the NHS more money than if they had visited ordinary dentists.

The Liverpool Primary Care Trust (PCT) investigated the issue and found that patients were visiting dental hospitals as an alternative to other care. It is believed that patients prefer to visit dental hospitals because the care is free and there isn't the hassle of having to register.

According to the report, there are still NHS spaces across the city and even though appointments cannot be made to visit the A&E dental department, it is possible to join a queue to access care. DT

Dental hospitals are more attractive than NHS dentists

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Changes welcomed

The British Dental Practice Managers' Association welcomes new president, Jill Taylor, to the helm.

The 34-year-old practice manager from Kilwinning, Ayrshire, Scotland was voted in by members at the BDPMA's AGM at the BDA's Dental Conference and Exhibition in Manchester on Saturday May 21.

Jill, practice manager at Botanics Dental Care in Glasgow, said she is delighted with her prestigious role within the BDPMA, which provides support, expert advice and information to practice managers and administrators.

"It is an honour to become president of the BDPMA and I am very much looking forward to my two years in office. There are some exciting changes taking place within the organisation, which will be revealed in more detail at the BDTA Showcase in October."

Jill started her career as a dental nurse in 1994 and joined the BDPMA in late 2008, where she became a regional co-ordinator within a year. Hannah Hume, a practice manager in London, has become vice president. The BDPMA was formed in 1993 and now has more than 800 members. Furthermore, members have agreed to a change of name for the Association and as has been posted on both Twitter and Facebook, BDPMA is going to be renamed The Association of Dental Administrators and Managers, or ADAM for short.

A spokesperson for the BDPMA said that the change of name will take effect in October with an official launch to the profession at Dental Showcase in October when there will be a press briefing to tell everyone all about it. DT

Tobacco Amnesty

A 'Tobacco Amnesty' which has been supported by TV doctor Hilary Jones has seen hundreds of smokers ditch their old cigarettes in favour of healthier E-Lites electronic cigarettes.

According to reports, the pioneering initiative took place on World No Tobacco Day. By binning their old cigarettes in exchange for one of E-Lites' revolutionary new disposable electronic cigarettes, the event gave commuters at Liverpool Street Station in London an opportunity to try smoking without tobacco or tar. The report stated that E-Lites replicate a smoking experience, by not only being a realistic-looking device, but by turning a pure nicotine solution into a vapour that is inhaled like a cigarette.

E-Lites director Adrian Everett was quoted as saying: "The response on the day was astounding and far beyond our best expectations. People were fascinated to find that there's now a credible alternative to real cigarettes that is healthier, cheaper and unrestricted for use in public places. The interest in our Tobacco Amnesty proves beyond doubt that smokers who are struggling to stop, or simply don't want to quit, are open to new ideas, and just as VHS videotapes have been overtaken by DVDs and digital downloads, we believe E-Lites will render cigarettes out-dated before too long." DT

I am Tubulite Barbie

Dentists across the country were called to use their creativity in a competition designed to show off the power of social media.

One of the competition ideas

Dhru Shah, dentist and founder of website dentinal tubules and Mark Oborn, consultant in online and social media marketing, came up with an idea to run a competition for dental professionals to take pictures of the website's '#iamatubulite' badge in weird and wonderful places. The prize was a free place on Mark's next Social Media Kick-start course, worth £250.

Mark commented: "I set up the competition #tubulite badge to find the best, most fun, most exotic, most daring and most creative photo people could take of their badges. We had many entries including Darth Vader wearing a badge and photos of the badge on the moon (thank goodness for Photoshop huh?), but the final winner was chosen for sheer entertainment and creativity.

And the winner was Rachel Webb, a trainee dental ceramist. Her photo (left/right/delete as appropriate) saw toy icon Barbie getting involved in the tubulite trend.

For more information go to www.dentinaltubules.com DT

Islanders lose their dentist

5,000 islanders who are about to lose their dentist have been calmed by NHS Shetland who are pledging a solution for the crisis by September when Alan Owen ceases practising.

The organisation's chief executive Ralph Roberts said that the issue was being discussed "day in, day out". He hoped that some answers would be known by the end of this month or early in July with a replacement service in place "by September or shortly afterwards".

People across the islands have begun receiving letters informing them they are being deregistered by the practice in Lerwick, which Mr Owen is required to do before retiring on 2nd September.

The business, which is contracted to the NHS and run from a dental surgery in St Olaf Street leased from NHS Shetland, has not been brought by a new buyer. For the moment, patients seeking emergency treatment are advised to contact the Montfield clinic or NHS 24. DT

Nearly half of population admit skipping bedtime brush

Nearly half of the population (47 per cent) has admitted to regularly skipping brushing their teeth at bedtime putting their oral health at risk.

Women are the most likely to break one of the three golden rules for clean and healthy teeth, with nearly six out of ten (59 per cent) regularly skipping brushing their teeth at bedtime, compared to just over a third of men (35 per cent). In contrast, relatively few people skip brushing their teeth in the morning with just one in ten people starting the day without looking after their teeth.

The findings have been revealed by the British Dental Health Foundation as part of its National Smile Month campaign, which has been running since 1977. The survey – which looked at the nation's brushing habits – also found that over a quarter of the population (28 per cent) have admitted to not brushing their teeth for 24 hours and around one in seven people (15 per cent) have not cleaned their teeth for more than two days.

During National Smile Month, the Foundation seeks to remind everyone of the three golden rules for good oral health: brushing for two minutes twice a day using a fluoride toothpaste; cutting down on how often you eat and drink sugary foods and drinks; and visiting your dentist regularly, as often as they recommend. Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, said: "Anyone who regularly skips brushing their teeth – morning or night-time – is storing up oral health problems for the future such as tooth decay and gum disease – the biggest cause of tooth loss often resulting in the need for bridges, dentures or implants. Gum disease has also been linked to other medical problems such as heart disease, strokes, diabetes and respiratory disease.

"Good oral health cannot be maintained by brushing once a day as each brushing session has a specific purpose. Brushing first thing in the morning coats the tooth's enamel with fluoride to strengthen and protect the tooth surface against acid attacks throughout the day.

"Brushing last thing at night removes the deposits which have built up from eating and drinking during the day, as well as removing plaque – the cause of gum disease. The last brush of the day also coats the teeth with fluoride, which is not washed away through eating and drinking, and continues to protect the tooth's surface further during sleep," advised Dr Carter. DT

‘Instrument Amnesty’ returns to Showcase

In order to address the need for dental instruments in developing countries, the BDTA is pleased to announce that the instrument amnesty will be returning to Showcase 2011. The BDTA is linking up with Dentaid, the dental charity striving to improve the oral health of disadvantaged communities around the world, to encourage the dental team to donate their unwanted hand instruments at this year’s exhibition.

There is a severe shortage of dentists in developing countries and the ones that are working are drastically under-resourced. The level of care they are qualified to offer is significantly higher than their equipment allows; no light, no drill, no suction, difficult working conditions and very importantly, only a limited range of instruments.

Recipient dentists are always delighted with the equipment provided but some have been known to literally weep with joy when they have opened the box of instruments provided with the surgery, highlighting just how important these hand tools really are for day-to-day dental care.

Andy Jong, Dentaid’s CEO said: “Since developing the portable dental chair and portable instrument kit, Dentaid has experienced a big surge in orders from charitable projects and hospitals with community oral health programmes. This year’s instrument amnesty is a great way for the dental team to help us meet the demand and reach many more remote places with improved oral health care.”

It is likely that there is a huge selection of instruments sitting in the bottom of cupboards in dental practices across the country not being used. The highly successful instrument amnesty last took place at Showcase in 2005 where over 10,000 instruments were collected. It returns to this year’s event as a way to once again replenish the diminishing stocks and enable Dentaid to continue its important work.

Bring your instruments with you to BDTA Dental Showcase 2011 and please ensure your instruments have been properly sterilised and then donate, along with details of your practice, to the Dentaid stand during the exhibition.

BDTA Dental Showcase 2011 takes place between 20-22 October 2011 at the NEC, Birmingham. To secure your free of charge entry to the show, reserve your ticket at www.dentalshowcase.com. For further information on Dentaid, visit www.dentaid.org. DT

Dentaid provides dental equipment

B2A announce 2011 Golf Tournament

The Bridge2Aid (B2A) 2011 Golf Tournament is on! The team are delighted to announce their hugely popular and now annual Golf Tournament will be held at Hankley Common Golf Course, in Farnham Surrey on August 30th, 2011.

Voted the 50th best golf course to play in the UK BY Golf World Magazine and soon to host the Open Championship prequalifying competition in June, Hankley Common provides the perfect setting for Bridge2Aid’s Tournament this summer.

Starting the day with a light breakfast, followed by 18 holes and topped off with a delicious three course lunch, prize giving and a special auction with a round of Golf at the prestigious Loch Lomond up for grabs – this year’s Tournament is set to be the best yet!

If you’re a budding golfer, keen to host a day out for your team or simply looking to support the dental charity, there are now 25 teams available to book in one of Surrey’s finest golf courses.

A team of four can be booked now for just £488. For more information on the day or to book your team contact Stuart Thompson now on 01483 304944. Alternatively for more information on the course go to www.hankleycommon.co.uk. DT

Hankley Common Golf course

Derbyshire dentists complete CQC registration

Derbyshire dentists can celebrate National Smile Month in style, as all 126 NHS practices in the area have now successfully signed up with the Care Quality Commission (CQC).

Keith Mann, head of Primary Care Contracts for NHS Derbyshire County, was quoted saying that: “It was a very positive sign that dentists across the county are committed to improving NHS dental services and offering patients the best possible standards of care.”

According to the report, the trust is continuing to operate the dental helpline, which provides information and advice about dental services and oral health matters in the area. DT

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"Dr Wikipedia will see you now…"

GPs are seeing a rising use of wikipedia for professional information gathering

A new report has revealed that 60 per cent of European doctors are using Wikipedia for their work. 300 GPs across Europe were interviewed for the report, which examined how regularly doctors accessed the internet for both professional and personal reasons. According to one report, the statistic jumps to 69% when analysing the number of European GPs using social media sites for professional use outside of just Wikipedia (including FaceBook, LinkedIn, YouTube, Twitter).

On the site, the online encyclopaedia, confirms that: "... Wikipedia is written collaboratively by largely anonymous internet volunteers who write without pay. Anyone with internet access can write and make changes to Wikipedia articles... users can contribute anonymously, under a pseudonym, or with their real identity, if they choose."

"The issue that needs debate here is whether this is a surprise to patients and doctors alike, as it is clearly a forum that GPs do refer to," said Damian Eade, Director at Insight Research Group, who spearheaded the research. "The report is certainly not saying Wikipedia, and other social platforms, are not exceptional fonts of knowledge for the public.

But should it be a sensible and reliable place for medical professionals to turn to?" Surprisingly the report also highlighted that throughout Europe the social web wasn't only used by young doctors: the report revealed that around 75 per cent of doctors in the 51-60 age groups had stated that they regularly used Wikipedia for professional use.

The report also suggests that the internet is fast becoming a regular part of a patients' visiting to their doctor. Half of the doctors interviewed stated that they recommend specific websites for patients to visit following their consultations; a further 87 per cent were known to have advised certain sites for patients with regards to seeking background and educational information on their condition; 70 per cent searched the internet for additional support and advice and 69 per cent used the web for more information regarding treatment and medication.

One report suggested that the report has reinforces the view that we have entered the era of the 'ePatient' - where the web has become a trusted tool for not only daily tasks, but also health-related matters. However, as Damian Eade stressed: "Whether it's researching illnesses, sharing experiences, making recommendations or providing moral support for other patients around the world, the social web has reinvented health advice, and we need to make sure the right advice is on hand for people." DT

WYTEN Technology gets new management team

This week heralds a new senior management team at Wyten Technologyas the company begins selling products direct to dental care professionals in the UK as well as expanding its business into USA.

Benjamin Mak is promoted to chief executive officer. His responsibilities will include overseeing the continuing growth in the UK market and expansion plans in the new global markets. Previously chief operations officer at Wyten Technology, Benjamin has been with the company since its inception. Previously holding senior managerial positions in industries as diverse as engineering, logistics and wholesale supply, Benjamin brings a wealth of experience and skills to the company. Benjamin has been thoroughly instrumental in the establishment of Wyten Technology as a leading, innovative supplier of dental products.

Lisa Roche assumes the role of international sales and marketing manager at Wyten Technology where she will be responsible for developing a direct sales structure for the product range. Lisa holds more than 30 years' experience in the dental industry working with market leaders including Discus Dental and Nobel Biocare.

Melonie Prebble becomes international clinical development manager at Wyten Technology where her role will encompass-clinical advisory and practical training, key customer support and team development. Boasting 20 years' experience in the dental industry, Melonie is a renowned national speaker in the field of comprehensive care, dental hygiene and team building and a regular contributor to eminent dental journals. She previously chaired theBritish Dental Hygiene Association London region. DT

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Ian qualified from Liverpool University in 1985. He has over 20 years experience in the Private sector and National Health Service. Ian is the first International Member of the Teaching Faculty at the Dawson Academy for Advanced Dental Education in St. Petersburg, Florida and has achieved Masters Level in Aesthetic dentistry with the Rosenthal Institute based at New York University. A member of the AACD, BACD, BDA and ADI he lectures nationally and internationally on functional and aesthetic dentistry.

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