DENTAL TRIBUNE

The World's Dental Newspaper · United Kingdom Edition

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News in brief

Parliamentary group

An all-party Parliamentary group has been formed to 'promote a greater understanding of dentistry'. The group which is chaired by MP Charlotte Atkins, Labour MP for Staffordshire Moorlands and vice president of the British Fluoridation Society, is planning to visit dental practices to enable practitioners to talk about the issues that really matter to them and their patients. The group will also look at best practice, hold themed meetings and public debates.

Part of its role will be to monitor the progress of the Health Select Committee's recommendations for NHS dental services while investigating and raising awareness of oral health issues in general.

More complaints

The Dental Complaints Service (DCS) has seen complaints increase by eight per cent. The DCS logged 146 complaints in December 2008. For January - December 2008, the DCS logged 1,647 complaints, an increase of 8 per cent over the equivalent period in 2007. The average number of complaints logged since the launch of the DCS in May 2006 is now approximately 32 per week.

A breakdown of the type of complaints made revealed that the highest number concerned indirect coronal restorations. Prosthetics were the second most popular reason for complaint followed by direct coronal restorations. There were no complaints concerning treatment of patients with special needs.

Health award

Pupils at a school in Halifax in Yorkshire have won a dental health award. West Vale Primary School won the Cute Fruit Plus award for its work in promoting good oral health in young children. The school has a policy on healthy eating and snacking and staff have received training about oral health and prevention of dental diseases. The children are given fruit throughout the day as well as to go home with. They are also given milk at break times and encouraged to take care of their teeth.

Tribune correction

Dental Tribune would like apologise for a story in its previous issue stating that The Dental Studio in Peel Arcade in Barnsley was responsible for a chemical leak that started a fire in the Yorkshire town. *Dental Tribune* would like to make it clear that The Dental Studio had nothing to do with the incident.

www.dental-tribune.co.uk

Practice management

Life changes

Opening your own business is the ultimate goal, but it is also a massive, life changing decision says Simon Hocken.

page11

Money matters

Tidy details

Make sure your paper work is in tip top condition following your tax return. An investigation could happen any second.

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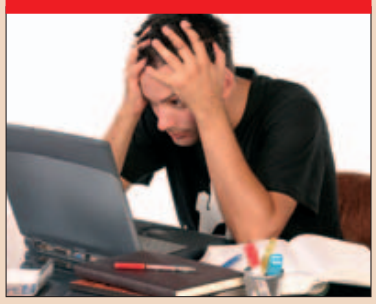
Clinical

New habits

Fixed appliance orthodontics has become an efficient and widespread treatment for malocclusion but can we do better?

page19

Education



Fear elimination

Clinical case presentation may send shivers down students' backs, but if you plan ahead it's not so bad at all.

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Dr Cockcroft condemns survey

The Chief Dental Officer for England has condemned a survey, claiming 3m people in the UK have tried DIY dentistry, as 'ludicrous'.

The survey for *Which?* magazine found eight per cent have tried DIY dentistry and the same amount of people knew someone else who had tried it.

Around a quarter of those had attempted to remove a tooth with pliers. Three in 10 had tried to whiten their own teeth using household products, while 12 per cent had attempted to take a tooth out using a string tied to a door handle.

The survey revealed that DIY techniques included fixing crowns with household glue, bursting ulcers with a pin and sticking down loose fillings with chewing gum.

Which? carried out the poll to publicise more detailed research it is carrying out into the state of dentistry in the UK.

It is asking members of the public to submit their own experiences of dental treatment to collate evidence which will be submitted as part of a Government review in April.

Which? polled 2,631 adults aged over 16 in England online from January 19 to February 4 2009. It extrapolated the figures to suggest that three million people have tried DIY dentistry.

However Dr Cockcroft criticised the survey and questioned its credibility.

He said: 'These findings come from an online multiple choice survey that has no statistical credibility. It is ludicrous to suggest that three million people are doing DIY dentistry. DIY dentistry is dangerous and unnecessary. Thanks to our investment of over £2 billion in NHS dentistry, there are now lots of new NHS dental practices expanding and opening around the country.'

Shadow health minister Mike Penning called the survey results 'a direct consequence of the introduction of Labour's botched dental contract'. DT

Dental trauma leads to death

An eight-year-old girl starved herself to death after developing a fear of dentists, an inquest heard.

Sophie Waller, from St Dennis in Cornwall, had an operation to remove her milk teeth after she stopped eating or speaking, after cracking a tooth on a boiled sweet.

She refused to go to the dentist to be treated for toothache because her tongue had been nicked on a previous visit to the dentist.

Doctors took the decision to remove all eight of her milk teeth so she would not have to undergo repeat operations and suffer more psychological trauma.

Her parents Janet and Richard, claimed this decision was taken without their consent and left their daughter 'devastated'.

When she was discharged she continued to refuse to eat any solid food and only took small amounts of yoghurt, fruit and 'build up' drinks.

A week later Sophie was so emaciated, her hair was falling out and they could see her spine through her back. She weighed less than four stone when she died.

Paediatric pathologist Dr Marie-Ann Brundler said Sophie died on December 2, 2005 from acute renal failure caused by starvation and dehydration.

Dr Brundler said she would have expected a health professional to have noticed Sophie's emaciated state had they seen her before she died.

The inquest heard that although Sophie lost 11 kgs in the four weeks before her death her parents, Janet Waller, a nursery teacher, and her husband Richard, a taxi driver, did not take her back to see a doctor.

They told the hearing they rang the hospital but were told by a nurse not to bring Sophie in as she was now under the care of a community child psychologist. DT

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Nobel Biocare's roadshow

Nobel Biocare is holding a roadshow exploring the benefits of dental restorations that have been generated with computer aided design/computer aided manufacturing.

The Procera Roadshow will be held on the evening of 12 March at the King's Hall, Balmoral in Belfast.

Guest speakers, Dr Philip Pettemerides and Eva Forst will review the benefits of computer aided design/computer aided manufacturing (CAD/CAM) and how to handle working with zirconia and alumina restorations.

Their presentation will cover topics ranging from complete rehabilitation of the natural dentition, to complex edentulous situations with 3D-CT treatment planning and surgery, to highly demanding single tooth restorations in the anterior maxilla.

The Procera Roadshow is accredited with two hours CPD (Continuing Professional Development) points and will provide evidence based aesthetic solutions to help dental professionals grow their businesses.

To book a place and for free registration, please contact Rupak Dey on: +44 (0) 1895 452 921 or email: rupak.dey@nobelbiocare.com. DT

Dentist denies sexual assault

A dentist and former councillor has denied a charge of sexual assault.

Dr Adrian Heath, who works at the Genesis Dental Care practice in Gainsborough, appeared in court, charged with touching a woman's breasts on 13 August last year.

He was formerly a West Lindsey councillor and stood as a Liberal Democrat parliamentary candidate in 2005 General Election.

The 43-year-old entered a not guilty plea during a short hearing at Lincoln Crown Court.

Judge Michael Heath agreed to an application for Dr Heath's trial to be moved out of Lincolnshire because he is so well known in the county. Dr Heath, was granted bail on condition that he does not contact the complainant. DT

Simply the best student

Students all over Britain and Ireland will be competing for the title of 'Best Ceram•X Dental Student in the World'.

Dentsply, dental products' manufacturer, is sponsoring the competition.

The UK winner will then compete against students from international dental schools with the three finalists' cases being presented at September's International Association for Dental Research meeting in Munich, Germany.

The first prize for the UK winner is an Apple iPod and docking station, second priz3e is an Apple iPod and the third winner wins £50 of vouchers. First prize for the global winner is €3,000, second prize is €2,000 and third prize is €1,000.

For more information contact Dentsply on freephone number 0800 072 3313 or email enquiry@dentsply-gb.com DT

Bankrupt dentist closes surgery

A dentist, who lost his contract after failing to meet primary care trust targets, has closed his surgery and gone bankrupt.

The Pytchley Court Dental Surgery in Corby, Northampton, has closed leaving 7,500 NHS patients without a dentist.

Dentist Zac Ismael, who had had his practice for five years, revealed that Northamptonshire Primary Care Trust (PCT) stopped his contract after he failed to meet the set units of dental activity targets. As a result, he has had to declare himself insolvent.

He said he feels he has been left 'high and dry'.

A Northamptonshire PCT spokesman said: 'We have written to all patients of the Pytchley Court Dental Practice to ensure them we are doing all we can to work with other local practices so everybody can access routine appointments to provide their dental care. The details of this incident are highly sensitive so we can't give any more at this stage.' DT

Dentist charged with murder

A dentist in Northern Ireland charged with murdering his wife and a police officer, has now also been accused of sexually assaulting a number of women.

Colin Howell was charged at Coleraine Magistrates Court in Coleraine, with murdering his wife Lesley Howell and former RUC officer Trevor Buchanan nearly 18 years ago.

Dr Colin Howell, 50, and Hazel Stewart, 45, appeared in court in Coleraine, Co Londonderry.

They were charged separately with the murders of Trevor Buchanan, 31, an RUC officer, and Lesley Howell, 30, whose bodies were discovered in a car in the neighbouring seaside town of Castlerock, in May 1991.

Howell, from Co Antrim, was remanded in custody, but Stewart was granted bail.

At the time, a coroner ruled that Mr Buchanan and Mrs Howell killed themselves. Howell has also been charged with sexually assaulting a number of women.

He is accused of four counts of indecent assault on a woman and of unlawfully applying a stupefying or overpowering drug in order to commit an indictable offence.

Mr Howell faces a total of eight charges stretching over a period of more than ten years between March 1998 and October last year.

Since Mr Howell was taken into custody, one of his patients has revealed how she has paid a substantial fee for dental treatment at his dental implant surgery, Causeway Dental Care in Ballymoney, but now has no idea when the work will be carried out.

The woman who does not wa nt to be named said: 'I'm not being told anything. If the work is not completed, what happens?'

Howell is thought to one of only a few dentists in Northern Ireland who carry out highly specialised dental surgery.

A notice placed on the window of the surgery in the name of the principal dentists of Causeway Dental Care, Robin Alexander and David Wilson, said: 'We are shocked and saddened by the events of the last few days and apologise to our patients for any inconvenience. The practice will reopen as soon as possible and we will be in touch with patients to re-schedule their visits.'

The British Dental Association (BDA), the professional body which represents UK dentists, said there is no role for them to step in in this instance.

They have advised that if a practice is unable to complete treatment or provide care then it is the practice's own responsibility to take appropriate action.

Howell is seen as one of the foremost dental practitioners in Northern Ireland.

Causeway Dental was established by Dr Howell over 20 years ago and he has come to be regarded as one of the country's leading implant providers.

Dr Howell has lectured at implant conferences in Jordan and tutors final year dental students at Queens University Belfast for Dental Implants. He also ran a cosmetic implant course for dentists who wish to restore their own implants.

He was the course tutor at Queens for core teaching of final year dental students on Dental Implants and is a mentor for the Association of Dental Implantology (ADI) and the University of Salford Degree Programme.

Dr Howell has also lectured internationally in the Middle East on the subject of dental implants and cosmetic dentistry. DT

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» If you would like a demonstration of Logicon Software and to find out how you can obtain **Logicon, contact Ernesto Jaconelli at Carestream Health, Inc. on 07764 351716 (free Line) or e-mail ernesto.jaconelli@cshdental.com.**

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Guest comment
Fare Dodgers

Why should you join your professional association? – part 1

'Some years ago, John Hunt, then Chief Exec of the BDA wrote: 'If you are not a member of your professional association, you are riding on the bus without paying your fare'. He was, of course, talking about dentists who weren't members of the BDA, but that statement is even more true today – and not only for dentists, but for all other members of the dental team as well.

Dental Care Professionals (that is, dental nurses, hygienists, therapists and technicians) are now registered professionals – and with that professional status comes professional responsibility. Responsibility to the patient, responsibility to other members of the dental team – and responsibility to oneself, to do the job properly, to behave like a professional ..... do what professional people do – keep yourself up to date, not just tick the boxes of your CPD requirement, but learn and grow in your chosen profession; treat others – patients and colleagues..... and yourself! – with dignity and respect; be proud of your profession – and join your professional association!

'Be proud of your profession – and join your professional association'

If there is one thing which amazes (no, let's be honest - infuriates!) me more than all those dental nurses who ring the BADN® office expecting us to offer them help, advice, support and information even though they've never bothered to join (in other words, they expect to get something for nothing – paid for by all those dental nurses who DO support BADN), it's the number of dentists who ring us and expect the same thing - because they're too tight-fisted to join the BDA or the DPA, but expect an association funded by dental nurses to help them! That's not just riding on the bus without paying a fare – that's hijacking the whole damn bus!

Whether you are a dental nurse, a hygienist, therapist, technician or dentist – if you want to be treated like a professional, you have to behave like one. One of the best ways to demonstrate your professionalism, make sure your views are heard, influence the future of your profession, is to join your professional association. Make no mistake - dentistry (and I use the word in its widest sense, to include dental nursing, dental hygiene, dental therapy and dental technology) is now a profession. And if you are one of those people who wouldn't ever consider themselves a 'professional', who doesn't understand what all this fuss about 'professionalism' is all about – maybe now is the time to start seriously considering that job down at Tesco DT

About the author

Pam Swain
MBA LCGI FIAM MCMI is the chief executive of the British Association of Dental Nurses, the UK's only professional association for dental nurses. Pam has worked for the BADN for 15 years this month, and previously worked for several multi-national enterprises including Hilton International and NATO and in investment banking, in Vienna, Brussels, Bermuda and Boston.

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GDPUK round-up

Rather than any major debates dominating the GDPUK forum of late, shorter, less-involved discussions have been the order of the month

Topics relating to the study of occlusion and the comparison of techniques and courses have been popular with members throughout January. Illustrating their posts with images, colleagues have discussed several cases and the use of various appliances.

In the practice management arena, members aired their views and shared experiences of dealing with verbally abusive patients, how to ensure the patient does not return, and supporting the practice team after such an event. An older topic concerning whether to give compassionate leave in unusual circumstances was rehashed, and this attracted further questions and concepts.

Despite the first meetings of the BDA Rep Body and the GDPC's three-year cycle, there wasn't much discussion of UK dental politics. Often, this is a time when political ideas and crystal-ball gazing are flowing fast and there is always condemnation of the UDA system, but there were few ideas of how to move the agenda forward, to make everyone happier about NHS dentistry.

GDPUK has been offering some verifiable CPD and hopes to offer more of this during 2009. An endodontic course was busy at Birmingham Dental School and attendees will use the event for networking, and putting faces to names they have known for years by email and on the web.

An innovation for UK dentistry has been GDPUK offering a webinar to members for free. This will be aired in early February and will be reviewed in this column. Sponsoring dental companies make this possible, and CPD certificates are sent out by email. These two events have made the New Year an exciting time to be involved in GDPUK, and as its owner, I have been involved in many aspects of improving the site, but more about this later in the year, and perhaps, like a blog, I can tell you more of the personal effects for me, as the year goes by.

I have been experimenting with what might be the next big thing on the web – Twitter. ***www.twitter.com*** has been championed by many savvy people, and despite being about two years old, has recently published its billionth 'tweet'. Words such as this, are featured in *Twittonary*, its own dictionary, and real-world news seems to break there very early. Twitter also works on your mobile phone. A way of describing it is as microblogging, maximum message size on Twitter is 140 characters so writers have to be brief. By the time this column is published, expect GDPUK to be putting out its latest news by this method to colleagues who are interested. More followers might be found! DT

Switch to sterile

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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.
Qualifiying 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.

Clinical Innovations Conference 2009

Renowned experts will be speaking at this year's Clinical Innovations Conference.

The conference, which is being held on 15 and 16 May at the Royal College of Physicians, Regent's Park, London, features experts Liviu Steier and Luca Giachetti.

Liviu Steier, expert on endodontics, gnathology and oral implantology and Luca Giachetti, dental chief of staff of the Restorative Dentistry Clinic at Careggi Hospital, Florence, will present 'Adhesive Dentistry – The Ultimate Keys To Success'.

The presentation will incorporate an analytical, research-based approach, with topics including guidelines for adhesive dentistry, shrinkage stress control: material and method, optimising the occlusal wear in adhesive dentistry, restoring the previous endodontic treated tooth and coronal reinforcement.

A spokeswoman for Smile-on, which is putting on the conference, said: 'Smile-on is looking forward to this exciting conference, and expects those in attendance to come away with cutting-edge skills and knowledge that they can immediately implement in their practices.'

Other speakers at the event include Nitzan Bichacho and Devorah Schwartz-Arad on 15 May and Nasser Barghi, Chris Orr, Wyman Chan and Sia Mirfendereski on 16 May.

For more information and to book a place, call 020 7400 8989 or email info@smile-on.com DT

BOS rolls out leaflets

The British Orthodontic Society has produced two new Patient Information Leaflets covering orthodontic mini screws and oral health.

The new leaflets follow an informal question and answer format to allow patients to readily understand and absorb bite-sized portions of information about their potential treatment and on-going care.

The British Orthodontic Society (BOS) now has twelve Patient Information Leaflets – all developed by the Clinical Standards Committee of BOS.

A spokeswoman for the BOS said: 'The leaflets are produced to help reinforce the verbal advice given to orthodontic patients at chair side. Unfortunately, many patients forget a significant proportion of the information given to them within a short time of leaving the consulting room. The PILs are deliberately kept succinct and to the point as research shows that people are affected by 'a three minute culture' and have limited attention spans, so it is important to get the salient points across in a clear and simple fashion.'

The BOS claims that these information leaflets are particularly user-friendly as they have been produced with guidance from the Plain English Campaign and British Dyslexia Association to make them easier for patients to read.

The British Dyslexia Association advised the BOS that by using a cream background with a matt finish and by avoiding using red text, the information would be more easily assimilated by those with dyslexia.

All future Patient Information Leaflets will follow the same format and when current leaflets are republished, they will be produced in the same way to ensure that they are as readable as possible.

David Morris, chairman of the Clinical Standards Committee which developed the leaflets commented: 'Both new PILs should provide orthodontists with a useful written adjunct on the diverse topics of general mouthcare and the role of mini-screws in modern orthodontic practice. Good oral care is a basic requirement for all our patients prior to and during their orthodontic treatment. The new PIL should provide struggling patients with a useful aide-memoir on the main methods of achieving healthy gums and teeth for life.'

He added: 'The emergence of mini-screws, with their ability to provide non-compliant orthodontic anchorage, is still evolving. However, as it is an invasive procedure, it is important that we provide prospective patients with up to date information on their potential use. This PIL will be regularly updated as more robust scientific evidence concerning their clinical effectiveness comes to light.'

The other titles in the PIL series are: Your First Visit to the Orthodontist; Orthodontic treatment; Orthodontic treatment - what are the risks?; Fixed appliances; Functional appliances; Removable appliances; Headgear; Retainers; Orthognathic Surgery and Adult Orthodontics.

The Mini Screws and Oral Health patient information leaflets are available from the BOS by calling 020 7353 8680.

The cost is £12 per 100 (plus £15 postage and packing). Copies can also be viewed or downloaded for free from the BOS website: *www.bos.org.uk* DT

National Smile Month campaign

The British Dental Health Foundation (BDHF) has announced the date for the next National Smile Month campaign.

National Smile Month 2009, will be launched on May 17, where surgeries, hospitals, Primary Care Trusts, schools, colleges and businesses across the UK will support the event.

Look After Yourself, Brush for Health highlights the systemic links between oral and overall health. Recent research has linked oral health to heart disease, diabetes, strokes and pregnancy problems, not to mention tooth loss and familiar dental issues, emphasising the importance of good oral hygiene.

Foundation chief executive Dr Nigel Carter said: 'The Foundation is very excited to be working on the second trans-Atlantic National Smile Month and we look forward to working alongside partners and thousands of event organisers in both countries.'

Support for the campaign comes from platinum sponsors Oral-B, Wrigley's ORBIT Complete sugar-free chewing gum and Tesco Dental Insurance.

To order your own National Smile Month resources or for more information go online or contact the Foundation on 0870 770 4000. DT

Striking the Balance

With April's contract looming large and facing the challenge of an adverse financial environment, who should a mixed practice turn to for help?

As a dentist dedicated to the values of the NHS, Jim Lafferty tries to reconcile practising NHS dentistry with the financial realities of running his practice in South Yorkshire. With the help of Henry Schein Minerva he has been able to introduce more efficient working practices that are helping him establish a private element to his practice whilst still being able to fulfil his NHS commitments.
Getting the balance right between NHS and private provision, particularly during current financial constraints is a delicate operation, but Jim Lafferty and his wife Nicholea who is also a Partner in the practice, have successfully kept pace with the increasing demands of patients without losing sight of their need to deliver quality NHS provision to the community.

With a practice that is almost 90% NHS, Jim's natural comfort zone is not to "hard sell" private treatments to his patients, never-the-less he recognised the need to meet the increasing demands from some patients and encouraged by his Henry Schein Minerva Field Sales Consultant, Steve Coustol, admits he was pleasantly surprised by the experience.

Steve offered his skills in business development as an "added value" service from Henry Schein Minerva – this concept took Jim a little time to get used to as it's a long way from the traditional role of a rep just interested in taking orders. Steve helped Jim to understand how to communicate differently with different people and helped him with the presentation of treatment plans. Although Jim found this a bit of a novelty at first he quickly came to realise that talking with patients about their individual concerns is just a natural part of his professional life.

"Steve explained how he wanted to help the practice and convinced me that between us we could build a dynamic synergy with the aim of increasing the level of private turnover."

One of the first things that Steve did was to review Jim's prices. Orgreave Dental Surgery is located in a traditional "working-class" area, but few patients are actually exempt from charges and Jim was conscious of the potential problems of introducing wholesale radical price rises. However, with all the marketing knowledge available to Henry Schein Minerva, Steve was able to pinpoint those prices which were a little low and advise that other practices had found little resistance to a modest price increase. Jim admits this was a difficult but never-the-less very worthwhile project.
"I was a little nervous about the price increase, however together we worked out the realistic level for certain services and reviewed them in terms of fixed and material costs, then reset them accordingly. I think we handled the situation very sensitively and actually had no adverse comments whatsoever from our patients."

"I was a little nervous about the price increase, however together we worked out the realistic level for certain services and reviewed them in terms of fixed and material costs, then re-set them accordingly. I think we handled the situation very sensitively and actually had no adverse comments whatsoever from our patients."

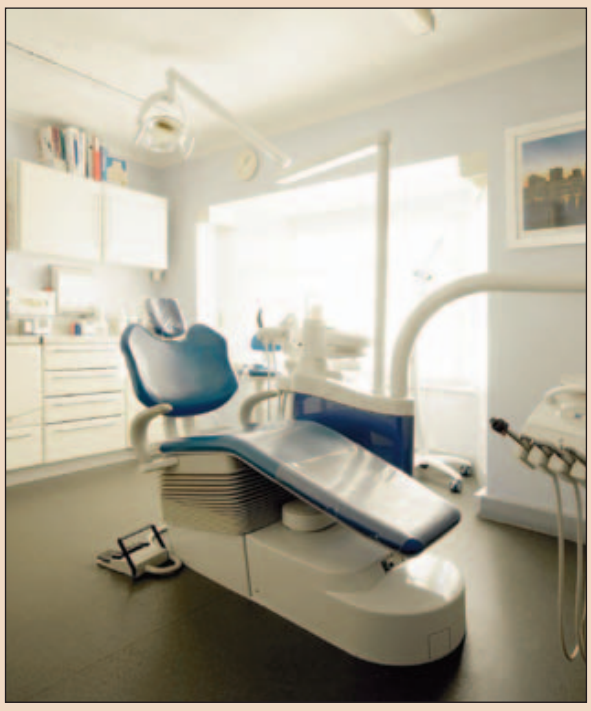
This simple task not only had a dramatic financial impact on net profit but also allowed Jim to clinically expand his treatment offering and provide more in terms of value and service. This in turn has given him increased job satisfaction, enabled him to offer different treatments and freed him from some of the restrictions of the NHS.

"I have always been interested in discovering more about the latest treatment protocols. Being able to use different materials and the latest techniques has really expanded my horizons."

Despite the fact that Jim is running an NHS practice on a tight budget his belief in Steve and Henry Schein Minerva is unwavering. He is more than comfortable with the help he has received which is now routinely helping him to prepare treatment plans for high value restorative cases. Jim has been delighted at the positive reaction of his patients which he describes as a "snowball effect", the more you offer patients, the more motivated they are to take up other treatments. He recognises though that under current economic conditions, maintaining uptake of complex treatment plans may be more difficult as patients consider every aspect of their spending patterns and look to save money where they can. He recognises that in this scenario his role is to explain the long-term benefits of treatment and ensure his patients maintain their overall oral health through consistent regular care.

So what of the future? Jim's reservations about what April 2009 will bring mirror the thoughts of many of those with NHS contracts. He has been through tortuous negotiations with his local PCT but is still set to face a significant shortfall in April. Ultimately Jim does not want to leave the NHS but fears that the continued PCT squeeze will force him and many like him to rethink their NHS position. However, the thought of "going private" during the current economic downturn does not fill Jim with as much fear as it might once have done. Having worked with Steve for 5 years and experienced the difficult but necessary processes of raising prices and explaining complex, high value treatments, Jim feels more prepared than ever for the challenges his practice is set to face during the coming year.

For more information email: me@henryschein.co.uk



HENRY SCHEIN® MINERVA DENTAL

Me & Henry Schein

"Henry Schein Minerva have helped me to gradually increase my level of private provision without compromising my NHS commitment. At every step I have felt in control and comfortable with the pace and substance of the changes, all of which have had a positive financial impact on our practice. I am confident this experience will help me face the impending challenges of 2009."

Jim Lafferty – Principal, Orgreave Dental Surgery, Sheffield

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New chair for GDPC

John Milne, a dental practitioner in West Yorkshire, has been elected as the new chair of the British Dental Association's General Dental Practice Committee (GDPC).

Dr Milne is a partner in a mainly NHS practice with two branches, one in Featherstone and the other in Normanton, near Wakefield.

He also holds a clinical assistant post in orthodontics at Pinderfields Hospital in Wakefield.

Dr Milne said: 'It is a great honour to be elected to chair the General Dental Practice Committee.

The profession faces a number of significant challenges as we begin 2009, with issues with the 2006 reforms still needing urgent attention and the economic downturn a concern for dentists and patients alike.

For the sake of both the profession and the patients we serve, it is important that we press strongly for constructive reform of the NHS contract.'

John Milne is the new chair

Dr Milne is a member of the Department of Health's Key Stakeholder Group and featured in Lord Darzi's Next Stage Review Group.

Dr Milne will be supported by the two newly-elected vice chairs of GDPC; Cornwall-based dentist Peter Hodgkinson and West London practitioner Henrik Overgaard-Nielsen.

The GDPC, an autonomous committee of the British Dental Association, represents the interest of dentists working in general practice and act on their behalf. It is recognised by the government as representing NHS general dental practitioners. DT

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Debating the future

The chief dental officers for England and Scotland will be debating the future of dentistry, along with the British Dental Association, at a keynote seminar in the summer.

The Westminster Health Forum Keynote Seminar on the Future of Dentistry will be held on 12 May at Westminster.

The seminar will examine issues around the future of dentistry, access to NHS dental treatment and dental contracts.

It is timed to coincide with the publication of the recently announced review into NHS dentistry and as the gross income protection scheme ends for dentists in England.

The discussion will bring together policy makers from Government and Parliament with key stakeholders and it will include how current strategies may change dental care in the UK and how they can be implemented across the primary care trust network.

The various sessions in the seminar will examine: the review into NHS dentistry and access to NHS treatment; recommendations for improving the dental contracts and funding allocation; addressing regional differences in oral health and barriers to participation; the changing role of dental practitioners; the role of the private sector; and dental practice in Scotland in comparison with England.

Dr Barry Cockcroft, Chief Dental Officer for England, Susie Sanderson, chair of the British Dental Association; and Margie Taylor, Chief Dental Officer for the Scottish Government will be giving keynote addresses at the seminar.

Angie McBain, president of the British Association of Dental Nurses will also be speaking.

For more information or to book a place at the seminar go to *http://www.westminsterforumprojects.co.uk/dietandhealthforum/diary.aspx* DT

Not everyone is fortunate enough to be born charismatic

The 10th dimension… the power of 10

a series of articles by Dr Ed Bonner BDS MDent, Sloan Fellow London Business School, practice coach & development consultant

The Charisma Effect

Part 3: Developing your Charismatic Persona

'If you think you can, you can. If you think you can't, you're right.'

As mentioned in the previous article about the Charisma Effect, charisma is essentially intangible. In spite of this, you will always know when you are in the presence of a charismatic person, because they have the ability to engage your attention in a way that someone without that personality trait would struggle to do.

I want to quote from an article in respect of the actor Will Smith, which I came across while on a recent trip to the USA:

'Spend seven seconds sitting across from Will Smith, and you'll discover why he is a superstar. He's charming and attentive, observant and clever – without ever seeming to try. When he talks, he makes eye contact; when he laughs, it takes over his entire body. Though he seems happy-go-lucky, he didn't end up where he is by accident – Smith is consistently in charge, on point and thinking ahead.'

Not everyone is fortunate enough to be born charismatic, but with a bit of effort, anyone can develop it to a greater or lesser extent. Here are 10 tips to help you do so.

1. It is said that the overwhelmingly large part of communication is **non-verbal**. Often your body language says more than your words. It is therefore essential to show positive body language. Your posture is so important – individuals who slouch or hunch their shoulders convey negative messages. Smile and look people in the eye when communicating.

2. Develop your **communication skills** – speak and write

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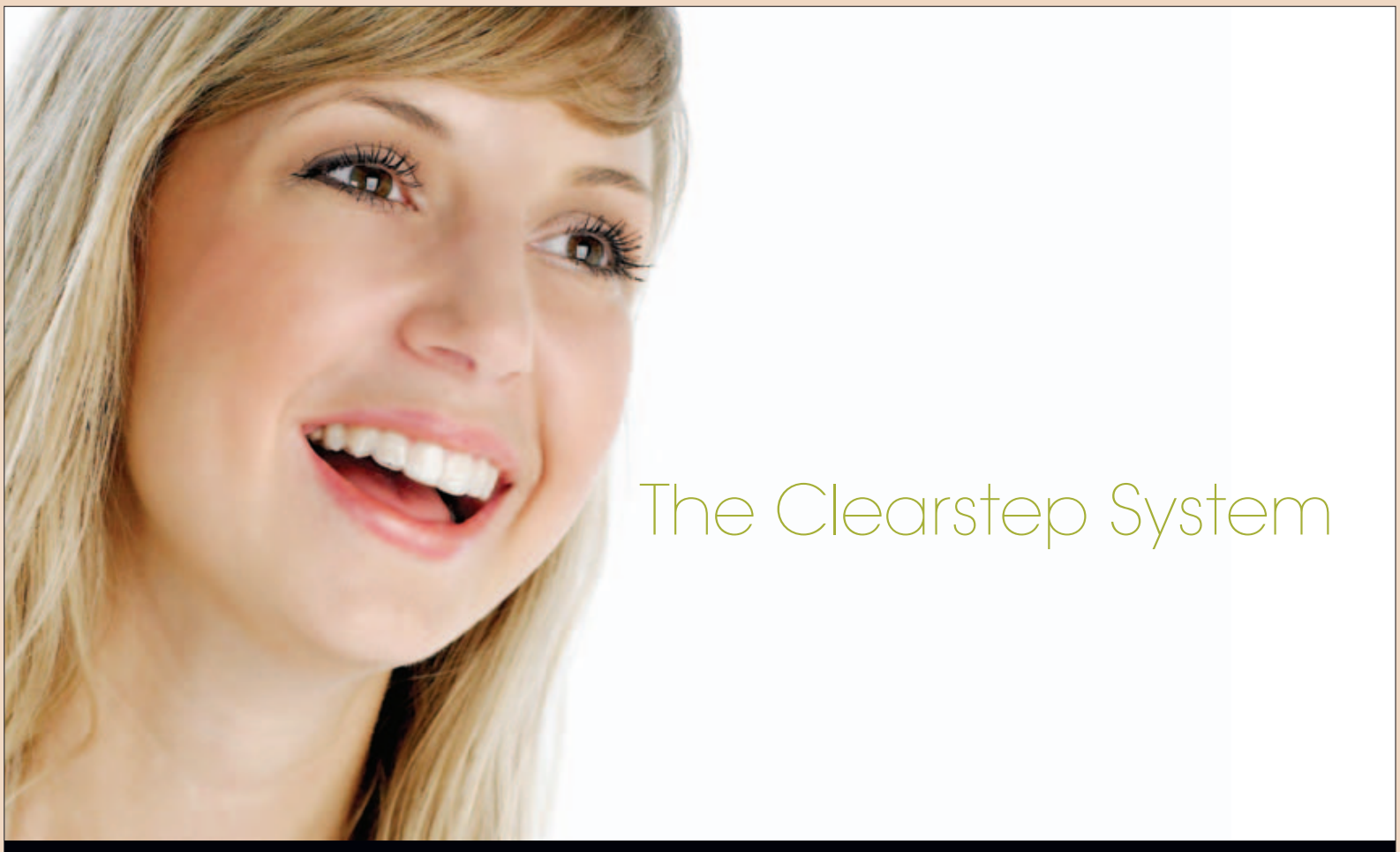

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