

# DENTAL TRIBUNE

The World's Dental Newspaper · United Kingdom Edition

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## News in Brief

### Fixing teeth between games

According to a recent report, Irish football fans are planning to get their teeth fixed in Poland in between watching Euro 2012 games. There has already been a reported rise in enquiries from Irish fans regarding their teeth and as a result dentists in Eastern Europe are expecting a business boom when they arrive in June. According to the report, treatment in Poland is about five times cheaper than Ireland. The report stated that a porcelain veneer costs less than €300 in Poland while a root canal treatment costs no more than €100. Dental implants are also half the cost in Ireland at around €700. Jorgen Petersen, who runs Medica Travel, said customers also travelled to Poland for breast augmentation, facelifts and tummy tucks.

### HIV test passes the grade

According to a new study in *Lancet Infectious Diseases* a saliva self-test used to diagnose human immunodeficiency virus (HIV) is comparable in accuracy to the traditional blood test. Researchers from McGill University said that the meta-analysis showed that the saliva HIV test, OraQuick HIV1/2 (OraSure Technologies), had the same accuracy as the blood test for high-risk populations. However, according to a report, the test sensitivity was slightly reduced for low-risk populations. After analysing data from five worldwide databases the researchers found that their findings showed that the saliva test is 99 per cent accurate for HIV in high-risk populations and about 97 per cent in low-risk populations.

### Membership consultation

Stakeholders and the public are being asked to contribute to the development of the Healthwatch England membership regulations. Healthwatch England will be a national consumer champion that enables the collective views of the people who use health and social care services to influence national policy, advice and guidance. Such a consultation will help ensure that the public have a strong national presence to represent their views and help drive up improvements across the NHS. The deadline for comments is Friday 2 March. Visit [www.dh.gov.uk/en/Publicationsandstatistics/](http://www.dh.gov.uk/en/Publicationsandstatistics/) for more information

[www.dental-tribune.co.uk](http://www.dental-tribune.co.uk)

## News



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## Book Review



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Glenys Bridges looks at quality of service

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# GDC - 'Be legal, decent, honest and truthful'

## GDC issues advertising guidance for dental professionals

New guidance aimed at ensuring that advertising by dental professionals is clear and never misleads the public, has been issued by the General Dental Council (GDC).

The guidance covers all forms of promotion of services by dental professionals in print and on the internet, stating that any advertising by dental professionals should be a 'source of information' to patients.

Advertising by dental professionals can be a source of information to help patients make informed choices about their dental care. However, according to the GDC, advertising that is false, misleading or has the potential to mislead patients is unprofessional, may lead to referral to fitness to practise proceedings and can be a criminal offence.

It also guides dental professionals on appropriate use of specialist titles and explains that only dentists who are on one of the 13 specialist lists held by the GDC may describe themselves as being a specialist (eg orthodontists) or describe themselves as a 'specialist in...'.

The new guidance also specifically states that dental care professionals (DCPs) must not imply they have specialist status by giving themselves a ti-

tle with 'specialist' in it, such as 'Smile specialist' or 'Denture specialist'. Instead, registrants are permitted to say, for example, that they have a 'special interest in...' or are 'experienced in...'

Under the guidance, dental professionals will be required to feature their GDC registration number in advertising their services. Websites must contain details of a dental practice's complaints procedure and information of who patients may contact if they are not satisfied with the response, eg the relevant NHS body for NHS treatment and the Dental Complaints Service for private treatment.

The guidance also makes clear that every dental professional has a responsibility to ensure that any promotional information containing their name, in print or online, is current and accurate.

Much of the guidance is in line with European guidance.

Chair of the GDC, Kevin O'Brien said: "The duty of all dental professionals is to put their patients' interests first. Related to advertising, this means never making claims which could mislead patients. This new guidance will help to ensure that patients' basic right to clear, accurate information is protected and that dental professionals

have helpful guidance to assist them with ethical advertising."

The new ethical advertising guidance, which is effective from 1 March 2012, aims to ensure that patients and the public are not misled; it also sets out to provide more clarity to the dental profession on what should and should not be

included in any promotional material.

The guidance covers advertising services, websites and the use of specialist titles as well as honorary degrees and memberships. Full details can be found on the GDC's website [www.gdc-uk.org](http://www.gdc-uk.org). **DT**

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# Helping people live healthier lives

Preventing cancer, cutting tooth decay in children and the population weighing less, are just some of the challenges local councils will be able to track their progress against when they take over looking after the health and wellbeing of their residents, Health Secretary Andrew Lansley announced.

For the first time, public health will be measured against a framework, which sets out 66 health measures, so councils and the Government are able to see real improvements being made and take any action needed.

From April next year, councils will be given a ring-fenced budget – a share of around £5.2 billion based on 2012/13 funding

– and will be able to choose how they spend it according to the needs of their population. Those who make the most improvements will be rewarded with a cash incentive.

The results this progress will be measured against include:

- fewer children under five will have tooth decay
- people will weigh less
- more women will breastfeed their babies
- fewer over 65s will suffer falls;
- fewer people will smoke
- fewer people will die from heart disease and stroke

But public health is more than just moving more and eating well. It's also about tackling the causes of ill-health. That is

why the new measures also look at school attendance, domestic abuse, homelessness and air pollution.

Speaking at the Royal Society for Public Health, Andrew Lansley said:

“We are giving local councils the money, the power, the right expertise and information to build healthier communities. Every area of the country is different so councils will be able to decide what the most important public health concern is for them and spend the money appropriately.

“It is absolutely right that the budget and decision making sits with councils. They will be able

to address all aspects that affect our wellbeing – such as school attendance, homelessness and fuel poverty – in the round.

“Using the framework we have published today, local professionals will be able to make real changes to improve health.”

The Health Secretary also highlighted how public health has already started to change, thanks to the Responsibility Deal.

Now, people on the high street can be reassured that artificial trans fats are not lurking in their food from many outlets such as Greggs, Costa or McDonald's. In supermarkets, people will know a lot of the

food going into their basket will have less salt in. And customers will know that when they eat out at popular high street restaurants this year over a third of meals and takeaways will have their calories labelled, helping people to opt for the healthier options.

Andrew Lansley added: “The Responsibility Deal has led to real changes for everyone and we can now see these in our everyday life – on our high street, in our supermarkets and at work too.

“People might not realise that these changes are down to the Responsibility Deal but we can now see that it is helping people to live healthier lives.” **DT**

## Stamping out illegal dentistry



The 'workplace' of Stephen Sicklemore

A campaign has been launched to crack down on the growing scourge of illegal dentistry across the UK.

The British Association of Clinical Dental Technology (BACDT) has created a website – [www.dentureprofessionals.org](http://www.dentureprofessionals.org) – which allows consumers to find a clinical dental technician who is registered with the General Dental Council.

Unless a CDT is registered with the GDC, they are not per-

mitted to provide dentures directly to the public. However, there are a rising number of cases of dental technicians – as opposed to clinical dental technicians – breaching the GDC's regulations. Dental technicians are not registered to provide dentures to consumers or work independently in a clinic.

Barrie Semp, a member of the BACDT board and owner of denture clinic The Smile Centre, said: “The BACDT has become increasingly concerned about

the rise in illegal dentistry and the website we have launched is aimed at helping to stamp out the problem.

“Our profession has very clear rules which state that only properly registered Clinical Dental Technicians are able to consult patients and provide members of the public with dentures.

“Dental technicians, while qualified, are usually based in dental laboratories or, with further training, permitted to assist CDTs or dentists.”

The site has arrived at a good time as concerns surrounding clinical dental technicians who are not properly qualified, have no insurance and are neither regulated nor registered are mounting. Clinical dental technicians are incredibly positive about the new website and believe its role will help “flush out” those who are not registered and help to protect patient lives from being en-

dangered by non-register CDTs.

A Devon man recently pleaded guilty to carrying out illegal dentistry practices. Stephen Sicklemore was found to be running an illegal denture fitting and supply business from his home in Dawlish following an investigation by Devon County Council's Trading Standards officers.

Roger Croad, a Devon County Council Cabinet Member, said: “The law protects patients by putting a strict duty of care on dental care professionals to be suitably-qualified and medically competent before they can treat a patient.”

The new site has other functions as well, one being to promote CDTs. Currently more than six million people in the UK where a denture of some kind, however not everyone is aware that CDTs are specialists in this field.

A spokesperson from the GDC said: “All dental professionals

(dental technicians and clinical dental technicians included) have to be registered with the GDC to work in the UK. The duties each title can carry out are laid out in our Scope of Practice document.

“The GDC is committed to taking action against people who practise dentistry illegally, whether they've been removed from our register or never gained the qualifications to register in the first place. They are a risk to the people they treat and the GDC will do everything it can to ensure public safety.

“To report illegal practice please email: [IllegalPractice@gdc-uk.org](mailto:IllegalPractice@gdc-uk.org)”

Anyone considering using the services of a Clinical Dental Technician should visit the BACDT's website [www.dentureprofessionals.org](http://www.dentureprofessionals.org) and can also verify their choice of CDT by visiting the GDC's website at [www.gdc-uk.org](http://www.gdc-uk.org). **DT**

## ‘Plain packs will make smoking history’

Stripping cigarette packs of their colourful exteriors and forcing them to be sold in plain packaging has become the new weapon of choice for governments across the world as they fight against tobacco companies; and for the global tobacco industry it could prove to be a fatal blow.

With successful trials already in place in Australia, a UK campaign group aims to lobby for plain packs as soon as the Department of Health begins its consultation on plain packaging for cig-

arettes. So far they have launched the Plain Packs Protect partnership with Smoke-free South West, Cancer Research UK and other key health bodies.

According to a report, Simon Chapman, a professor of public health at the University of Sydney, believes that plain pack cigarettes will have an instant effect on tobacco firms' profits, mainly because there will be no clear leader in the hierarchy that has been established within the tobacco industry thanks to successful

marketing campaigns.

However, although there has been a string of successes against tobacco companies, with price hikes, smoking bans and advertisement bans, Chapman has raised doubts that other tactics could be put in place with health issues such as drinking and obesity. Even though drinking can contribute to the risk of mouth cancer, Chapman believes that using plain packaging for alcohol will only “antagonise people unnecessarily”; however, he does back

restricted opening times for pubs and clubs and graphic warnings on labels. [\[http://www.guardian.co.uk/soci-\]\(http://www.guardian.co.uk/society/2012/jan/24/simon-chapman-plain-cigarette-packaging-activist?INTCMP=SRCH\)](http://www.guardian.co.uk/soci-</a></p>
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Could stripping cigarette packs of their colourful exteriors and forcing them to be sold in plain packaging be the new weapon to tackle smoking?

## Editorial comment

I'm sure, like me, many of you have been following with interest the new national interview process to determine the allocation of Foundation Dentist places at practices across the country. Much has been said about the advantages

and challenges the new process has thrown up. DTUK is looking to analyse the situation and look at the issue from the angles of the organisers, the trainers, the students and the Department of Health.

If you'd like to comment on the issue, I would love to hear your thoughts. Get in touch with the subject line FD Training

to [lisa@dentaltribuneuk.com](mailto:lisa@dentaltribuneuk.com).

I've been trying to avoid mentioning the CQC this week, but with the organisation's Chief Executive Cynthia Bower and Director of Operations Delivery Amanda Sherlock appearing before a hearing of the Public Accounts Committee, I feel I can't let them off!

It seems that dentists aren't the

only ones queuing up to see senior members of the CQC board face up to criticism of the organisation's way of working; its efficiency and culture. Although there was only scant mention of dentistry, it was still interesting viewing.

To watch the recording of the hearing, go to <http://www.parliamentlive.tv/Main/Player.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: The Editor, Dental Tribune UK Ltd, 4th Floor, Treasure House, 19-21 Hatton Garden, London, EC1 8BA

Or email: [lisa@dentaltribuneuk.com](mailto:lisa@dentaltribuneuk.com)

## From "My Family" studio to Bangladesh!



Robert Lindsey as Ben Harper

The long-running BBC sitcom, *My Family*, has been the unexpected source of a dental surgery for the Alosikhha Centre in Bangladesh. The surgery equipment was leased to the BBC by UK company, The Dental Directory, for the studios in which the series was filmed, starring Robert Lindsay as dentist Ben Harper and Zoë Wanamaker as his wife Susan. The comedy ended in 2011 after ten series and the dental equipment was returned to The Dental Directory, who generously offered it to Dentaaid.

An extension to provide a dental surgery at the Alosikhha "Maria Mother and Child Health Care Clinic" was funded by the Japanese Embassy in Bangladesh, but this lacked any equipment. Of the 1,100 children enrolled in Alosikhha's pre-school programme, 30 per cent are suffering from dental caries and 10 per cent in constant oral pain. Thanks to 23 Lions Clubs in the MD 105 area, sponsorship of £3,500 was donated towards a Dentaaid project to supply two refurbished dental surgeries which are due for shipping this March to Bangladesh.

Dentaaid is grateful to The Dental Directory and to the Lions Clubs for their continuing invaluable support. [DT](#)



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# Major organisations get behind drive



Some of the nation's best-known brands and retailers are giving their backing to National Smile Month 2012 to help improve the nation's oral health.

A campaign to improve the UK's oral health in 2012 is being supported by some of the nation's best-known brands and retailers. Wrigley's Extra, Oral-B, Listerine, Steradent, Bupa, Denplan, Dencover, Lloyds Pharmacy, Aldi, Wilkinson and SleepRight are all giv-

ing their backing to National Smile Month – the UK's biggest annual campaign to improve oral health.

Despite major improvements in recent decades, millions of people in the UK are still affected by poor oral health. It is estimated that a third of all children starting school have tooth decay; three in every ten adults suffer from regular dental pain and over four-fifths of the population have at least one filling.

More also needs to be done to improve the nation's oral health habits. It is estimated that a quarter of adults don't brush their teeth twice a day and around a quarter of all adults say they have not visited a dentist in the past two years.

National Smile Month, which runs from 20 May to 20 June 2012, is organised by UK charity the British Dental Health Founda-

tion and encourages everyone to follow three basic rules for great oral health throughout life:

- Brush your teeth for two minutes twice a day with a fluoride toothpaste
- Cut down on how often you have sugary foods and drinks
- Visit your dentist regularly, as often as they recommend

In 2012, the campaign is also promoting a water-saving message in partnership with Save Water Save Money and 19 water companies.

The British Dental Health Foundation's Director of Campaigns and Fundraising, Simon Howell said: "National Smile Month is a charitable campaign that needs the support of a wide range of supporters and sponsors to help improve the nation's oral health.

"This year, we have received

incredible interest in National Smile Month and we would like to thank all of our sponsors for their educational grants and generous charitable support.

Headline sponsors in 2012 include Oral-B, Wrigley's Extra and Listerine. James Fulton from Listerine said: "Listerine are proud to partner with the British Dental Health Foundation to support National Smile Month 2012. We are dedicated to improving oral hygiene in the UK and think that National Smile Month is a great way to get people thinking about the importance of a good oral hygiene routine. We look forward to working together to delivering another successful campaign this year!"

Jane Kidson, Oral-B Professional Oral Health Country Leader UK & Ireland, said: "Oral-B are delighted to be working with the British Dental Health Foundation again in their common

aim to improve dental health in the UK. Oral-B applauds the Foundation for their efforts and implores dental professionals, the media and manufacturers to all do their bit to get behind the campaign and promote better oral health."

Hamish Thomson, Wrigley UK General Manager said: "We are proud to, once again, be a Platinum Sponsor of National Smile Month in 2012. Our 'Eat, Drink, Chew' message is all about driving awareness of the dental benefits of chewing Extra sugarfree gum after eating and drinking. So we are very excited to be involved with such an important and successful event for promoting oral health in the UK."

The symbol of this year's campaign is the 'Smiley' and everyone can find out more about the campaign, and how to improve oral health at [www.smilemonth.org](http://www.smilemonth.org).

## Education centre gives dentists the edge



The new Education Centre at the Queensway Dental Clinic in Billingham

Queensway Dental Clinic in Billingham has officially opened its new Education Centre after substantial investment and growth from the company throughout 2011.

The creation of the new Education Centre is in direct response to an increased demand for a regional training

facility, which corresponded with Queensway's plans to enhance its events programme, training days and postgraduate offerings. Housed in its own building, located close to the practice, the Centre can accommodate 30 delegates and is equipped to cater for a diverse range of courses and lectures.

The practice will work closely with several industry experts, including Warwick University with whom they will deliver courses such as the General Implant Forum and Training Gift as part of the University's MSc in Implant Dentistry, as well as Nobel Biocare with Dr Ian Lane from Queensway delivering their training days in the North East. The Clinic is also certified to deliver the National Accreditation Board

for Dental Nurses (NEBDN) qualifications for Dental Sedation Nursing, Dental Radiography and Oral Health Education, which is open to all Dental Nurses across the region.

Numerous courses have already been confirmed for the year, including the first event, which is being held to update dentists in the region of current concepts in primary care sedation. A Queensway lecture series will be launched later in the year, with a number of lectures running throughout 2012 on topics including oral surgery, orthodontics, endodontics and periodontics. Further training events will be announced on the Clinic's website throughout the year.

The Education Centre fol-

lows a year of development into the clinic, which included the investment of £100,000 for a new laboratory, as well as the introduction of new treatments including periodontics, endodontics, facial aesthetics and all-on-four same day dental implants, among other services.

Paul Averley, Partner at Queensway Dental Clinic said: "We are thrilled to open the Education Centre, which marks the start of yet another exciting year following the considerable progress made in 2011. Our training days have always proved popular and we required more space to accommodate the growing demand, so the new centre was a logical step and natural expansion for the practice. We have invested £40,000 into the Centre, which will ensure we can

provide the latest technology, in order to be able to teach to the highest standards. Not only is the new Centre a great investment and resource for the dental industry, it also reinforces our commitment to the ongoing regeneration of Billingham and the growth of the business community in the town."

Queensway Dental Clinic is an award winning practice based in Billingham, which provides comprehensive dentistry services for NHS and private patients, as well as an extensive range of cosmetic dental treatments. The practice also treats referred patients from dental practices throughout the North East often for complex procedures including sedation for anxious patients, specialist orthodontics and specialist oral surgery. [DT](#)

## Online site allows "inappropriate comments"

The British Dental Association (BDA) has appealed to NHS Choices to consider the way that comments about dental practices posted on its site are moderated.

The appeal has been made following feedback from a number of BDA members about the way that the site allows serious but unsubstantiated allegations to be made about practitioners anonymously and the often-slow process for moderating inappropriate comments.

The BDA is also concerned that many primary care trusts appear to be retaining the editing rights for practice profiles on the website, despite previous assurances that the ability to edit would be opened up to practices as the feedback functionality on the site was rolled out.

Dr John Milne, Chair of the BDA's General Dental Practice Committee, said: "Dentists have very reasonable concerns about the way that malicious or even fictitious feedback can be

given anonymously via the NHS Choices website. We're asking NHS Choices to take those concerns on board and act to ensure that this facility isn't abused and that the way the site is moderated and edited is fair and efficient.

"Feedback is extremely valuable to dental practices because it helps to drive improvements for patients and dentists therefore welcome constructive comments from their patients. But malicious unattributed comments from individuals who may

not even be patients at a practice are not only unhelpful, but could also be damaging. In seeking to achieve the very laudable aim of promoting patient choice, we

must be careful not to unfairly sacrifice the reputations of clinicians. The issues the BDA is raising will help to ensure that dentists are treated fairly." [DT](#)



The NHS Choices site allows serious allegations to be made about practitioners anonymously

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### Speakers:

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# Knowledge of patient lifestyles ‘a must’ to improve oral health



The charity aims to encourage more people to consider how their lifestyle could be affecting their oral health

An oral health charity has backed Government calls to ensure all health professionals take the opportunity to discuss a patient's lifestyle.

First outlined in the Health and Social Care Bill, a panel of Government advisers has recommended all health professionals “make every contact count”, a

move met by criticism in some quarters of the health sector.

With oral health greatly affected by diet, exercise, smoking and drinking habits, the British Dental Health Foundation believes the move will hopefully encourage more people to consider how their lifestyle could be affecting not just their health, but also their

oral health.

Previous research has shown frequent consumption of sugary foods and drinks can damage oral health, while studies have also demonstrated people who stay fit and healthy are 40 per cent less likely to develop tooth-threatening gum infections that could lead to gum disease.

Mouth cancer also remains a big issue in the UK with the incidence of mouth cancer cases rising by 46 per cent since 1997. An estimated 30,000 people will die from the disease over the next decade unless more is done to change lifestyles, especially attitudes to smoking, alcohol, diet and exercise - some of the main

risk factors for mouth cancer

Chief Executive of the Foundation, Dr Nigel Carter, declared the Foundation's support for the recommendations in order to drive oral health improvements across the UK.

Dr Carter said: “We know people will only change their ways if they want to, but by approaching the topic of lifestyle on a regular basis, healthcare professionals will at least know they have given the patient the information needed to improve their health and well-being.

“Taking the time out to discuss a patient's smoking habit, alcohol consumption levels or

poor diet could save lives, as all of those are associated with the risk of developing mouth cancer.

“Finding out that a patient doesn't brush their teeth two minutes twice a day with a fluoride toothpaste could potentially set them on the road to developing a good routine and save them having to endure restorative or emergency work later in life.

“If the healthcare profession and particularly the dental profession discussed with their patients how their oral health could be improved, I firmly believe we would see the number of developing dental diseases fall across a period of time.”

## Dentists sue over bite mark testimony

Two dentists from Illinois in the US are suing an odontologist after he allegedly used a case they testified at as an example of how bite mark evidence can lead to wrongful convictions.

According to reports, Russell Schneider of Waukegan, and Carl Hagstrom of Fox Lake, filed the complaint against Ventura, CA, dentist Dr Michael Bowers in November 2011 in Cook County Circuit Court.

Reports state that during a presentation at the annual meeting of the American Academy of Forensic Science,

Dr Bowes talked about cases where there had been wrongful convictions due to bite mark evidence; one of the cases had been one that Dr Schneider and Dr Hagstrom had worked on.

The dentists reportedly allege that by using the example of how their work was “flawed” and subsequently led to the wrongful conviction of Bennie Starks in 1986, Dr Bowes' action “subjected them to ridicule and a loss of business”.

As a result of the claim, an inquiry into the validity of bite mark evidence could be brought back into the spotlight.

Over the years, bite mark evidence has been somewhat criticised by courts due to its lack of “scientific foundation”; as it stands, dentists visually compare bite marks on a victim's skin with x-rays or moulds of a suspect's teeth to determine if they match.

A Congressional hearing in 2009 focused on the findings of a National Academy of Sciences <http://www.nasonline.org/report> on the scientific basis of forensic disciplines. In addition, a 2009 study published in the Journal of Forensic Sciences further challenged bite-mark interpretation.



Bite mark evidence has been criticised by courts due to its lack of scientific foundation

## Jaw replacement surgery ends patient's “unbearable pain”

Just over a year ago Lauren Reed, 33, a music teacher, underwent an operation that undoubtedly altered her life.

For years she had been suffering from constant pain in her jaw and blinding headaches, due to a condition known as temporomandibular joint disorder, which causes pain or reduced movement in the jaw joint.

According to the BBC Lauren suffered from her jaw bouncing in and out of its socket, and at night she would suffer with bruxism, but it wasn't until

her dentist referred her to a joint clinic at King's College Hospital in London, run by a maxillofacial surgeon, Mr Shaun Matthews, that she was convinced her that a completely new jaw was the only option.

Working via computer with a company in Colorado which makes the titanium joint replacements - which are not made in the UK - Lauren's implants were created specially to fit using three-dimensional scans of her head and jaw. It was the first time this operation had been performed simultaneously in the UK.

For more than 20 years Lauren suffered in pain, however, after the complete bilateral jaw replacement at King's College Hospital, which involved breaking her upper jaw and moving it into a new position and replacing both of her jaw joints which were dislocated and had worn away, Lauren is now free from the headaches and pain.

The operation lasted nine hours, and was so complex that the US team created a virtual model of the patient's bone anatomy.

## Dentist uses paper clips in root canals

A Boston dentist is to be sentenced for medical fraud next week after he admitted using paper clips in patient root canals.

According to authorities, dentist Michael Clair, 53, used pieces of paperclips instead of stainless steel posts normally used in root canal treatments to save money, even though the process is likely to lead to infection, discomfort and pain for the patient.

Reports state that Mr Clair admitted to several charges including filing false claims and assault and it is believed that Mr Clair not only billed Medicaid for the

full cost of standard root-canal posts but he also submitted claims using identification numbers from other dentists.

Further charges against Mr Clair, who ran a dental practice in Fall River, Massachusetts, include illegally prescribing powerful pain killers, such as Hydrocodone and Percocet, to staff members.

As a result of his actions he faces a jail sentence that could see him behind bars for decades.

He was sentenced on Monday (Jan 30); his sentence is to be confirmed.

# Dentist welcomes crowding for VIP funding investment

A high-profile dentist is to offer affordable VIP treatments to patients across the UK – using online crowdfunding to finance the ambitious project.

Dr Biju Krishnan already runs successful cosmetic dentistry clinics in London's Harley Street and in Edinburgh, counting celebrities such as Holly Willoughby among his patients.

Now the award-winning dentist plans to set up a network of VIP Smiles practices in hundreds of locations across Britain and is launching with 12 high profile dental cosmetic clinics in a geographical spread across the country. He is seeking online backers to help finance the start-up – a first for the UK dental sector.

Dr Krishnan said: "Dentistry in the UK has seen nothing like this until now. Crowd funding is still in its infancy in Britain, but it is a superb way for ordinary people to invest modest sums of money in the most exciting start-up businesses.

"With the banks struggling and stocks and shares flat, backing a new business is one of the few investments which can still deliver a handsome return.

"Normally it is only venture capitalists or other big money investors like the TV Dragons who can afford to take the risk, because untried businesses are looking for tens or hundreds of thousands of pounds at a time.

"What is brilliant about this system is that we are asking people to invest as little as £50 and that won't just get them a stake in the company – they will also receive 20 per cent of their investment up front as a credit against cosmetic dental treatments and our exclusive A-List Card.

"Depending on the level of investment they make they could receive these treatments for free and unlike other investments it can often take a while to reap the rewards, with VIP Smiles you can experience benefits instantly."

Dr Krishnan will work with Exeter based Crowdcube, which has notched up notable online business investment successes, including securing the world's first £1m crowd funding investment.

While crowd funding attracts many small investors, typically up to 60 per cent of any backing will come from bigger hitters. Those

prepared to make bigger investments in VIP Smiles – at £2500, £5000 and £10,000 – will retain a greater proportion of the business, bringing with it a variety of

personal and financial benefits.

All investors will be given the opportunity to vote pro-rata on business decisions and one elect-

ed investor will have the chance to sit on the board of directors. VIP Smiles is also in the process of applying for EIS status, which will allow investors to take advantage

of a range of tax reliefs.

To take part in the project, visit [www.crowdcube.com/investment/vip-smiles-10506](http://www.crowdcube.com/investment/vip-smiles-10506)

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1 x Automix Syringe 10g, Base + Catalyst  
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**PF Seal** - Light Curing Pits & Fissure Sealant Kit with Fluoride

Kit Contents:  
Etch gel - 1 x 1.2ml  
Etch tips - 3pcs  
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Sealant applicator tips - 12pcs  
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1 x water supply connector  
1 x key  
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1 x endodontic mandrill  
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**MiCEM™** - Self-adhesive Self-Etching Dual Cure Luting Cement

2 x Automix Cartridge, 11g  
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1 x 30mL Bulk Syringe  
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Item no: Pre10391 (Kit 1)    Item no: Pre10392 (Kit 2)

£ 11.93

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Price includes Tax & Shipping

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**Calplus** - Calcium Hydroxide Root Canal Dressing with Iodoform

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2 x 2g syringe Kit    Item no: Pre10365

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**Cordless LED** - Polymerisation Light with Digital Timer Display & 1 year Warranty

1 x charging unit  
1 x charging base  
1 x handpiece  
1 x LED Tip  
Item no: OPT LED04

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Price includes Tax & Shipping

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# Cancer survivors face poor quality of life

Up to half of all head and neck cancer survivors face a diminished quality of life, even after five years of survival.

That is according to a recent study undertaken by the University of Iowa, which concluded that a large percentage of long-term survivors of head and neck cancer have poor oral function, resulting in persistent eating problems and long term depression.

More than half of respondents (51.6 per cent) reported problems with eating, while on average one in four survivors still experienced speech problems who lived for five or more years.

It was a similar story when it came to a patient's physical and mental health, with more than a third (36.7 per cent and 39.3 per cent respectively) recording low functionality after the five-year analysis.

Mouth cancer campaigners

have recently estimated 6,000 people in the UK contracted the disease in 2011, and while early detection can transform survival rates to 90 per cent, without it one in two will die.

According to Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, the study highlights the problems mouth cancer sufferers face.

Dr Carter said: "The results of the study show the scale of the problems mouth cancer patients have to live with. The corrective surgery required to remove cancerous cells often leaves physical and emotional scars that can take years to heal.

"While all cancer patients require a great deal of care, those recovering from mouth cancer clearly suffer from the after-effects of surgery, both physically and mentally."

While Dr Carter also suggest-

ed the results show patients need as much support from the health service as possible, a loophole in the NHS means problems may be compounded, as mouth cancer patients have no guarantee that their restorative dental treatment will be paid for by the NHS.

As a result of this loophole, campaigners are calling for the inequality to be put right in the new commissioning arrangements for NHS dental contracts to make sure that mouth cancer sufferers are exempt from dental charges. An e-petition form, available at <http://epetitions.direct.gov.uk/petitions/22063> has been established to seek professional and public support, and if sufficient signatures are obtained it will prompt debate on the issue in the House of Commons.

Dr Carter added: "Supporting the e-petition will not only bring the issue into the public limelight, it will help to improve the quality of life for mouth cancer patients."

## GDC to meet registrants in Scotland

The General Dental Council is heading to Glasgow for the latest in its successful run of registrant events.

Dental professionals from in and around the city are being asked to come along to the IET Glasgow: Teacher Building, 14 Enoch Square, G1 4DB on 28 February 2012 to find out about how the GDC's work affects them. They will also have the chance to take an active role in one of two workshops; one on the review of the GDC's Standards for den-

tal professionals and one on the responsibilities of being a dental professional.

The event is free and participants will be awarded two hours of verifiable Continuing Professional Development (CPD).

Director of Policy and Communications at the GDC Mike Browne says these events are a good chance to get face-to-face feedback:

"We have already held events

in Bristol and Derry/Londonderry this year and we have found that speaking directly to registrants is a valuable way for GDC staff to find out what people are concerned about. We have reached key stages in our reviews of CPD and Standards and we're keen to know exactly what dental professionals think."

Any dental professionals interested in attending can book online. It should be noted that places are limited, so early booking is advised.

## "Restoring smiles, changing lives"

Bridge2Aid has come a long way since its epic journey began in 2002, and as their new video shows, their work at the Hope Dental Centre in Tanzania and the Bukumbi Care Centre in Mwanza, are having a massive impact on the surrounding community.

The profits of the Hope Dental Centre (HDC) clinic help to fund the work Bridge2Aid do in training medical officers in emergency dentistry in Tanzania and it's becoming very clear early into this New Year that their work in Tanzania is growing at an exciting pace. However, to help with these changes the charity requires more people to join their team and they have two exciting opportunities available.

HDC Business Manager - to enhance the clinic systems and processes ensuring the clinic is running efficiently and effectively, giving the patients a positive experience.

HDC Principal - to promote efficiency and quality within HDC and ensure all clinical procedures are delivered to a high standard.

Both roles are for 12-18 months and would be ideal for a married couple or two individuals. Assistance with living expenses will be available. If you are interested or would like more information, please contact [jo@bridge2aid.org](mailto:jo@bridge2aid.org) before 10th February 2012. The positions begin in September 2012 or before if possible.

For an insight into the role of

a DVP watch Bridge2Aid's most recent video, which covers the incredible journey that the charity has been on, from the extraordinary time the DVP's have and their team experiences, to the travelling and the environment they work in, the video captures a taste of what the charity is all about. Using simple equipment in basic accommodation, the whole experience, as one DVP describes, is "dentistry that's outside the box." As all of the volunteers explain, becoming a DVP is one of the most rewarding experiences, being both a challenge and a chance to give something back.

The video can be viewed on Bridge2Aid's website, [www.bridge2aid.org/b2a/today-movie.html](http://www.bridge2aid.org/b2a/today-movie.html)



# Managing like a Mongol

*Dental Tribune* reviews a book about dental practice management with a most unusual mentor...

When I first heard about the book *Managing a Dental Practice: The Genghis Khan Way*, it was when the news came out that it had been shortlisted for the 2011 Diagram prize for the oddest book title of the year. At the time my thoughts turned to imagining the heads of errant dental team members on spikes in the staff room as 'an example'; or raiding the practice down the road and carrying off anyone in the waiting room in the latest drive to boost patient numbers!

Of course my imagination had run away with me; instead of focussing on the more gruesome aspects of Khan's regime, author Michael Young discussed the Mongol's strategies and ruthless tenacity as qualities needed for managing a successful dental business.

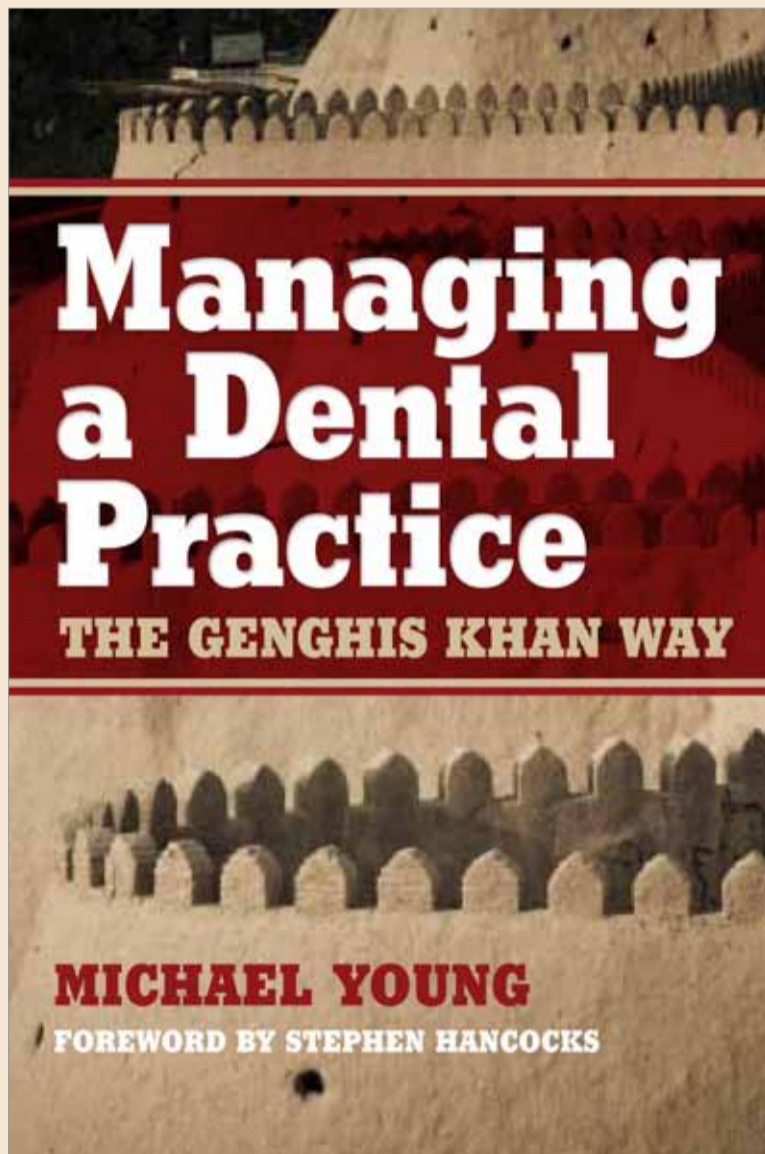
The book is aimed at anyone with an interest in managing a dental practice; from newly qualified students with an eye on one day owning their own practice, to experienced practice managers looking for new insights into efficient systems, and single-handed practitioners wanting to gain better control over the business side of their practice.

#### Easy read

*Genghis* is very easy to read and broken down into four main sections: *Preparation, People, Planning and Policies & Procedures*. Included throughout are Young's own experiences – both where he went right and wrong – to help illustrate his points.

In *Preparation*, Young is very adamant that you shouldn't make any important decisions without discussing them with family, friends, peers who may have already gone through the process of buying their own practice and professional advisers such as the bank or IFA. In fact, teamwork and not isolating yourself is a central theme throughout the book. He also discusses the level of research needed to be done before deciding taking the leap into ownership is the right move for you.

*People* is a big focus in *Genghis*, and Young devotes



a large chunk of the book on both getting the right team around you and laying the right foundations for effective team working, as well as managing patients and ensuring that they are central to the whole practice's ethos. To quote:

*To ignore your patients is to ignore the future of your business.*

#### Inside and out

When discussing the role of the practice manager, Young takes a very pragmatic look at the business needs of the practice coupled with the dentists' own desire to mix management with clinical considerations. His own approach was to have an outsider on the inside and an insider on the outside – he employed a practice manager who he shared the day-to-day running of the practice, but broader management issues were discussed with his wife (a bank manager) then with his practice manager.

Planning is another major section of the book, with the section broken down into Business; Strategic; Financial; Marketing; and Disaster! Young sums up the importance of planning in the first

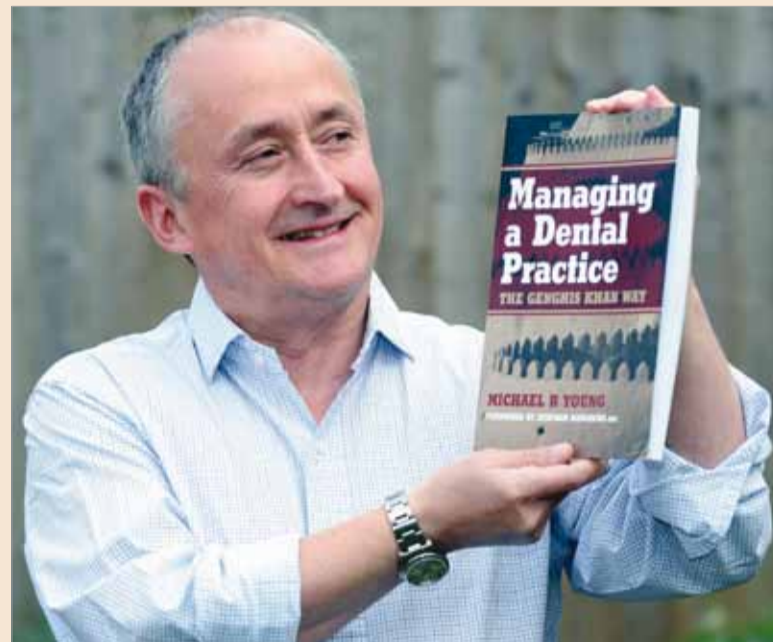
paragraph of this section (and nicely ties our mentor Genghis in as well):

*To extend the military metaphor of Genghis Khan at the head of his Mongol hordes, managing your practice is very much like leading an army. If you and your prac-*

*'Managing your practice is very much like leading an army. If you and your practice are going to survive then you and your employees must all be heading in the same direction'*

*tice are going to survive then you and your employees must all be heading in the same direction, with the same objectives and with the same strategy. There will be times when you may be staring defeat in the face, when you have to reduce your fighting force and regroup. You may from time to time have to resort to guerrilla tactics to preserve the integrity of your army. You must know the type of terrain you are fighting on and what the enemy plans to do next.*

He looks at planning for all aspects of the business, helping you to be in con-



Michael Young with his book, *Managing a Dental Practice the Genghis Khan Way*

trol and have the ability to spot problems before they arise. He places a heavy emphasis on maintaining tight control on the financial side of the business, making sure resources are used wisely.

#### Policy

The last major section is *Policies and Procedures*. The title alone is enough to frighten most dentists into a ball on the floor, but Young tries to take away the fear by explaining why these are necessary and what the differences are between the two. In addition to tips on writing policies and procedures, Young also looks at writing practice manuals and the need for good clinical governance;

locked the secrets of practice management':

*Monday morning  
The weekend's done  
Off to work  
No time for fun.*

*Friday night  
My work is done  
Off to home  
Too tired for fun.*

#### Secret formula

*Managing a Dental Practice: The Genghis Khan Way* is a practice management book that has been written in such a way as to make it easy for the reader to pick out the elements relevant to them; yet still read coherently as a whole. There are no secret formulas here, just practical advice told in an honest manner that aims to help readers avoid expensive and stressful mistakes. And no heads on spikes, however there is always the second edition...<sup>DT</sup>

#### Book Info

*Managing a Dental Practice: The Genghis Khan Way*  
150 pages Paperback ISBN-10 1 84619 396 6

You can receive a 15 per cent discount on the price of *Managing a Dental Practice: The Genghis Khan Way* by going to <http://www.radcliffe-oxford.com/books/bookdetail.aspx?ISBN=1+84619+396+6> and using discount code DXDT11; alternatively you can buy the book from Amazon.