

AUGUST 2021

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Together, at last!

THE OFFICIAL DENTISTRY SHOW LONDON PRE-SHOW MAGAZINE

**Dentistry
Show**
London

17-18 September 2021 | Olympia

london.dentistryshow.co.uk

Reunite with the dental profession this September and be a part of the industry's most anticipated event of the year...

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Visit our website, scan the QR code or call +44(0)20 3957 6862 to secure your FREE pass!

CanalPro™ Jeni

Digital assistance system
for canal preparation

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K42

NEW

Includes pre set
programme settings
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MicroMega
rotary files



Autonomous "navigation" using revolutionary software

The new CanalPro Jeni endomotor has a patent-pending digital assistance system for canal preparation, which uses complex algorithms to control the file movement at millisecond intervals. The rotary motion and speed are continuously controlled based on current intensity and torque.

Different routes, obstacles and situations

CanalPro Jeni is named after its developer Prof. Dr. Eugenio Pedullà and guides you safely through the traffic like a navigation system. As such, the Jeni system automatically adapts to the individual root canal anatomy, working in unison with the mechanical and chemical preparation every step of the way.

Don't miss the presentation - 'Mindful Mechanical Preparation' with Dhiraj Arora

Clinical Excellence Theatre
Saturday 18th, 12pm

An opportunity to learn about safe, practical and time saving endodontic mechanical preparation techniques using the COLTENE Hyflex EDM file series alongside the NEW CanalPro Jeni motor. The presentation will help general dental practitioners develop the necessary confidence in moving away from hand filing.

Dhiraj Arora

BDS, MJDF RCS (Eng), MSc (Endo), PG Cert CE



Jeni - ready - go!

LEARN MORE



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Register for your free pass today

Visit our website, scan the QR code or call +44 (0)20 3957 6862 to
secure your **free** pass to the industry's most anticipated event of the year!



17-18 September 2021

2

WELCOME

With the reopening of UK society comes growing public confidence to return to a more normal way of life.



At the same time, the dental profession can now look forward to many of the in-person networking and socialising opportunities that we have been missing for some time. The Dentistry Show London will be one of the UK's first professional live events in almost 2 years – and it is set to be a fantastic event at that!

We hope that our pre-show magazine will give you some exciting insights into what you can expect from the event this September. Throughout the magazine you will find details of the seven theatres to be featured at the show, the hours of CPD content, some of the fantastic speakers you can hear from and the wide variety of topics to be presented, discussed and debated. There is also a spotlight on the exhibition floor and the stimulating companies, innovations and training providers you will find there.

This guide will not only give you an idea of what to expect, but will also provide an opportunity for you to start planning your visit. Why not make a note of key sessions or features you don't want to miss and begin organising your day to get the very most from your time? Even more details are yet to be announced, but this provides plenty to get started with!

Alex Harden
Group Event Director
Dentistry Show Portfolio

Despite the relaxing of social restrictions in the UK, we are working hard to ensure that every possible precaution is in place to optimise the safety and comfort of everyone in attendance. We will be sharing our protocols and guidelines for visitors closer to the time, keeping a close eye on the developing situation and remaining up-to-date with the very latest government advice and recommendations.

YOU'RE IN SAFE HANDS...

It has always implicit but it feels like now more than ever, we need to let you know: your safety is our number one priority and we're 100% committed to providing a safe and secure environment for all involved.

We have been working closely with our partner venues and to the latest government guidance on managing the risk of COVID-19. These guidelines are used as a framework for all the measures we'll be implementing to help keep everyone's experience as safe as possible.

To view our most up-to-date safety information, scan the QR code here:



What's back and what's new?

The Dentistry Show London 2021 has evolved to meet the changing needs of the dental team, but some of your favourite features will return once again. The aim is to deliver the best possible learning and networking experience for all in attendance, from clinicians and their practice teams to exhibitors, associations and more.

New for 2021

The biggest change for the 2021 event is that it is now under the wing of CloserStill Media – the organiser behind the British Dental Conference and Dentistry Show Birmingham.

- Delegates will have access to the high-quality education, eclectic speaker line-up and dynamic networking opportunities.
- The first live professional dental event in approximately 18 months.
- We have been working closely with our partner venues and to the latest government guidance on managing the risk of COVID-19. Your safety is our number one priority and we're 100% committed to providing a safe and secure environment for all involved.

Back by popular demand

Of course, it's always important not to fix what isn't broken – so there will be plenty of returning features from previous events.

- 7 theatres with lectures dedicated to key areas of the profession.
- A speaker line-up to meet and exceed anyone's expectations
- Live demonstrations, case study presentations and literature reviews to evidence their claims and inspire all.
- A diverse selection of dental manufacturers, suppliers, training providers and more will be on hand, showcasing the latest technologies in dentistry.

Special thanks go to our event sponsors and industry supporters, including:

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FRIDAY 17 SEPTEMBER 2021

Clinical Excellence Theatre

- 10:30 – 10:50** **Occlusion for the GDP - does it matter**
Prof Paul Tipton BDS MSc DGDRC Dip Rest Dent Dip Imp Pros Dip Pros Dip Aesth Dent, Specialist in Prosthodontics, **Tipton Training Ltd**
Sponsored by:  **C**
- 11:00 – 11:45** **Think differently, treat differently**
Bashar Al-Naher, Principal Dentist, **The Care Dental Group** **D**
- 13:15 – 13:45** **Instagram, Clear Aligners and the Zoom Effect - Fad fashion or should GDPs be paying more attention?**
Dr Amit Rai BDS (Hons) LLM FHEA General Dental Practitioner, **GSK**
Sponsored by:  **A C**
- 14:00 – 15:15** **Bioclear: A systematic process for predictable injection-moulded modern composite restorations**
Dr Claire Burgess BDS (Birmingham) MFGDP RCS (Eng) MSc Restorative & Cosmetic Dentistry (UCLan) Certified UK Bioclear Instructor Dentist and Certified Bioclear Lecturer/Instructor, **Dominic Hassall Training Institute**
Sponsored by:  **A B C D**
- 15:30 – 16:00** **Bespoke smile design - function, beauty, and aesthetics in porcelain veneers**
Dr Sam Jethwa BDS (Lon) MFDS RCS (Edin) PgDip ClinEd, Cosmetic Dentist, **Bespoke Smile** **A B C**

DEVELOPMENT OUTCOMES








The development outcomes are linked to each session. View the list and some examples of what kinds of CPD might be linked to it here:

london.dentistryshow.co.uk/learning-outcomes

Kindly note these examples are advisory only and not exhaustive. It is possible for some CPD activities to link to multiple outcomes or cover more content.



Private & Aesthetic Dentistry Zone

- 10:10 – 10:40** **The 20-minute solution to Parafunction**
Dr Barry Oulton B.Ch.D DPDS MNLP, Owner of **The Confident Dentist Academy Ltd** & Clinical Lead at **Haslemere Dental & Implant Clinic**
Sponsored by:  **A C D**
- 10:50 – 11:20** **Introduction to Guided Biofilm Therapy (GBT)**
Miss Lottie Manahan, Dental Hygienist, **EMS Dental UK**
Sponsored by:  **B C**
- 11:30 – 12:00** **How to add an extra £120,000 annual income from Facial Aesthetics**
Dr Harry Singh, Dentist, **Botulinum Toxin Club**
Sponsored by:  **A B D**
- 12:50 – 13:20** **Your website is losing you money and you don't even know it**
Mr Shaz Memon, Founder, **Digimax Dental**
Sponsored by:  **A**
- 14:10 – 14:55** **3 ways to double your new patient conversions & accelerate revenue growth**
Mr Nin Gandhi-Patel, Dental Practice Growth Consultant, **EnquiryBot Dental**
Sponsored by:  **B**
- 15:30 – 16:00** **CBCT - How to help yourself see more**
Dr Veronique Sauret-Jackson, Managing Director, **Cavendish Imaging Ltd**
Sponsored by:  **A B C D**
- 16:10 – 16:30** **Facial aesthetics: Education and the current regulatory landscape**
Dr Jalpesh Patel BDS (Hons)(Lons) MJDF RCS Eng MSc (Aes Den) PG Cert (Aes Med), Dental and Facial Aesthetic Practitioner, Founder of **RASA Academy**
Sponsored by:  **D**

FRIDAY 17 SEPTEMBER 2021

Digital Dentistry Theatre

- 09:30 – 10:15** **In House digital aligners**
Prof Patrik Zachrisson, Dental Surgeon, **International Digital Dental Academy**
Sponsored by:  **C**
- 10:30 – 11:15** **AI smile design with the guided smile concept**
Prof Quintus van Tonder, Dentist, **International Digital Dental Academy**
Prof Adam Nulty, Digital Master, **International Digital Dental Academy**
Sponsored by:  **A C**
- 11:30 – 12:15** **How I supercharged my patient consultations with disruptive digital technology**
Dr Rajvansh Juneja, Dentist, **Align Technology**
Sponsored by:  **A B C**
- 12:30 – 13:15** **Profitable Digital Dentistry**
Dr Gulshan Murgai, Managing Director, **Implant Solutions Direct Ltd**
Sponsored by:  **A B C**
- 13:30 – 14:15** **Guided implant surgery with ExoPlan**
Prof Chris Lefkaditis, Materials Master, **International Digital Dental Academy**
Sponsored by:  **A B C**
- 15:30 – 16:15** **How to beautify your in house ceramics**
Prof Quintus van Tonder, Dentist, **International Digital Dental Academy**
Prof Adam Nulty, Digital Master, **International Digital Dental Academy**
Sponsored by:  **C**
- 16:30 – 17:00** **Planning orthodontic cases with digital dentistry**
Parm Dhillon, Digital Orthodontist, **Digital Dental Academy**
Prof Patrik Zachrisson, Dental Surgeon, **International Digital Dental Academy**
Sponsored by:  **C**

ENHANCED CPD Theatre

- 09:15 – 10:00** **The 3 P's of managing medical emergencies for the dental team**
Dr Chet Trivedy BDS FDS RCS (UK) FFGDP (UK) MBBS PhD FRCEM MFMLM, Consultant in Emergency, **Brighton and Sussex University Hospital**
- 11:15 – 12:00** **Legal & ethical issues and handling complaints**
Dr Kevin Lewis, Special Consultant, **BDA Indemnity** **A B D**
- 13:15 – 14:00** **Radiography & radiation protection (including IR(ME)R update)**
Dr Jimmy Makdissi DDS MMedSc FDSRCS (Eng.) DDRRCR FHEA, Clinical Senior Lecturer and Consultant Dental & Maxillofacial Radiologist, **JM Radiology** **C D**
- 14:15 – 15:00** **Safeguarding for the dental team**
Dr Chet Trivedy BDS FDS RCS (UK) FFGDP (UK) MBBS PhD FRCEM MFMLM, Consultant in Emergency, **Brighton and Sussex University Hospital**
- 15:30 – 16:15** **Oral cancer update**
Dr Philip Lewis, Dental Surgeon, **Avenue Road Dental Practice** **A B C**
- SPONSORED BY**  **agilio SOFTWARE**
- 10:45 – 11:45** **CQC's 2021 Strategy Update**
Mrs Victoria Marsden, Inspection Manager, **Care Quality Commission** **C**
- 12:00 – 13:00** **Compliance after COVID-19 - How to get back on track**
Dr Alex O'Neill, Head of Compliance, **Agilio** **B D**
- 14:00 – 15:00** **How to Recruit and Retain after COVID-19**
Miss Hannah Larkworthy, Senior HR Advisor, **Agilio** **A B D**

FRIDAY 17 SEPTEMBER 2021

NHS & Business Theatre

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Practiceplan
The business of dentistry

10:20 – 11:20 Why NOW is the time to make the move from NHS to private dentistry

Les Jones, Creative Director, Practice Plan Group

Sponsored by: **Practiceplan**
The business of dentistry

11:30 – 12:00 How to prevent the practice 'value' being left on the table post sale

Maja Thompson, Commercial Director/ General Manager, MediHoldings

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A B

12:10 – 12:30 Beginners guide to buying a dental practice

Mr David Brewer, Managing Director, FTA Finance

Sponsored by: **Frank Taylor & Associates**

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12:40 – 13:10 Social Media is destroying your brand: Learn how to use it the right way to retain and attract patients

Chelsea Stewart, Founder, Practice Made Perfect

13:30 – 14:00 Valuation of dental practices - What matters? What doesn't?

Mr Paul Wilkinson, Director, Dental Elite

Sponsored by: **DentalElite**

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14:10 – 14:40 The impact of the patient experience in a changed world *

Mrs Sarah Hallett, Senior Best Practice Consultant, Software of Excellence

Sponsored by: **SOFTWARE OF EXCELLENCE**
A HENRY SCHEIN COMPANY

14:50 – 15:20 How dentists can stop worrying about litigation all the time

Dr Mahmood Mawjee, Dental Business and Life Coach, Re-IGNITE - Dr Coaching by Mahmood Mawjee

15:30 – 16:00 Leadership in practice

Simon Gambold, Strategic Healthcare optimisation Ltd

A B C

Corporate and Laboratory Update Theatre

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PORTMAN
dental care

12:10 – 12:40 Transitioning from analogue to digital dentistry

Anthony Laurie MDT FBIDST FCGI DCPFGDP (UK), Managing Director, Dental Excellence (Technologies) Ltd.

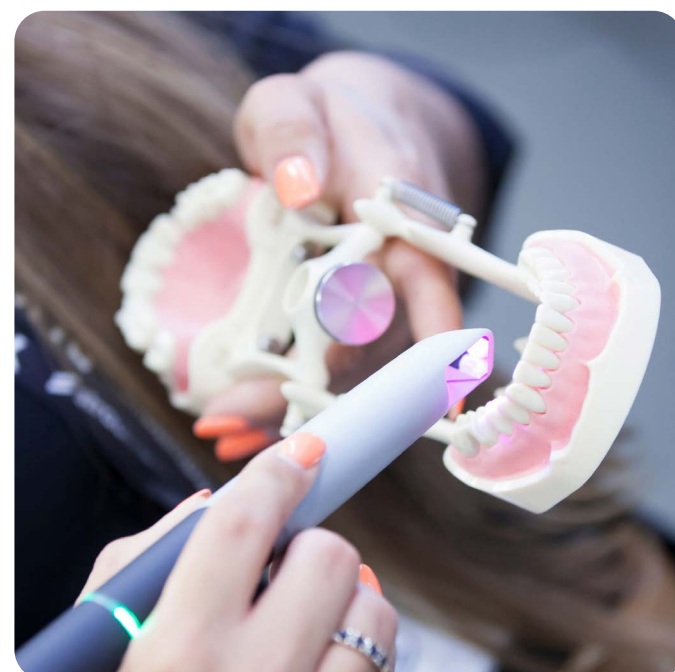
C

12:50 – 13:20 Dentistry on a global scale

Dr Eddie Coyle, Clinical Director, Colosseum Dental UK

Sponsored by: **Colosseum Dental**

C



goodbye braces.
hello clearcorrect







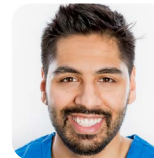



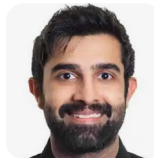







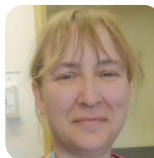













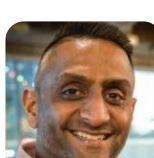





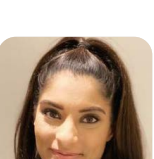


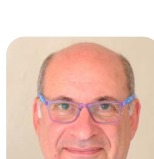
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 DR ALI CHOHAN General Dentist NHS England	 DR EDDIE COYLE Clinical Director Colosseum Dental UK	 STEVE DARBON Director – Dental Christie & Co	 PARM DHILLON Managing Director Sunstrike International Limited	 MR GARY DORMAN B.Dent.Sc Director & General Dental Practitioner In-Line Orthodontic UK Ltd	 LAURA EDGAR Managing Director Aura/ QWS	 DR ANDREW FLATTERS Principal Dentist Paragon Dental
 SIMON GAMBOLD Strategic Healthcare Optimisation Ltd	 MRS SARAH HALLETT Senior Best Practice Consultant Software of Excellence	 DR MARTINA HODGSON BCHD MSc Postgrad Diploma in Clear Aligner Therapy Invisalign Professional The Dental Studio	 DR SAM JETHWA BDS (Lon) MFDS RCS (Edin) Paediatric Clinical Cosmetic Dentist Bespoke Smile	 MRS ANDREA JOHNSON BSc (Hons), LOTA, Assoc.MGSDent Orthodontic & OMFS Laboratory Manager Montagu Hospital	 ANTHONY LAURIE MDT FBDS FCGI DCPFGDP (UK) Managing Director Dental Excellence (Technologies) Ltd.	 PROF CHRIS LEFKADITIS Materials Master International Digital Dental Academy
 DR KEVIN LEWIS Special Consultant BDA Indemnity	 DR PHILIP LEWIS Dental Surgeon Avenue Road Dental Practice	 DR JIMMY MAKDISSI DDS MMedSc FDSRCS (Eng) DORROR FHEA Clinical Senior Lecturer and Consultant Dental & Maxillofacial Radiologist JM Radiology	 MR NIN GANDHI-PATEL Dental Practice Growth Consultant EnquiryBot Dental	 DR RAJVANSH JUNEJA Dentist Align Technology	 MRS VICTORIA MARSDEN Inspection Manager Care Quality Commission	 MR ALEX O'NEILL Head of Compliance Agilio
 MISS HANNAH LARKWORTHY Senior HR Advisor Agilio	 LES JONES Creative Director Practice Plan Group	 MAJA THOMPSON MBA BSc(Hons) RDT Commercial Director/ General Manager MediHoldings	 MISS LOTTIE MANAHAN Dental Hygienist EMS Dental UK	 DR MAHMOOD MAWJEE Dental Business and Life Coach Re-IGNITE - Dr Coaching by Mahmood Mawjee	 MR SHAZ MEMON Founder Digimax Dental	 PROF ADAM NULTY Digital Master International Digital Dental Academy
 DR BARRY OULTON B.Ch.D DPDS MNLP Owner of The Confident Dentist Academy Ltd & Clinical Lead at Haslemere Dental & Implant Clinic	 DR ASHISH PARMAR Dentist The Academy by Ash	 DR JALPESH PATEL BDS (Hons)(Lon) MSc MSc Eng MSc (Ass Den) PG Cert (Ass Med) Dental and Facial Aesthetic Practitioner, Founder RASA Academy	 KREENA PATEL BDS(Hons) MSc MSc MSc Specialist in Endodontics Brigstock Dental Practice & Oaktree Dental Practice	 DR AMIT RAI BDS (Hons) LLM FHEA General Dental Practitioner GSK	 DR VERONIQUE SAURET JACKSON Managing Director Cavendish Imaging Ltd	 JONATHAN SCHWARZMANN Principal Partner White House Dental Practice Bushey Hertfordshire

"AN EXCITING OPPORTUNITY FOR DENTISTS TODAY"

WITH HARRY SINGH

There are many opportunities available to dentists in today's profession who are interested in diversifying their daily work.

There is a wealth of training and mentorship out there for clinicians looking to develop and specialise their skills, to refine their expertise or expand their treatment offerings.

One area that is growing in popularity – especially given the massive spike in demand in recent months – is non-surgical facial aesthetics. This is an area of significant potential for dentists, given that they also possess the knowledge, skills and experience needed to manage and treat the facial anatomy in a safe and ethical way. When done right, the field can also provide enormous business growth or even enable clinicians to transfer their focus completely if they so wish.

Dr Harry Singh is renowned across the dental profession for transforming his practice to focus on facial aesthetics. He says:

"Post lockdown, the general public are looking for products and services that make them feel good about themselves.

Uptake in beauty, personal care and non-surgical treatments are increasing rapidly.

"Many dental clinicians miss opportunities in the field because they're concerned about offending their patients or are unsure about marketing their services. I've devised a unique way to approach dental patients about facial aesthetics without the risk of offending or losing them."

With the right approach, as well as sufficient confidence and clinical competence, dentists can often very successfully offer facial aesthetics to their patients. For anyone interested in finding out and hearing from Harry on how he did it, don't miss his session in the Private & Aesthetic Dentistry Zone at the Dentistry Show London this September. About his session, "How to add an extra £120,000 annual income from Facial Aesthetics", he says:

"I will discuss how to attract new patients, convert more patients and retain existing patients. I hope delegates will take away a proven road map on how to incorporate facial aesthetics within their dental practice."



"Now is the time to introduce facial aesthetics to complement your dentistry services. I can help with this."

If you are looking to bring something new to our practice, or if you wish to diversify your working life with new skills and new treatments, facial aesthetics could be just what you need. Don't miss the various sessions dedicated to the topic at the Dentistry Show London to hear from experts in the field and gain practical guidance on how to make the transition both seamless and profitable.



HARRY SINGH
WILL BE SPEAKING
WITHIN THE PRIVATE
& AESTHETIC
DENTISTRY ZONE
AT THIS YEAR'S
DENTISTRY SHOW
LONDON!

SATURDAY 18 SEPTEMBER 2021

Clinical Excellence Theatre

- 09:45 – 10:15**
Periodontal plastic surgery
Dr Reena Wadia, Specialist Periodontist, RW Perio
Sponsored by:  **C**
- 10:30 – 11:00**
Bioceramics in minimally invasive endodontics
Bill Seddon, Practitioner Limited to Endodontics, Seddonendo **B C**
- 11:15 – 11:45**
Focusing practice on minimally invasive cosmetic dentistry
Mr Ashish Soneji, General Dentist, Queen Square Dental Clinic, Bristol **C D**
- 12:00 – 12:30**
Mindful Mechanical Preparation
Dr Dhiraj Arora BDS MJDF RCS (ENG) PG Cert OE MSc (Endo), Endodontist, Evo Endo
Sponsored by:  **C**
- 12:45 – 13:15**
How the Invisalign System can transform your practice
Teki Sowdani, Dentist, Align Technology
Sponsored by:  **A C**
- 13:30 – 14:00**
Communication skills in achieving clinical excellence
Dr Ali Chohan, General Dentist, NHS England
Dr Jin Vaghela BDS MJDF RCS MFDS RCSEd, Founder, Smile Clinic Group & Smile Dental Academy **A B**
- 14:15 – 14:45**
The endodontic management of perforations
Kreena Patel BDS(Hons) MJDF MClinDent(Dist) MEndo, Specialist in Endodontics, Brigstock Dental Practice & Oaktree Dental Practice **C**
- 15:00 – 15:30**
20 Top Tips in clinical dentistry
Dr Ashish B Parmar, Dentist, The Academy by Ash **C**

Private & Aesthetic Dentistry Zone

- 10:50 – 11:20**
The unique In-Line aligner system for GDPs with no attachments
Mr Gary Dorman B.Dent.Sc, Director & General Dental Practitioner, In-Line Orthodontic UK Ltd
Sponsored by:  **C**
- 12:10 – 12:40**
Welcome to ClearCorrect
Dr Sami Butt, Dentist, S3 Dental
Sponsored by:  **A C**
- 14:10 – 14:40**
The 20-minute solution to Parafunction
Dr Barry Oulton B.Ch.D DPDS MNLP, Owner of The Confident Dentist Academy Ltd & Clinical Lead at Haslemere Dental & Implant Clinic
Sponsored by:  **A C D**
- 15:30 – 16:00**
How to add an extra £120,000 annual income from Facial Aesthetics
Dr Harry Singh, Dentist, Botulinum Toxin Club
Sponsored by:  **A B D**



SATURDAY 18 SEPTEMBER 2021

Digital Dentistry Theatre

- 09:30 – 10:15**
The NEW invisalign journey
Dr Martina Hodgson, Invisalign Dentist and Practice Owner, The Dental Studio
Sponsored by:  **A B**
- 10:30 – 11:15**
3 ways to double your new patient conversions & accelerate revenue growth
Mr Nin Gandhi-Patel, Dental Practice Growth Consultant, EnquiryBot Dental
Sponsored by:  **B**
- 11:30 – 13:15**
Digital workflow and one piece implants in full arch restoration. Clinical protocols
Prof Mario Beretta DDS PHD, Beretta Medical Center
Sponsored by:  **C**
- 13:30 – 14:15**
Getting started with digital dentistry
Jonathan Schwarzmann, Principal Partner, White House Dental Practice Bushey Hertfordshire
Dr Andrew Flatters, Principal Dentist, Paragon Dental
Sponsored by:  **C**
- 14:30 – 15:15**
Lasers in dentistry
Dr Ilay Maden, Principal Dentist, Onclinic
Sponsored by:  **C**
- 15:30 – 16:15**
Expanding a Practice with Digital Technology
Dr Michael Barnes, Principal Dentist, Strathaven Dental
Sponsored by:  **C**
- 16:30 – 17:00**
Choosing the CORRECT Intra-Oral Scanner for YOU
Prof Adam Nulty, Digital Master, International Digital Dental Academy
Sponsored by:  **B**

ENHANCED CPD Theatre

- 10:15 – 11:00**
Decontamination in dental
Laura Edgar, Managing Director, Aura/ QWS
Sponsored by:  **B C**
- 11:15 – 12:00**
Legal & ethical issues and handling complaints
Dr Kevin Lewis, Special Consultant, BDA Indemnity **A B D**
- 12:15 – 13:00**
Safeguarding for the dental team
Dr Chet Trivedy BDS FDS RCS (UK) FFGDP (UK) MBBS PhD FRCEM MFMLM, Consultant in Emergency, Brighton and Sussex University Hospital
- 13:15 – 14:00**
The 3 P's of managing medical emergencies for the dental team
Dr Chet Trivedy BDS FDS RCS (UK) FFGDP (UK) MBBS PhD FRCEM MFMLM, Consultant in Emergency, Brighton and Sussex University Hospital

Compliance Hub

- 09:30 – 10:30**
Building Resilience in your Team
Miss Tracy Stuart, Coach, NBS Training **A B D**
- 10:45 – 11:45**
CQC's Smarter Regulation: What this means for your dental practice
Mrs Victoria Marsden, Inspection Manager, Care Quality Commission **C**
- 12:00 – 13:00**
Passing CQC Assessment in 2022
Mr Alex O'Neill, Head of Compliance, Agilio **B D**
- 14:00 – 15:00**
Disabled Access in Dental Practice - What you have to do
Ian Eggleton, Director, Evans Jones Ltd. **B D**
- 15:15 – 16:15**
Sickness, Absence and Leave - Tips and tricks to avoid headaches
Miss Hannah Larkworthy, Senior HR Advisor, Agilio **A B D**

SATURDAY 18 SEPTEMBER 2021

NHS & Business Theatre

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Practiceplan
The business of dentistry

09:30 – 09:50 **How dentists can stop worrying about litigation all the time**
Dr Mahmood Mawjee, Dental Business and Life Coach, **Re-IGNITE - Dr Coaching by Mahmood Mawjee**

10:00 – 10:20 **The post pandemic practice manager**
Mrs Lisa Bainham, President, **ADAM Association of Dental Administrators and Managers**
Christopher Barrow, Extreme Business, **Coach Barrow**
Sponsored by: ADAM

10:30 – 11:00 **The impact of the patient experience in a changed world ***
Mrs Sarah Hallett, Senior Best Practice Consultant, **Software of Excellence**
Sponsored by: SOFTWARE OF EXCELLENCE
A HENRY SCHEIN COMPANY

11:10 – 11:30 **Valuation of dental practices - What matters? What doesn't?**
Mr Paul Wilkinson, Director, **Dental Elite**
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12:10 – 12:30 **How to start a successful private Dental Practice in 2021**
Jyoti Randhawa, Client Relations Manager, **Samera**

12:40 – 13:00 **The CSR advantage - win more business and lead a happier, more productive and profitable team**
Mr Mark Topley FICRS, Director, **The CSR Coach**

13:30 – 14:30 **Why NOW is the time to make the move from NHS to private dentistry**
Les Jones, Creative Director, **Practice Plan Group**
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15:20 – 15:50 **Leadership in Practice**
Simon Gambold, Strategic Healthcare Optimisation Ltd

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09:30 – 10:00 **The joy of orthodontic technology**
Mrs Andrea Johnson BSc (Hons), LOTA, Assoc.MCGDent, Orthodontic & OMFS Laboratory Manager, **Montagu Hospital**

10:50 – 11:20 **Corporate dentistry in a new world**
Mr Andy Sloan, Business Development Director, **Portman Dental**
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12:10 – 12:40 **An overview of the current dental market by Christie & Co ***
Steve Darbon, Director – Dental, **Christie & Co**
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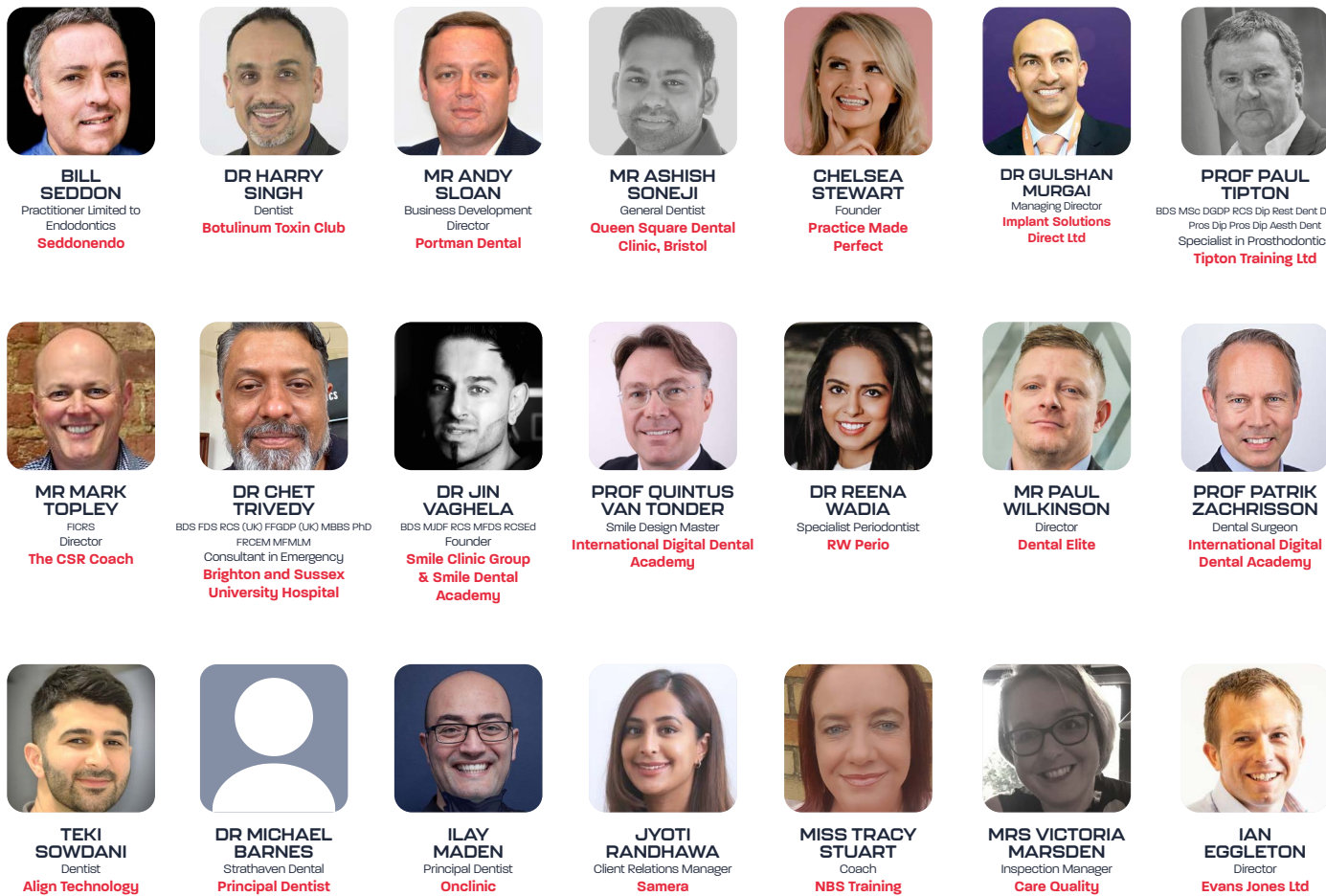
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"THE TIME IS NOW"

WITH JALPESH PATEL

Dr Jalpesh Patel is a founder and trainer for RASA Academy, a leading provider of educational courses in facial aesthetics in the UK. He suggests why he feels this is an exciting time to be involved with facial aesthetics for dental clinicians:

"The demand from patients seeking cosmetic dental treatments has been increasing yearly and facial aesthetics essentially forms an extension of this. The number of patients seeking injectable treatments has been rising, alongside increased public awareness regarding some of the risks involved. A medically orientated environment such as the dental setting provides an ideal location to have injectable treatments of this nature. Dentists also have many transferable skills, including the ability to carry out comprehensive assessments, the motor skills to deliver injections, a fine eye for detail, an understanding of anatomy – the list goes on. This makes them ideal candidates to deliver these treatments after the appropriate postgraduate training.

"However, there is a lack of prescribed pathways for most practitioners who would like to pursue facial aesthetics as a career or to supplement their existing clinical activity. Many individuals will often attend one or two short courses,

but will quickly realise that they do not have the skill or confidence to practise independently. At this stage, they have a predicament about whether to attend more courses or give up completely."

The current regulations, or lack of, within the non-surgical facial aesthetic field may be another cause for apprehension among dental practitioners. As Dr Patel goes on to explain, concerns about protection from potential medicolegal issues can be assuaged by proper training and mentorship:

"Although there is a general lack of regulation in the cosmetic injectable industry, as dentists, we are governed by the GDC and their standards. Our obligation is to work within our competence and so the challenge is in getting to a stage where the practitioner is competent to treat patients independently, having only attended a couple of short courses. The expectation would be to have completed a number of mentored cases, which are documented, as well as studying the evidence-based theoretical aspects. This can be accomplished in a number of ways, but there are now some educational options available that provide a comprehensive, structured approach for working towards competency. Programmes like our Postgraduate Certificate in Non-Surgical Facial Aesthetics provide a guided route for clinicians to enter into this industry, which follows a specification aligned to a competency framework designed by



experts in the field."

Dr Patel will be speaking within the Private & Aesthetic Zone at this year's Dentistry Show London in September. Speaking about his session entitled "Facial Aesthetics: Education and current regulatory landscape", he says:

"The session will discuss the current regulatory landscape and ways prospective practitioners of cosmetic injectables could plan their training pathways, looking at examples and discussing their relative advantages and disadvantages.

"There are many facets to aesthetic medicine and so, once you start your journey, there are various ways you can develop your career in this field. It is an exciting, rapidly evolving industry that can be extremely rewarding."





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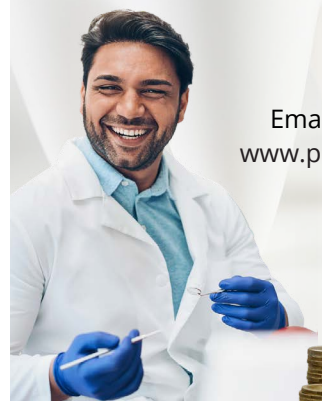
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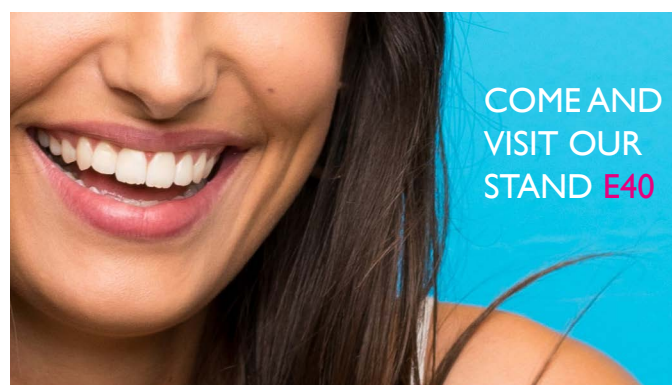


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Speaker Spotlight

"SO MUCH MORE THAN BRICKS AND MORTAR"

WITH MARK TOPLEY

Mark Topley, The CSR Coach, discusses why CSR (Corporate Social responsibility) is so important for modern dental practices...

The reason CSR has become really important for practices today is that consumer expectations around business have dramatically shifted. If the surveys are to be believed, these have become even more pronounced during the pandemic. A few years ago, people just wanted a product and they didn't really mind how it was produced. This means that people expect their dentist to demonstrate that they care for the environment, that they care about people and that they're making a contribution to their community.

Many people in dentistry now know what they need to do to be more responsible and how they should behave. The question is how do they implement that in a way that doesn't detract from running a business or delivering excellent patient care. If it's done well, then CSR is like a stick of rock – it runs through the entire business and the way that the business operates. A major challenge that dentists have is that they're first and foremost practitioners. Finding time to do this is key to making CSR work.

Some of the main benefits of CSR are related to team engagement. People want to work for a business that cares and makes a difference. If you can align people's personal values and aspirations with what they do at work, they'll see that they are working towards their life goals. When businesses are purpose-driven and led responsibly, people love to go to work. So much of running a successful business nowadays is not about the bricks and mortar. Rather, it's about the hearts and minds of the people that work for you and of the people you're trying to attract.

There's also advantages in terms of reputation with patients. As already mentioned, patients will appreciate a dental practice that they believe is good for the area, good for the community and good for the environment. Every business has a responsibility to seriously consider control of its environmental footprint in every way that it possibly can. Many people are passionate about this today and most will consider this when choosing a dental practice.

The final incentive to optimise CSR is that, when done well, it feels good. There's a real satisfaction in reaching the end of your work day knowing that you've not only had a successful day commercially, but you've done so with



respect for other people and the planet. That's a legacy to be proud of.

If you'd like to know more about how you can enhance your CSR, I'll be discussing the topic in detail at The Dentistry Show London this September. We all realise that online meetings are fantastic but we have really missed the interaction, the immersive nature, the relationships and the human contact of live events. The Dentistry Show London will provide a fantastic opportunity to get together once again and I'm really looking forward to it!

Don't miss Mark in the NHS & Business Theatre at The Dentistry Show London this September!



17-18 September 2021

18

"FIGHTING THE FEAR OF LITIGATION"

WITH MAHMOOD MAWJEE

For the past few years, litigation has been rising in UK dentistry. It has become an immense source of stress for many dental professionals, who – despite always acting in their patients' best interests – worry about getting complaints.

Dr Mahmood Mawjee comments:

"The current landscape makes clinicians feel like they always have to cover their backs so many constantly worry about litigation – and for good reason. We have a really high rate of litigation in the UK and it is very common for complaints to be made against even the most diligent of clinicians. If a case arises, it can affect every area of a dentist's life, from their career to their family life and their mental health. This is made worse by the fact that dentists can feel very alone – the GDC and indemnity firms are firmly on the patient's side and the lack of support for clinicians can be very isolating. Plus, many worry about what they would do if they lost their licence.

"The constant anxiety about patient complaints creates a detrimental level of stress for individuals. I have seen many dentists leave the profession entirely in order to rid themselves of this pressure. However, many still love dentistry, so finding ways to mitigate the fear of litigation and the associated stress is essential."

Dr Mawjee will be discussing all of this in further detail as part of two sessions at the Dentistry Show London in September. Speaking from the NHS & Business Theatre, he will present "How dentists can stop worrying about litigation all the time", about which he comments:

"I will explore some practical solutions to help clinicians better manage the stress and worry less about litigation. I want to empower dentists to deal with the risks of litigation and create a healthier mental approach to potential complaints. I will offer some ideas and techniques that clinicians can implement from Monday morning when they return to their practices. It's about expanding their skillset to include effective coping mechanisms, improving their mental and physical health, and just helping them enjoy what they do once again. I will certainly be taking questions and would encourage delegates to get involved so



we can have a really interactive session.

"There is always going to be litigation – even if you have the best hands in the world, you will get complaints. We can minimise the impact by building mental resilience, ensuring the confidence to carry out work and communicating effectively with patients.

"Life is about being happy, but a lot of dentists are not. This is still a great profession, but it is stressful and dentists need to learn to deal with that aspect better. I aim to give delegates one idea that could change their lives – don't miss my sessions at the Dentistry Show London!"



london.dentistryshow.co.uk

Opening Times and Venue:

Friday, 17th September
09:00 – 17:00
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Central Line

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Piccadilly Line

Baron's Court is a 9 minute walk away from Olympia London.

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Simply jump on the 30 minute train from Gatwick to Clapham Junction. Then change onto the Overground, direct to Kensington (Olympia).

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Alternatively, take the Heathrow Express train to Paddington. Then travel to Hammersmith, using the Circle or Hammersmith & City line.

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"ALL BASES COVERED"

BY PAUL TIPTON

The Dentistry Show London 2021 will offer a dynamic educational programme with sessions catering for a wide range of clinical abilities, interests and career ambitions.

Among the seven theatres will be sessions focusing on everything from general dentistry to specialist skills, business support and career development.

Putting a spotlight on clinical content, you won't want to miss Dr Paul Tipton in the Clinical Excellence Theatre, discussing "Occlusion for the GDP – does it matter". As a subject that many clinicians find challenging and often wish to build confidence in, this will be the perfect place to hear from a highly experienced speaker, share your own experiences with colleagues and discuss potential solutions to make treatment more predictable and of higher quality.

About his session, Paul says:

"The key to success in private practice is mostly being able to do restorative and aesthetic dentistry well, in addition to providing quick adult anterior orthodontics. These three disciplines are predictable when attention is paid to occlusion, before, during and after

treatment. Failure to understand the most fundamental topic in dentistry will most often result in failures, loss of confidence and possible litigation.

It's known that there are two basic ways to influence behaviour, the carrot and the stick. I will look at both. From a carrot point of view, it's imperative to understand occlusion so your work succeeds long-term and you achieve a stable end result. This breeds confidence and reputation that is so important in private practice.

"The stick is, of course, avoiding litigation and staying on the register. My presentation will focus on both and give delegates the basics of how to start their occlusal journey."

For any clinicians looking to move into orthodontics, this will also be covered at the event by dentists who have first-hand experience of some of the solutions out there. In the Private & Aesthetic Dentistry Theatre, for example, Dr Sami Butt will share his experience with clear aligners. He aims to show colleagues how they could expand their treatment range and deliver treatment that many of their patients desire – without needing to refer them elsewhere. About his session, entitled "Welcome to ClearCorrect", he comments:



"I will provide an introduction to ClearCorrect from the Straumann Group, discussing how the system works, how you submit cases for 3D treatment set-ups and what makes the ClearQuartz material so beneficial. I will also cover the different treatment options available and the advantages of the fully digital workflow when using the Trios intraoral scanner from 3Shape.

"Finally, I will be sharing some of my cases and offering practical advice for colleagues interested in getting involved or developing their current skills."

With this and much, much more on offer, the Dentistry Show London is definitely not an event to miss. Register for free online today to secure your place and start planning your visit this September!



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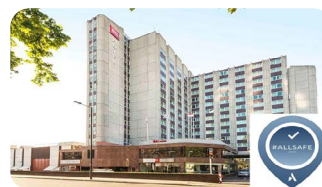
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Smart Dental Compliance & Training
SmileVision
Software of Excellence

Stools

A-Dec Dental UK Ltd
Belmont
Fortuna.BAMBACH

Surgery Equipment

Acteon
Aspired Finance
Blueprint Dental
Bryant Dental
Cattani ESAM UK Limited
Hague Dental Supplies Ltd
Imaging Technologies
Osstem & Hiossen Implants UK
Performance Finance Ltd
SPS Dental LTD
Turn Key Dental Supplies Ltd

Surgery Planning

Anglian Dental
Hague Dental Supplies Ltd
Quoris3D
SPS Dental LTD
Turn Key Dental Supplies Ltd

Taxation

Samera Business Advisors
Snowbird Finance Ltd

Teeth Whitening

BlancOne
CosTech Dental Laboratory
Optident Ltd
VOCO

Trade Associations

VOCO

Training and Seminars

Aura Infection Control Ltd
Botulinum Toxin Club
Endoperfection
IDENTITI
Myofunctional Research Company
S4S (UK) Ltd
Septodont Ltd
Snowbird Finance Ltd

Ultrasonic Equipment

Acteon
Aura Infection Control Ltd
Endoperfection
Xpedent Austria GmbH

Uniforms / Surgery Wear

Happy Threads

Washer/Disinfectors

Aquathin UK

Water distillers

Aquathin UK
BWT UK Limited

Website Design / SEO

Digimax Dental
EnquiryBot Dental

Wholesale Suppliers

Aksim Surgical Ltd
Aura Infection Control Ltd
F2 Medical Supplies Ltd

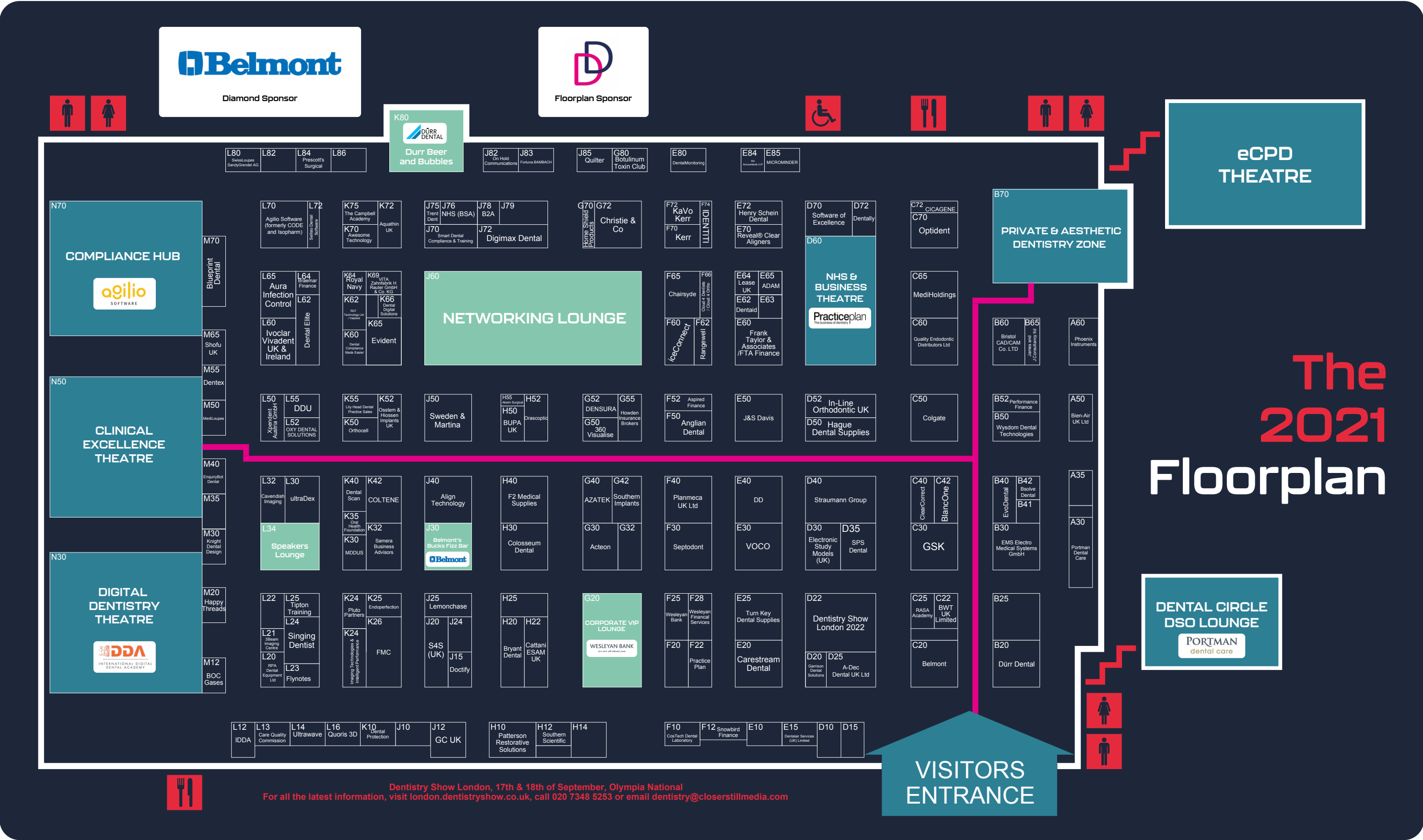
X-ray / Radiography Equipment

3Beam Imaging Centre
Acteon
Aspired Finance
Belmont
Carestream Dental Ltd
Cavendish Imaging Ltd
Dental Scan
Imaging Technologies
Planmeca UK Ltd
Southern Scientific
Turn Key Dental Supplies Ltd

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Products & Services

3Beam Imaging Centre **L21**

Independent CBCT diagnostic imaging centre based in London, focused on providing convenient, efficient and cost-effective scanning services.

Acteon **G30**

Acteon, at the forefront of technical innovations in x-ray and digital imaging, high frequency ultrasonic and patented technology, pharmaceuticals and precision hand instrumentation. Our mission is to offer comprehensive solutions to clinicians, to provide the most effective, convenient and comfortable care to patients all over the world.

A-Dec Dental UK Ltd **D25**

For over 55 years the 'A-dec' name has become synonymous with high-quality dental equipment. A forerunner in ergonomics and simple functionality, A-dec have designed some of the most user-friendly and reliable products on the dental market. From their widely recommended dental chairs to their diverse range of delivery systems, stools and lights, A-dec has been able to cater to a wide spectrum of clinical needs.

What truly sets A-dec apart from the competition is its long-standing relationship with dentists and their superior customer experience. By listening to the suggestions and feedback of front-line professionals, A-dec have been able to deliver a range of products that provide practitioners with the exact features they need to achieve excellent results.

Agilio Software **L70**

Agilio Software (formerly CODE and Isopharm) have supported the safe and efficient running of healthcare practices for over 40 years.

Over 80% of dental practices in England are engaged with Agilio through one of our products. We help dental professionals stay compliant with iComply, train staff with iLearn and streamline HR with iTeam.

Discover how we can support your practice today.

Aksim Surgical Ltd **H55**

A young and dynamic company supplying high grade stainless steel, reusable, non-sterile dental instruments to distributors and end users. Engaging with clients to deliver time-tested and new designs on-demand.

Align Technology **J40**

Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients.

Anglian Dental **F50**

Designing, building, equipping and maintaining the finest dental surgeries. Anglian Dental is a family business founded in North London 30 years ago. Three decades of working with over 700 dentists has given us a level of expertise and insight into your needs that we believe is unrivalled in the industry.

Dental Surgery Design and Build

With 30 years of experience, our team of dental designers and dental architects, using our unique design process, can revolutionise the way your dental practice operates in terms of both Patient Experience (PX) and User (or staff) Experience (UX).

There are three key areas of our Design and Fitout Process that are then broken into individual stages to help our customers to have a clear road map that takes them from concept to reality. From providing reception design ideas, through to your surgery layout ergonomics, we have you covered from every angle. In addition to managing dental design and build projects, we also offer a full dental surgery refurbishment service.

Dental Equipment Maintenance, Repair and Servicing

At Anglian Dental we are focused on keeping your surgery working. For over thirty years our dental engineers have provided excellent quality service which keeps your uptime to a maximum. Our industry leading response times and the assurance provided with our Rapport Servicing Contracts means we're relied upon by hundreds of dental practices. Our engineers are trained to be able to work on most brands of equipment including Belmont, KaVo, Heka, Ancar, Tridac, DentalEZ, Dürr, Catani and many more.

Aquathin UK **K72**

Aquathin is the world leader in water purification systems. It's award winning and patented Aqualite RODI UF purifier has earned 7 patents, plus is EPA registered and MHRA compliant.

Aura Infection Control Ltd **L65**

Aura Infection Control are the market leaders in dental infection control. We have been supplying innovative infection control solutions for almost 20 years. Our experience has made us one of the leading infection control suppliers in the dental market and a point of contact for advice and support for our customers.

We believe in keeping it personal, going the extra mile and doing what's right to support our customers to protect their staff and patients. We know our products, we know the industry, and we know our customers... and if we don't know the answer we will find it.

Awesome Technology Ltd **K70**

Awesome Technology LTD are pleased to offer a wide range of dental specific 3D Printing and 3D Scanning products and software to help you complete your digital workflow with ease.

AZATEK **G40**

Visit us at Stand G40, Azatek, a customer focused local company serving national and international dental care facilities by offering full range of its own brand dental instruments. All of our instruments are made with high quality medical grade stainless steel having perfect design, shape, dimensions, hardness and weight.

BlancOne **C42**

BlancOne® CLICK is a fast whitening treatment designed for those who are looking for a practical and fast way to obtain a whiter smile after a dental hygiene session.

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BlancOne® CLICK is also ideal to become more familiar with teeth whitening, even for those who are afraid of excessive sensitivity caused by these whitening treatments. Even if we can state that all BlancOne treatments have practically eliminated the sensitivity problem, BlancOne® CLICK is certainly the most delicate treatment of the entire line because:

- it uses a low concentration of carbamide peroxide (16%)
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- it takes only 10 minutes
- No Sensitivity

After having tried BlancOne® CLICK you can decide to obtain even deeper and longer lasting results merely through a simple upgrade of a complete BlancOne® TOUCH 6/7 shade change 3 x 8 Minutes in the same session, no gingival protection.

Blueprint Dental **M70**

Everything from surgery or laboratory refurbishment, digital imaging and CAD/CAM, Blueprint Dental are at the forefront of service offering.

Botulinum Toxin Club **G80**

Dr Harry Singh has been carrying out facial aesthetics for over 20 years and has treated over 10,000 cases. He is a leading light in the UK facial aesthetics profession. He is a trainer for Medfx and Galderma and on the editorial board of Aesthetic Medicine. He was awarded the Fellowship of The-International-Academy-for-Dental-Facial esthetics.

He is not only a skilful facial aesthetician but a keen marketer which he feels is vital to attract and retain patients requesting facial aesthetic services. He has published numerous articles on the clinical and non-clinical aspects of facial aesthetics and spoken at dental and facial aesthetics conferences on these topics nationally and worldwide.

He runs numerous clinical and non clinical workshops for his training company – www.botulinumtoxinclub.co.uk which is one of the most prolific winners of awards in the UK, including the winner of the Most Outstanding Business of the year in 2018.

Braemar Finance **L64**

Braemar Finance are specialist finance providers for the dental profession, with nearly 30 years' experience.

We offer a range of tailor-made, tax efficient finance solutions for businesses and individuals, including Unsecured Loans, Leasing and Hire Purchase products.

Visit our stand today, we're here to help.

Bristol CAD/CAM Co. LTD. **J78**

Bristol CadCam began in 2006 and is committed to understanding the needs of your business and working with you to find the ideal digital system for you and offer high quality training and support. We have the depth of experience that comes from actually using the equipment we sell.

Bryant Medical Ltd **H20**

At Bryant Dental, we believe that extraordinary dentists deserve the very best equipment, so that is what we manufacture. With the goal of bringing innovation to every dentist, we hope to empower them to achieve excellence and completely transform the experience of dentistry.

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BADT.ORG.UK



The BADT was founded in 1962 with the first annual general meeting taking place on 2nd March 1963 at New Cross School for Dental Auxiliaries.

Since that time BADT has been working for Therapists in all areas of the profession, improving working conditions and pay and fighting for recognition within the profession.

We have led the way for extended duties and Direct Access for dental therapists and are working jointly to achieve exemptions from prescription for certain medicines eg: local anaesthetic and topical fluoride.

BADT continues to represent its members with the GDC, the RCS, the BDA, the Office of the CDO, CQC, parliamentary committees and many more professional councils and meetings. We strive for good relationships, good practice, good education and increasing recognition. During the pandemic we provided unprecedented support to our members around employment issues, financial support and health and wellbeing.

We are now developing relationships with other Dental Therapy Associations all over the world.

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"COULD YOUR DENTAL WEBSITE BE LOSING YOU £100K A MONTH?"

BY SHAZ MEMON

A strong online presence is important for businesses in nearly every sector today. For dental practices, an effective website can make a massive difference to the diary and to the business reputation. However, there are many dental websites out there that simply are not optimised for maximum patient conversion.

Shaz Memon, Founder of Digimax Dental and author of Instagram for dentists, is passionate about helping dentists capitalise on their websites' potential. He comments on why dentists may not even realise that their websites are not as successful as they could be:

"In our experience of speaking to dentists, most really value their websites and understand why they are important. However, many don't know how to determine whether theirs is good or not. Most will assess their site based on whether it looks good and contains the right information. While these factors are, of course, important, they can create a false illusion. A successful dental website is a piece of user-experience art, a successful website ensures every kind of target patient stays on the site for as long as possible, and completes an enquiry as quickly as possible.

"We have found the average bounce rate for dental websites to be about 80%. This means that 80% of people who click on a practice website, are leaving again within 20 seconds. Clearly, making the pages look aesthetically-pleasing is not enough, but dentists and even some of the website designers out there don't know about the other features to consider. We have found that when people remain on the website for longer, they typically stay for 3-4 minutes – the more people stay for that long, the more likely they are to make an enquiry, the greater the opportunity is to gain new patients."

So, if the aim of the game is to keep patients interested and therefore encourage them to browse the practice website for longer, how

can this be achieved? According to Shaz, there are a huge number of aspects to think about, though the key points can be covered with 5 simple steps. He continues:

"I use what I call 'the five-second test'. This is an assessment of whether essential pieces of information can be viewed easily on a website, within five seconds of landing on the homepage. Without searching too hard or scrolling too much, a visitor should be able to find the practice address/location, phone number, 'contact us' section or link, top 3-4 treatments available and Google reviews. All of this means they instantly have the basic information they need to determine whether the practice meets their needs and if it is worth looking at further. The reviews also provide immediate social proof that the practice is good enough to provide the standard of care they seek."

The length of time visitors spend on the website and the bounce rate are the two key measures for success of a website, alongside the numbers of unique visitors and patient enquiries generated. In order to monitor your website performance accurately, Shaz recommends reviewing the analytics directly.

"Basic Google analytics are more than adequate to monitor a level of success or failure" he says. "This enables dentists to access the information directly, without having to rely on their design agency or another third party for accurate results."

While all this might sound fairly straightforward, it can be more difficult to put into practice. Shaz reflects on the challenges dental principals may face in truly optimising their business websites:

"Ultimately, there is no education in this field for dental professionals. Few people know what to do and how to get the very most from their websites. Most people will depend on websites designers but then don't understand why their site isn't performing as it should. I always use the Amazon website as an example – it has been carefully and very successfully refined to optimise user experience and maximise on sales. I want to show more dentists how to combine a great design with features that will retain and enhance patient interest."

Shaz will explore all of this in his session entitled "Your website is losing you money, and you don't even know it" at the Dentistry



Show London this September. About his talk, he adds:

"There are about 120 points that are in our 'website success formula' using data and learnings from studying thousands of websites. At my agency Digimax, we don't only want to deliver on the initial wow-impact of the website to our clients, we want these websites to become long-term, wow patient-generating machines. I will discuss the top 5 during my lecture. With 20 years of experience in the dental marketing field, I will also be able to share some of the mistakes dentists might make that cause people to leave their websites too quickly."

Delegates attending the session can expect to leave with a better understanding of how to increase leads without increasing marketing spend and what changes they should consider for their own website. Shaz will also explore how some practices can lose in excess of £100k every month by not implementing simple things into their business homepage.

Shaz Memon will be speaking within the Private & Aesthetic Dentistry Zone at this year's Dentistry Show London! Register online for free today!



london.dentistryshow.co.uk



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- Associateships and Employed Dentists roles to give greater choice in a changing world
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- Flexible working
- Extensive consumables list with quality materials
- Practices well run by managers and head office support so we can focus on patient care
- Good communication with regulatory bodies so improved patient safety and governance
- Relocation between practices, Bupa Dental Care have a large net-work across UK and Ireland
- Different career pathways - support from building private treat-ments alongside NHS to developing clinical career or going into non-clinical management and governance roles
- Learning and development support with a dedicated online plat-form, courses, graduate loans plus networking events
- Support from senior clinicians
- Bupa offer amazing benefits!

Why we're different:

Because we're not backed by private equity, we're in a unique position. We're committed to the UK dental industry for the long-term and are ready to treat not just today's patients, but generations to come.

We're a limited liability company, we have no shareholders, so we're able to focus 100% on delivering a great service for our customers. We run commercially to remain competitive, but Bupa reinvests 100% of its profits to help provide better care for patients across the world.

We're proud to have been named in the LinkedIn Top Companies Where the UK Wants to Work, the Forbes World's best employers, and in the Inclusive Top 50 UK Employers lists.

BWT UK LimitedC22

BWT UK Limited is part of the Best Water Technology (BWT) Group, Europe's leading Water Technology Company. With over 25 years of experience, we are leading the UK in water treatment technology and continue to supply safe, high quality water to domestic, business and commercial communities.

BWT – For You and Planet Blue – expresses our objective of developing environmentally friendly and economic water treatment products and services that set technology standards worldwide today.

Care Quality CommissionL13

The Care Quality Commission is the independent regulator of health and social care in England. We make sure health and social care services provide people with safe, effective, caring, well-led and responsive care, and we encourage care services to improve. We monitor, inspect and regulate services to make sure they meet fundamental standards of quality and safety and we publish what we find to help people choose care.

Carestream Dental LtdE20

Carestream Dental is committed to transforming dentistry, simplifying technology and changing lives. In this pursuit, we focus on providing the latest in high-quality scanning technology, the smartest chairside systems, the most intuitive practice management software, incredibly accurate imaging software and the data intelligence that helps continually refine patient outcomes. And we offer these solutions for the full range of dental and oral health professionals. For more information please visit carestreamdental.co.uk

Cattani ESAM UK LimitedH22

Cattani ESAM (UK) Ltd supplies the dental industry with high-quality dental vacuum, compressors, dust extraction, amalgam separators, suction tips, adaptors, disinfectant and sanitising products.

Cavendish Imaging LtdL32

Cavendish Imaging provides a specialist medical and dental imaging service in London Harley Street, Finchley, Oxford, Birmingham, Nottingham and New Malden. Our high-tech and state-of-the-art facilities mean we are well equipped to deliver on your scanning requirements.

ChairsydeF65

Interactive consultation software for dentists. Grow your practice, transform patient health and mitigate risk.

Christie & CoG72

Our specialist Dental team offers a full range of services aimed at independent dental practice owners, multiples and corporate operators. These include dental practice sales and acquisitions, RICS accredited valuations for loan security, commercial due diligence, market studies, finance raising for acquisition, refinance, unsecured and asset finance.

ClearCorrectC40

The Straumann Group presents the industry-leading ClearCorrect clear aligner system .

ClearCorrect aligners are fabricated from ClearQuartz™ – a state-of-the-art, third-generation, tri-layer material. The orthodontic system is part of an innovative digital workflow including the 3Shape Trios and Medit intraoral scanners, which integrate seamlessly providing excep-tional image clarity.

Cloud 4 Dentists / Cloud 4 OrthoF66

CLOUD4DENTISTS - Cloud based practice management system for general dentists.

CLOUD4ORTHO - Revolutionary cloud based practice management system for orthodontists.

Colgate@C50

Colgate@, your partners in proactive prevention

Proactive prevention is a key part of patient care. Colgate@'s extensive portfolio of products has never been more relevant in preventing and treating oral disease across all patient groups. Visit us to find out how Colgate@ can support you in your daily clinical practice and patient care.

Colosseum DentalH30

Colosseum Dental is Europe's most rapidly-growing dental company. With a mission to provide modern, quality dentistry services for the benefit of patients, dentists, employees and shareholders, striving for continuous growth and excellence.

Our model is built on strong country organisations in the regions where we operate. We use a leadership model where our country managers are trusted to make good decisions that benefits both the Group and our local clinics. Our central operation supports local dental chains with leadership and operational knowledge and are a facilitator for successful collaboration between countries. Colosseum Dental have extensive experience from investing in EMEA countries and a strong buying or-ganisation to support new ventures.

COLTENEK42

COLTENE is a high quality, Swiss company that develops, manufac-tures and markets premium dental products and equipment for a broad range of treatment segments. The recent acquisition of MicroMega re-inforces COLTENE's expertise in the field of endodontics with unmatched specialist know-how and product innovation.

World leading brands include MicroMega, HyFlex, DIATECH, BRILLIANT EverGlow, Affinis, SciCan and many more.

Recent product launches include the CanalPro Jeni Motor for autono-mous navigation of the root canal, the innovative Remover file for the removal obturation material, the One RECI file system for reciprocating movement and new shades for the BRILLIANT EverGlow, BRILLIANT Compeoner and BRILLIANT Crios ranges.

Come and speak to the team and see how COLTENE can help the suc-cess of your business. We'd be delighted to help.

DD E40

Founded over 50 years ago, DD supplies over 12,000 UK dental prac-tices, 6,000 medical beauty clinics and is expanding to reach 18,000 specialist beauty salons all across the UK and ROI.

DD is unique as it is the only company to offer an extensive range of specialist products, equipment and support services across both the dental & beauty markets.

Our customers have access every day to a wide range of dental practice equipment and repairs undertaken by the largest team of en-gineers in the industry. To support the sale of our dental and beauty products customers can also benefit from product training and treat-ment programmes.

DentaidE62

Dentaid is a leading dental charity with a huge range of projects in the UK and overseas. We provide free dental care for homeless and vul-nerable people, refugees and asylum seekers and hard-to-reach com-munities on our mobile dental units which travel the UK from the south coast to the north east. We also have a busy fundraising programme and a growing number of overseas projects including donating refur-bished equipment, funding outreach clinics and running volunteering trips. Come and visit us on stand E62 to find out more.

Dental EliteL62

Dental Elite understands the needs of both small and large operators for both recruitment & brokerage services. Dental Elite's expertise has positioned them as one of the key advisors to larger operators in merg-ers and acquisition strategies including corporate disposals.

Dentalair Services (UK) LimitedE15

Choose DentalAir for dental compressors. DentalAir Utilities is the only dedicated specialist company that offers a total turnkey solution for all your dental compressed air. We survey, design, recommend, install, commission, service and support all guidelines, including NHS, HSE and M.O.D JSP with certification of compliance as appropriate.

DentalAir Utilities is revolutionising air supply for surgeries. Its new Air to the Chair option is really as simple as selecting how many chairs you want an air supply for in your practice, and proceeding from there. You can then feel rest assured that DENTALAIR UTILITIES will install a new air supply unit; giving you uninterrupted, reliable, oil-free and sterile medi-cal grade air all at a total cost of just £5 a week per chair.

Please visit us on stand E15 or contact us directly for further informa-tion.

DentallyD72

The UK's market leading cloud solution for faster, simpler dental practice management

Designed in collaboration with dentists across the UK, Dentally allows you to work from anywhere, streamline your practice and free up val-uable time.

DentalMonitoringE80

DentalMonitoring was founded in 2014 by a team of dental profes-sionals and engineers who aimed at promoting the use of AI-powered tools in dentistry. Built upon cutting-edge technology, DM is a family of software solutions to help dental professionals make high-quality care accessible, convenient and efficient throughout the patient journey.

DentexM55

At Dentex, we encourage our practices to run as they always have, so you can proudly and independently maintain your own brand and unique set of values. Unlike traditional dental corporates, our dentists retain equity as shareholders in the group. We're about two core quali-ties, amazing people and amazing dentistry.

Dentists’ ProvidentL82

Dentists' Provident is a leading provider of income protection insurance for dental professionals. Since 1908 our sole objective has been helping you achieve financial security during periods of illness or injury.

Digimax DentalJ72

We are an award-winning Dental Marketing Agency based in Maryle-borne, London. We have been helping practices Stand Out and Grow since 2003. Our team consists of dental web designers, SEO experts, branding specialists and graphic designers. From website design, social media, through to digital advertising and printing – at Digimax Dental, every marketing need for your practice is catered for – requiring minimal input from you.

Dürr DentalB20

On show will be Dürr's VistaScan Mini View, VistaScan Mini Easy and a new addition to the "Vista family!"

Also learn how the latest networking systems can be used with your compressor and suction system.

The Lunos air polishing system, disinfection range and Hygoclave 40 will also be on display.

EndoperfectionK25

VaryFlex from Endoperfection is the new & exciting range of endodontic files that offers amazing value without compromising on quality. Created in the UK.

EnquiryBot DentalM40

Nin Gandhi-Patel is an Invisalign® & Dental Practice Growth Expert and lead consultant at EnquiryBot Dental, helping you turn more of your website visitors into patients.

Implementing sales systems and marketing automation, Nin has built a solid reputation for delivering powerful practice growth.

EvidentK65

Evident specialises in providing functionally superior products for den-tists, hygienists, therapists & technicians. Products made by experts - sold by experts - used by experts!

Their range includes ExamVision loupes, corded and wireless lights, OXO 4K Camera, Calaject-computerised anaesthesia, BulkEZ compos-ite and reusable PROtect-shield visors.

Show Offers at our stand.

EvoDentalB40

EvoDental is the UK's only business to focus exclusively on full arch dental implant rehabilitation and has clinics in Liverpool, London and Solihull.

Because this is all we do, we were able to treat 548 arches across our Liverpool and London clinics in 2020, in spite of 11 weeks of lockdown. In 2021, we anticipate rehabilitating over 850 full arches across our three clinics.

Our vision is a functional, confident smile on every face.

We believe that by collaborating with dentists - in a symbiotic way - we can work towards achieving this and help people from across the UK to be themselves again.

Frank Taylor & Associates / FTA FinanceE60

The FTA Group (comprising Frank Taylor & Associates, FTA Finance, FTA Media, FTA Law & FTA Financial & Wealth Management) offers a range of business services to dental professionals looking to sell, buy or de-velop a dental practice. Whether it's helping you step onto the practice ownership ladder, secure finance, advice to meet CQC regulations, vid-eo marketing, employment/HR legal services, financial planning advice or dealing with your practice sale when the time comes, the FTA Group can help you every step of the way along your career journey.

Hague Dental Supplies LtdD50

Where expert knowledge, great service, and quality products come together.

Hague Dental Supplies are a multi-award-winning team that offers a range of bespoke solutions for your practice, including surgery design, equipment selection and installation, interiors full practice design, build and project management, dental engineering, and digital equipment and support. Speak to our team of experts about your requirements.

Henry Schein DentalE72

Henry Schein Dental understands that to run a successful practice, dentists and their teams need to have access to a wide range of prod-ucts, services and support. To help practices achieve their vision, Henry Schein Dental offers local account managers supported by teams of dedicated product specialists. The team has years of expertise across the entire full service portfolio, ensuring they deliver the solutions best suited to your practice. So, whether you need help with consuma-bles, equipment, decontamination, digital imaging, implants, whitening products, service and repairs or even business support and marketing, Henry Schein Dental can provide everything you need to help you run a more efficient and profitable practice.

Howden Insurance BrokersG55

Howden Insurance Brokers is the world's largest independent insur-ance broker. Howden's Health & Care practice brings you a dedicated team of dental malpractice insurance specialists who have supported general and cosmetic dentists for over 25 years.

iceConnectF60

At iceConnect, we're passionate about the limitless possibilities avail-able through technology.

We know that your business can grow faster and more efficiently than ever before when you embrace technology. That's why our goal is to help businesses of all sizes unleash their full potential by providing them with the latest technologies at an affordable price.

Whether you need a cloud-based dental phone system provider or IT support services, we've got you.

IDENTITI F74

Our ambition is to deliver accredited training courses as part of a care-fully designed training pathway, with the knowledge that you always have ongoing clinical support from a Specialist giving you the security and confidence enabling you to relax and enjoy your work.

Imaging TechnologiesK20

Imaging Technologies are niche dental imaging experts focusing purely on digital imaging and radiography for dental surgeons. Our impartial advice covers a wide range of brands and products, and comes with full training and support.

In-Line Orthodontic UK LtdD52

In-Line Orthodontic UK Ltd provides a unique 'twin layer' clear aligner system. The system was first developed in Germany in 2004. It is able to quickly and effectively correct moderate to severe anterior malocclu-sion without the need for composite attachments.

Intelligent PerformanceK20

With over 17 years' experience, we are leading specialists within the IT industry offering a wide range of support, services & innovations to solve our client's needs. Our core products & services place us within the top 5% of accredited Microsoft Business Services partners glob-ally.

Ivoclar Vivadent UK & IrelandL60

Ivoclar Vivadent will showcase their innovative workflow solutions for direct restoratives and the digital dentist. This will include products such as the new 3s Power Cure system, enabling you to achieve ef-ficient aesthetic restorations; IPS epress direct our highly aesthetic composite; the clinically proven IPS e.max CAD and the ideal cemen-tation protocol.

Visitors to the stand will also enjoy the product demonstration area, featuring an opportunity to try the products and have the output of your curing light tested.

Lease UKE64

Lease UK is a specialist healthcare professions funder, established for over 25 years offering Hire Purchase, Lease and Unsecured loans to dental professionals so they can grow their practices. We explain the options simply and fully.

We have used lockdown to strengthen our team by recruiting Chris Weera. Chris has worked with dentists and dental suppliers for over 7 years. He is keen to speak to clients directly but also to suppliers who want straightforward, friendly, professional service for their clients se-curing equipment sales quickly.

Come and visit us on Stand E64 whether you have something definite in mind or are just thinking ahead.



Scan the QR code to begin your registration!

Products & Services

Lemonchase Ltd

J25

Lemonchase offer Dentists expert advice and the finest brands in Magnification & Lighting. The company is proud to be the UK's exclusive distributor of World-leading brands such as Designs for Vision Loupes, Leica, Semor & Norton Microscopes, D-Tec Dental Lighting and the classic Swedish Support Stools.

Lemonchase will be demonstrating Designs for Visions' world-leading range of custom loupes and the ultra-light Daylite LEDs including the revolutionary Wireless LED. LED lighting is the perfect accompaniment to loupes, with beautiful white light (up to 153,000 lux) and rechargeable Lithium Ion battery packs for 18 hours continuous use.

Lemonchase are also demonstrating the new Micro Prismatic loupes. These are a complete game changer, allowing you to upgrade to higher magnification - in an incredibly lightweight & compact form. We are also launching the astonishing PANORAMIC LOUPES. These are only available from Lemonchase - and give an astonishing width of field at high magnification - making full arch work at a genuine 4.5x Magnification, a possibility for the first time (other companies would describe this as a 6.5x)!

Come and see why Lemonchase are the UK's best-selling and most trusted supplier of custom loupes.

Lily Head Dental Practice Sales

K55

We always act in the best interests of dentists. Established in 2010, Lily Head Dental Practice Sales exists to help dentists exceed their business ambitions through the sale, purchase and financing of dental practices.

Through our deep understanding of the dental market, we have advised and completed on transactions in every region and country in the UK. We have successfully acted for dentists who wanted to sell a single handed dental practice, as well as those who wished to bring a group of dental practices to the market.

We are proud to be founding members of the DEN (Denplan Expert Network) and hosts of the Dental Business Transactions Podcast.

Please come and get to know us on Stand K55

MDDUS

K30

The MDDUS is a mutual organisation that has been providing indemnity, advice and guidance on medico-legal matters to members who encounter professional difficulties for almost 120 years. With a team of highly qualified and experienced professionals, and offices in London and Glasgow, the MDDUS prides itself on providing members with a quality, personalised service at competitive rates. An additional benefit of membership is free HR and employment law advice for members who have employment responsibilities.

Please visit our stand or www.mddus.com for more information.

MediHoldings

C65

For the last 20 years, MediHoldings have been on the cutting edge of the dental industry. We employ a collaborative, can-do approach to ensure that our clients achieve real, tangible rewards in their businesses - be that growing profits, improving your practice value or completing the perfect team.

MediLoupes

M50

MediLoupes offers the highest quality dental loupes and lights at the lowest prices. We back our products with an industry leading lifetime warranty and offer brands such as Nike, RayBan and Tiffany & Co

MICROMINDER

E85

We are shaping the future of how IT is provided to the dental sector. We use a strategic, consultative approach with our clients to deliver solutions that are relevant. We only work with market leading partners such as Microsoft and Datto to provide innovative solutions, inspired by technology.

Call the team at Microminder on 0208 799 6883 to find out more about IT Support, Security, Disaster Recovery, VoIP Telephony and Microsoft Business Applications. Be sure to get social - follow us on LinkedIn, Twitter and Facebook for the latest industry news and offers.

Myofunctional Research Company

K40

Myofunctional Research Co.

MRC has been developing appliances to improve breathing patterns, dental and facial development of children for the last 30 years. The key to a MRC treatment is correcting the position and function of the tongue, obtaining correct nasal breathing and retraining the oral muscles to function correctly. Additionally MRC have developed the myOSA System, the diagnostic and therapeutic choice for many dentists who require immediate and cost effective treatment of Snoring, TMD symptoms and Bruxism. See us at booth K40 during the show or contact us at 00 800 69627223 or info@myoresearch.nl.

NHS Business Services Authority

J76

The NHS Business Services Authority delivers many national services for the Department of Health and Social Care, including NHS Dental Services.

NHS Dental Services process all NHS dental claims and make payments to NHS primary care dentists in England and Wales. Through Compass we support dentists with detailed contract information, real-time activity reports, individual claim data, personal pension details and monthly statements. Come and talk to us about Compass. We're here to answer your questions.

At the Dentistry Show, we're also showcasing the benefits of eDEN, our dental reporting system, giving you faster access to the data you need.

On Hold Communications

J82

Established for 20 years, we provide over 3000 dental practices in the UK with bespoke Telephone System packages that ensure you will never miss another call. We specialise in tailored systems that help your reception team manage multiple calls efficiently and ensure you're not missing the opportunity to speak with new customers. Your calls can also be taken by team members working from home via a mobile app or softphone on their computer. All our systems can provide you with full analysis of your call traffic through advanced call management software. You can assess the number of calls you receive, your busiest times of the day and see a list of missed calls! With the addition of Call Recording, you gain a great training tool for your team to improve customer service. Our solution is a priceless asset for any forward thinking practice.

Optident Ltd

C70

Optident are known in the dental industry for providing high quality, innovative and clinically supported products with a dedicated education programme to reinforce its belief. Optident work closely with the world's leading clinicians and key opinion leaders paving the way for the latest developments and advancements in technology and science. Leaders in their field, Optident work with some of the most established manufacturers in the world and also develop their own products for international distribution. Fuelled by their creative marketing and approach to sales, their brand sits in a unique position within the dental market.

Orascopept

H52

Founded in 1981, Orascopept has been a pioneer in the medical vision industry for over 30 years, designing award-winning dental loupes, surgical loupes, hygiene loupes and surgical headlights.

With a legacy of advanced product performance and clinician-first features we continue to set the benchmark for quality craftsmanship, innovation, and durability.

Each of our loupes is handmade with meticulous precision in Madison, Wisconsin, and customized to the individual user's facial geometry, ensuring optimal resolution across the widest and deepest viewing field.

As we continue to grow, we are focused on innovation and continually delivering game changing technology that shatters the status quo.

Visit our website and check out our latest optical innovations such as the XV™, the first wireless loupe and headlight in one, or our loupes with laser protection inside the telescopes.

Orthocell

K50

Orthocell Ltd is a regenerative medicine company dedicated to the development of novel collagen medical devices and cellular therapies for the repair and regeneration of human bone and soft tissue defects.

Osstem & Hiossen Implants UK

K52

Osstem UK is dedicated to providing valuable service with quality and integrity to all doctors, nurses and patients. We offer services in the areas of dental equipment and instrument distribution, education and support. Through our joint efforts, we are building a company of lasting values, boldness and spirit - a company committed to excellence, growth and the satisfaction of its people. We are a company whose quality of products and the people make the difference.

OXY DENTAL SOLUTIONS

L52

Oxy Dental Solutions are the official UK distributors of the Oxy Implant Dental System. Supplying products across the UK.

Patterson Restorative Solutions

H10

Digital and traditional specialist laboratory services to our dentist clients, we are delighted to discuss how we might work well together

Performance Finance Ltd

B52

Performance Finance is one of the UK's leading dental finance specialists and provides tailor-made loans and finance to independent Dentists. We are highly competitive with a friendly and helpful approach and provide:

- Asset Finance
- Business Loans
- Personal Loans
- Patient Finance

We understand that our clients want a high level of personal service delivered efficiently from a finance provider that has detailed knowledge of their profession.

Performance Finance is also fully authorised and regulated by the Financial Conduct Authority (FCA), with our reputation for completing arrangements with speed, efficiency and flexibility - backed by a friendly service - unmatched in our market. That's probably why we have a Trust Pilot rating of 5 out of 5.

Please visit us at London Dentistry or contact us using the details below.

Planmeca UK Ltd

F40

Planmeca is a global leader in many fields of health care technology, with products distributed in over 120 countries worldwide. Our product ranges cover digital dental units, world-class 2D and 3D imaging devices, and comprehensive CAD/CAM and software solutions.

In the era of digitalisation, our imaging software and digital solutions have been leading the way. Superior image quality, low patient dose and ease-of-use are the most important guidelines of our product development.

With unrivalled scientific knowledge and an in-depth understanding of clinical workflows you can be sure that Planmeca is delivering better care through innovation.

Pluto Partners

K24

Pluto Partners are a passionate team of senior executives, professional valuers, and selling agents specialising in business valuations and sales of dental practices.



IMAGING TECHNOLOGIES

Dental X-ray & CBCT Imaging Specialists

LEADING DENTAL IMAGING and DENTAL CBCT SPECIALISTS

FOR OVER 20 YEARS

We're the experts in dental imaging maintenance, repair, replacements and upgrades.

Imaging Technologies are niche dental imaging experts focusing purely on digital imaging and radiography for dental surgeons. Our impartial advice covers a wide range of brands and products, and comes with full training and support.

WE WORK WITH LEADING DENTAL IMAGING BRANDS



SPEAK TO OUR EXPERTS
Tracey Foyster and Dominic Foyster

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INTRODUCING GOLD SPONSOR, DENTEX

The Dentistry Show London is only what it is today thanks to the support of both the profession and industry, with individuals and organisations coming together to contribute content, promote excellence and showcase their latest innovations. We are delighted to be working with Dentex as one of our Gold Sponsors for the 2021 event – a fast-growing dental provider who has just reached 93 practices in the UK.

A unique model for vendors

Unlike a traditional dental corporate, Dentex prides itself in its partnership approach to managing practices as well as enabling dentists to retain equity in the business as shareholders in the wider organisation. Practices continue to run as before once they join Dentex, with dentists proudly maintaining their independent brand and clinical freedom to treat patients to the best of their ability.

Speaking to Rebecca Higson, Talent Manager for Dentex, she explains what she feels sets the organisation apart from others in the profession today:

"The key feature that distinguishes us from others is the unique partnership model we offer clinicians. We believe strongly in collaboration and

communication, forming a partnership with dentists to help them run their businesses and provide the support of a bigger organisation. It is our goal to work together to build their practice, rather than completely taking over and rebranding. I think this is important to many of the dentists who come to us, as they are able to maintain their identity and autonomy as clinicians. We are proud to have such a great reputation and we continue to put patients and clinicians at the heart of everything we do to support it.

"We take a flexible approach to our practices, with dedicated operation and support teams for specific clinics in order to build strong relationships. We know that one size does not fit all, and all our dentists are shareholders in the business and are treated as such."

Of course, sharing the responsibilities of running a practice with Dentex brings all the usual benefits of selling as well – doing so alleviates the workload and offers access to finance, marketing and HR experts to name a few benefits. The organisation can also help to drive



practice growth, invest in new surgeries where there is capacity, introduce new specialists and/or enhance technology.

Individual opportunities

For individuals looking to advance in their careers, Dentex offers huge opportunity for personal and professional growth. There is something to excite and inspire all members of the team from reception and front of house staff to dental nurses, practice managers and specialist clinicians.



DENTEX

With such a fast-growing business and flexible environment, individuals have the chance to design and realise the career they have always wanted and receive all the support that they need to do so.

"We are proactively looking to further enhance the learning and career development opportunities available to all team members across our practices. This will be a huge focus for us as we grow, ensuring that our professionals have what they need to advance their skills and their careers. We also offer a comprehensive portfolio of workshops and seminars at favourable prices for our teams, in addition to clinical mentorship."

Eloise Ford, Marketing Director for Dentex, continues:

"By offering a flexible structure and facilitating communication across the business, many of our clinicians interact and support each other directly. Our model is designed to encourage knowledge sharing and mentoring in a structured way, which many of our dentists seem to appreciate and thrive on. For a group that can traditionally be prone to working in isolation, it really helps them to feel supported by the organisation and by their peers."

Find out more

Whether you have thought about selling your practice, planning for retirement, or you are simply ready for a change, the Dentex team will be on hand throughout the Dentistry Show London to offer all the information you may need about its services and how they could help shape a bright future for you. They will be able to offer more details on the unique partnership model they utilise, as well as discuss any live vacancies.



"We're a friendly bunch without a traditional corporate set-up, we pride ourselves on being really approachable and always happy to help," Rebecca says. "Our culture is very much about working together and if you don't get the right person for a query in the first instance, they will help you find who can help."

"There seems to be a significant appetite in the profession to congregate in person again. Having facetime with colleagues in the industry has been hugely missed over the last year and people are excited to get back to some normalcy. It's going to be an exciting event and we're looking forward to seeing some faces we haven't seen in a while, as well as meet some new people.

It will be great to connect with people again, to see how everyone else has been doing and how they plan to move forward."

Reflecting the ethos of the organisation, the Dentex stand will also offer some games and competitions to provide some light entertainment and inject some fun into your visit. Why not drop by stand M55 for a fresh coffee on Dentex and find out more about what Dentex could do for you?

For more information about Dentex, please visit www.dentexhealth.co.uk

WHEN WILL WE HIT
100
PRACTICES?

**ENTER OUR COMPETITION
AT STAND M55**

Portman Dental Care **A30**

Portman Dental Care is a multiple award-winning group of private dental practices driven by one common motivation, our patients and people at the forefront. When you join Portman, you join a family of private practices who put the needs of the patient first. We add value to every dental practice that joins us, helping to spread our values and drive your growth. Our success is your success: you get complete clinical freedom, central financial and administrative assistance, and the support of a well-trained and motivated team. So, if you're looking to sell your dental practice and would like to find out more, we'd be happy to hear from you.

<https://www.portmandentalcare.com/sell-your-dental-practice>

Practice Plan **F22**

Practice Plan is the UK's leading provider of practice-branded patient membership plans. We are dedicated to building lasting partnerships with our members, supporting them to become more profitable and sustainable businesses.

We partner with over 1,500 dental practices and have expertly supported many of those to change plan provider or gain more independence from the NHS with a move to private dentistry.

Practices that have changed plan provider to us or made the move to private dentistry have found they have more control over their business and brand.

To find out more about how we can help you, come and talk to us!

Quoris3D **L16**

Quoris3d provide a portfolio of products that help clinicians innovate and improve their workflow and efficiency. Our ethos is to promote a platform for learning and help our clinicians improve on traditional dental workflows and propose new ways of working to meet rising patient demands and advancements in digital dentistry.

ChromeGuidedSmile

<https://quoris3d.com/product/chrome-surgery>

RA Accountants LLP **E84**

With over 17 years' industry experience, our knowledge and understanding of the dental profession has afforded us a specialist reputation. Whether you are starting a new practice, facing business growth issues or about to plan for retirement, having sound tax planning advice could significantly reduce your tax burden. Our comprehensive team can help you throughout your journey. Come and talk to us on our stand about developing a tailored tax strategy.

RASA Academy **C25**

RASA academy is based over a number of sites and provides a tailored and personalised journey in cosmetic injectable training in line with the newest regulations.

They are the first training provider to be made a "Trusted Provider" for the College of General Dentistry in delivery of the Postgraduate Certificate in Non-Surgical Facial Aesthetics (Level 7).

Alongside this they provide Foundation and Advanced Training as well as Bespoke Mentoring Sessions. They pride themselves on providing a valuable and rewarding learning experience for their students ensuring small student to trainer ratios and high levels of clinical exposure.

**RDT Technology Ltd
- Valplast** **K62**

Valplast®, known worldwide as the pioneers of Flexible Partial Dentures, together with RDT offer unrivalled technical support and training for technicians/dentists/patients.

Valplast®, an aesthetically pleasing option that is comfortable, non-invasive, hypoallergenic and more affordable than traditional materials. Suitable for most partial cases, as an alternative to a bridge or as an implant transitional appliance.

As there are more patients now with one or two teeth missing, why not consider a "Valplast® Removable Bridge" as a permanent or temporary solution? Valplast® offers the additional benefit of maintaining patients' future options.

Reveal@ Clear Aligners **E70**

Reveal@ Clear Aligners offer a new solution for general practitioners to provide reliable orthodontic treatment to their patients that is both comfortable and aesthetic. With in-office implementation support and access to an array of unique marketing services, Reveal@ can help dentists compete against direct-to-consumer aligner companies and grow their practices.

Royal Navy **K64**

The Royal Navy offers dentistry careers with a real difference. From shore side establishments in the UK, to state-of-the-art dental surgeries on board an aircraft carrier in the Caribbean, Royal Navy dental personnel make a vital contribution to the wellbeing of the people who protect our nation's interests, every day. In addition to world-class training, global travel, benefits and excellent professional development, adventure, camaraderie and lifelong prospects are yours for the taking. To find out more about the roles available, talk to the team at stand K64 or contact NAVYCNR-MEDMAILBOX@mod.gov.uk.

S4S (UK) Ltd **J20**

An award-winning dental laboratory with a passion for quality, we pride ourselves on delivering a first-class service to our clients.

We supply clinically proven treatments in the areas of Snoring & Obstructive Sleep Apnoea, Bruxism and Orthodontics.

We are proud to be the providers of the Sleepwell - the most clinically proven MAS for snoring mild to moderate OSA, the Sleep Clench Inhibitor (SCI) - FDA-approved for the treatment of Bruxism & medically diagnosed migraines, and Smileign - a clear aligner system manufactured wholly in the UK.

We also offer an extensive ECPD verifiable training programme both in-person and online and, alongside key industry partners, have educated over 5000 dental professionals in our key product areas.

Samera Business Advisors **K32**

Samera are the UK's leading professional services firm for Dentists.

Trusted by Dental businesses, large and small, our team can:

Save you tax, and automate your practice finances using Xero cloud-based solutions

Help you raise finance for start up's, practice purchases and new assets

Save you money on dental equipment and consumables through our money-saving Dental Buying Group

For any Dental Accounting, Financial, Payroll or Tax needs, our team of experts are perfectly positioned to help you.

Sellsio Dental Software **L72**

Sellsio is an electronic medical record software, whose features are tailored towards practices and clinics. Are you looking for a complete all-in-one software? Are you looking to reduce your monthly payments significantly? Look no further! Our system comes with diary access with flexibility for multiple members of staff and locations. Pair this with our online booking functionality which includes deposits to ensure your clients can book appointments 24/7. Take advantage of our full reporting suite with over 80 reports and dashboards which is vital for understanding your business' figures. Use our teeth charts with integrations with imaging softwares. Let your clients manage their own bookings and send important documents within the portal. All of this, and much more, for one single monthly rolling price. No contracts, no add-ons and best of all, Sellsio is completely cloud-based, with the option to use our own native app on your phone and tablet.

Septodont Ltd **F30**

Since its foundation in 1932 Septodont has always been at the forefront of pharmaceutical dentistry, developing, manufacturing and distributing a wide range of high quality dental products all over the world. Looking to the future, Septodont is also leveraging its competencies to bring innovative solutions in the medical field.

Shofu UK **M65**

SHOFU offers cutting-edge products and materials for almost all indications in dentistry and dental technology, meeting the needs of users in terms of safety, efficiency and quality and completely satisfying patients.

Safety, stability, aesthetics and prevention are the pillars of advanced dentistry. By developing new Giomer products, based on the proprietary S-PRG filler technology, SHOFU supports the MICO concept (Minimally Invasive Cosmetic Dentistry), which combines minimally invasive treatment methods with aesthetic dentistry – for defect-oriented direct restorative therapies with integrated preventive effects.

Innovative veneering and luting systems, as well as proven abrasives and polishers, reflect the complete spectrum of state-of-the-art dental technology allowing users to achieve lifelike aesthetic results with dependable materials.

In addition, SHOFU regularly offers educational programs and courses on various topics such as customized porcelain and composite layering or efficient bulk-filling, and participates in all the important international trade fairs and congresses.

Whether for the newly developed BeautiBond Universal multifunctional adhesive system, the innovative Shofu Disk ZR Lucent multilayer zirconia disks, the recently launched OneGloss M polishers, the new Beautifil Flow Plus X restorative in two viscosities, or the popular EyeSpecial C-III camera: A visit to SHOFU's booth at the London Dental Show will definitely be worthwhile.

Smart Dental Compliance & Training **J70**

At Smart Dental Compliance we manage all your business needs under one roof. That's why they call us One Stop Solution to Dental Business Needs. Our All In One Management Software will help you manage your Dental Compliance, HR, CPDs, Rota Management & Stock! We will be offering free DEMOs all day and discounts on our software to our special new customers.

SmileVision **A35**

At SmileVision, we help dental and orthodontic practices communicate with patients and increase profitability. We provide a range of services, content and tools to achieve this including: the Kandula mobile app, personalised waiting room TV channel, email, website, social media and instant messaging.

The tools cut cost (such as print, licensing, missed appointments and staff time) and increase income (by promoting private and specialist treatments and offers).

Book a free remote demo today.

Software of Excellence **D70**

Market leading practice management software innovation and business insight from passionate people who support thousands of dental practices every year. We support your dental practice on a journey to sustain, grow and thrive as a business.

Southern Implants **G42**

At Southern Implants, expertise in research, development and manufacturing of dental implants allow us to provide innovative solutions for everyday as well as advanced implant challenges. We offer a broad range of implants and restorative components that work seamlessly with existing systems while offering unique, innovative features that simplify the most complex challenges.

Southern Scientific **H12**

Based in Henfield, West Sussex, Southern Scientific has been supplying equipment for X-Ray QA and Radiation Protection applications for over 25 years.

Within our range we supply and support X-Ray QA products for dental applications from RTI and Pro-Project. Our own range of products includes static, portable or wearable radiation and contamination monitoring instruments for use across all application areas.

For further information about Southern Scientific and our range of products please visit www.southernscientific.co.uk, send an email to info@southernscientific.co.uk or call us on 01273 497600.

london.dentistryshow.co.uk

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Still Training, Still Innovating, Still Bridge2Aid



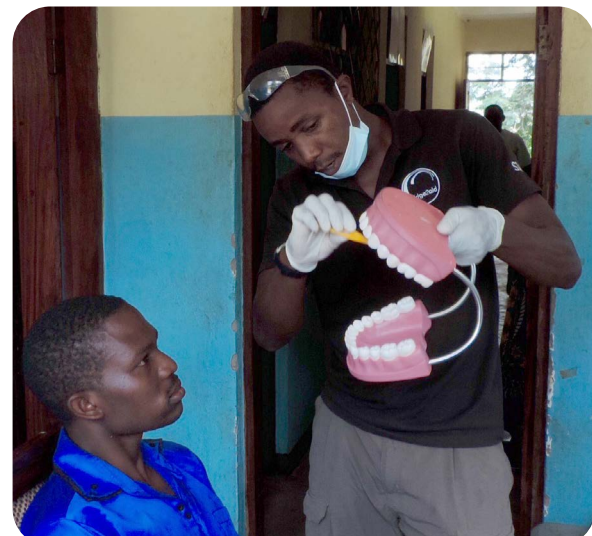
Bridge2Aid are delighted to be at the Dentistry Show London this year – it's exciting to be back!

During the pandemic we've not been able to send UK volunteers to Africa as trainers – but we have been able to do a lot...so here is a quick catch up.

We're a training charity so we've been developing and delivering new digital and cascade training. Cascade training is where key trainers are trained, and then they pass their knowledge on to lots of other people.

In partnership with the Dental Association of Malawi, the Maldent Project, ProDentalCPD and Smileawi we have produced 12, hour-long e-learning modules for Dental Therapists in Malawi. The training is wide ranging and detailed - and the Dental Therapists will be given Continuing Professional Development Points (CPD) for completing each training module. The key aim of the training is to strengthen their knowledge in promoting Oral Health Education to their local communities.

We have also developed a pilot project for education around the dangers of Infant Oral Mutilation (IOM) of young children in the Mara Region of Tanzania. IOM is dangerous traditional rural practice of extraction of unerupted deciduous canine teeth that often leads to infection and death. We are working on this in conjunction with Tanzanian partners and the Global Child Dental Fund. We'll train 150 participants in 2 wards via a



cascade training model. Those who will be trained will include District Officials, Dental Therapists, Clinical Officers, Nurses, Ward Officers, Traditional Healers, Teachers and Ward Development Officers.

We're also designing an Oral Health Education project in Uganda, working with the Uganda UK Healthcare Alliance on this project along with a couple of other Ugandan partners. And we're continuing working with the Tanzanian Ministry of Health and supporting the new Chief Dental Officer to produce a National Oral Health Strategy for the country for the next 5 years.

At the end of 2020 we also delivered a very popular international 'rural and remote' healthcare conference. This was a huge success and had speakers and attendees from all over the world (via Zoom). We will be doing this again in November of this year.

As always, we are totally dependent on the love and support of the UK dental community to make this all happen. **Please visit our website www.bridge2aid.org or see us on Facebook to find out more.**

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SPS Dental LTD **D35**

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Straumann Group **D40**

We have the perfect opportunity for you to discover the innovative Axom, Multi Level, implant system from Anthogyr, designed to optimise predictability and accessibility of treatment. The entire digital lab workflow will be on display, with technologies and support to elevate standards achieved at every stage in the treatment journey.

Sweden & Martina **J50**

48 years of solid experience, branches in Spain, Portugal, the UK and the USA and a very good position in over 30 countries in the implantology sector: this is Sweden & Martina.

Thanks to scientific research, flexibility and speedy intervention, the company evaluates and promotes innovative clinical concepts, offering concrete and effective solutions: an all-round view that includes in vitro, in vivo and clinical research is the secret behind a sound and secure base.

All design and production activities are conducted at the company's premises in Italy, to assure total and direct control over all aspects of the process, and thus full responsibility for the final product.

Thanks to winning ideas, conspicuous investment and a highly motivated staff, Sweden & Martina keeps growing year after year.

The fundamental factor underlying this extraordinary success is flexibility, rapid response and being quick to derive ideas for developing new products based on clinicians' feedbacks.

SwissLoupes SandyGrendel AG **L80**

SwissLoupes - SandyGrendel: A family business committed to producing the Highest Quality Dental Loupes - handmade in Switzerland since more than twenty-five years.

Turn Key Dental Supplies Ltd **E25**

From just a handpiece right up to a full practice design and build - Turn key dental supplies does it all.

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VOCO GmbH **E30**

VOCO - The Dentallists

The family-run German dental company VOCO is one of the leading dental manufacturers. The product portfolio comprises more than 100 preparations, with a focus on preventive, restorative, prosthetic and digital dentistry. All products are manufactured at the headquarters and are therefore 100 percent "Made in Germany".

Wesleyan Bank **F25**

Wesleyan Bank has over 25 years in supporting dentists for a variety of finance requirements.

Whether you are looking to buy a practice, refurbish or grow the one that you have, we can help. We have worked with hundreds of dentists and other healthcare professionals to help them succeed. As a specialist provider we can provide flexible commercial finance solutions to support your practice.

Wesleyan Financial Services **F28**

In these uncertain times, it's more important than ever to be in control of your finances and confident that your money is working hard for you.

At Wesleyan Financial Services, our team of specialist dental financial consultants only work with dental professionals. We understand how diverse dentistry is with mixed, private and public sector income streams. The team are here to help you achieve your goals - from when you first set out in your career, all the way through to achieving your dream retirement.

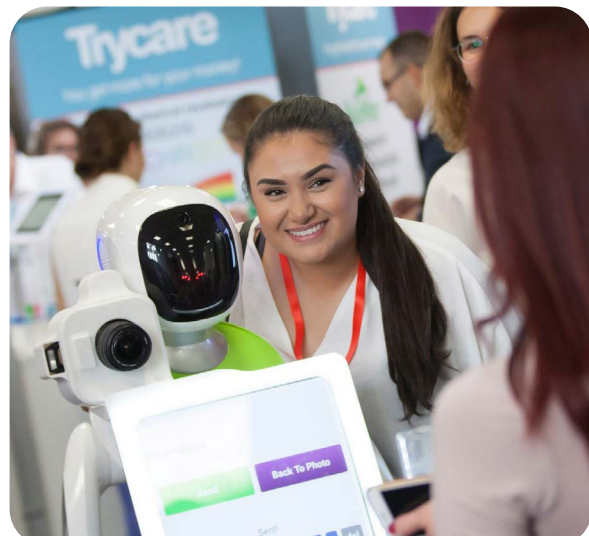
Want to find out more about how we can help your finances flourish? Come and speak to us!

Wysdom Dental Technologies **B50**

Our all new CloudPlus Practice Management System will be shown for the very first time at the show. It has all the features you would expect from Wysdom but will now be a browser based solution that works on any device in the practice or remotely.

However the new Wysdom PMS comes with our in-house developed CloudPlus technology - installed on our unique hardware in the practice - which synchronises with our cloud service so there is no practice down-time if your broadband fails.

Wysdom will also be showing our recently launched staff shift management system RotaAngel too which takes away the pain of manual charts or spreadsheets.



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