

**EXHIBITOR
LIST +
FLOORPLAN**

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**CONFERENCE
PROGRAMME
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British Dental Conference &

**dentistry
show**

17th & 18th May 2019 / NEC Birmingham

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In collaboration with

BDA
British Dental Association

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The Dentistry Show Network



The Dentistry Show

**PRE-SHOW
NEWSPAPER
2019**

IT'S THAT TIME OF YEAR AGAIN!

The time is once again upon us to come together to learn, network and discover the latest and greatest innovations in the UK dental profession. The British Dental Conference and Dentistry Show has become renowned for its dynamic educational programme, first-class speaker line-up and extensive trade floor, all available for delegates to enjoy completely free of charge!



A team effort

The 2019 event will build on the huge success of last year, with the British Dental Association (BDA) once again hosting their dedicated conference. The BDA Theatre will feature speakers of unparalleled calibre, including **Claire Stevens CBE, Kathryn McKenna, Amanda Wills, Linda Greenwall, Thomas O'Connor, Reena Wadia, Mike Lewis** and many more. They will each share their expertise and help delegates improve their knowledge and skills in a wide range of topics from children's oral care to tooth whitening, current guidelines and standards, and oral medicines, to name but a few.

CloserStill Media is proud to have won Best Organiser Association Partnership in the recent Exhibition News Awards 2019 for its successful collaboration with the BDA, as well as several other professional dental organisations. Event Director, Alex Harden, commented:

"It has been a seamless collaboration and an absolute pleasure working with the BDA to deliver even more high-quality education for delegates. I believe this is reflected in the professions response to the collaboration last year - and we are delighted to see even more individuals registered for the 2019 event!"

The British Dental Conference and Dentistry Show 2019 will also see partnerships with the **BACD, BADN, BSDN, BADT, BES, BOS, BSDHT** and **BSP**, who are all supporting the educational offerings by hosting lecture streams or presenting speakers. They will also be on the trade floor where delegates can discuss membership benefits and join their professional bodies.

Really bringing the industry together, the event will also provide sessions supported by UK dental manufacturers and suppliers, who offer a valuable contribution to the 14 hours of verifiable CPD on offer to delegates. There will be something for everyone, with dedicated lecture programmes for each member of the team including the BACD Aesthetic & Digital Dentist Theatre, Hygienist & Therapist Symposium, Dental Nurses' Forum, Next Generation Conference, Dental Business Theatre and Core CPD Theatre, as well as features focusing on each dental discipline.

A platform for discovery and networking

With more than 450 exhibitors booked on the trade floor, delegates will have every opportunity to discover all the latest products, materials, technologies and services available to them. Launchpad UK will highlight new

continues on page 2

Minimally traumatic tooth extraction and socket management



Professor Cemal Ucer

Unfortunately, tooth removal results in 'disuse atrophy' of the supporting dental tissues, including the alveolar process of the jaw. Until recently, preservation of the bony architecture of the extraction socket with regenerative biomaterials was not a primary clinical focus in dentistry. Socket walls were therefore often crushed together to allow

the soft tissues to bridge the extraction defect as quickly as possible. Conventional tooth extraction techniques involving the use of elevators, luxators and forceps operate on the principle of socket expansion and will traumatise the alveolar bone, leading to its loss. When the conventional extraction technique is not possible, reflection of a mucoperiosteal flap for surgical removal becomes necessary. However, this causes even more bone loss.

A paradigm shift towards atraumatic extraction (or minimally traumatic) techniques has emerged with the increase of implant treatment, to maintain the harmonious relationship of the alveolar bone with the surrounding hard and soft tissues. These techniques aim to remove a tooth or tooth root while preserving the surrounding structures like gingiva, bone and the soft tissue profile. The rationale is to help the socket heal faster with minimal alterations to the surrounding hard and soft tissues. It allows the best possible aesthetic and anatomical outcomes, not only when replacing teeth with dental implants, but also with conventional prostheses, crowns, veneers or bridgework.

There are different techniques as well as mechanical (luxators, physics forceps, periostomes) or motorised (Benex vertical extractor, magnetic mallet, piezosurgery) instruments available to facilitate the removal of teeth

continues on page 2

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continued from page 1

innovations in the UK market, which can then be browsed in the exhibition. Whether you're interested in new imaging technology, decontamination equipment or oral health products, experts will be on hand to ask questions and provide demonstrations.



This will also be the perfect place to catch up with friends, old and new, meet colleagues you have trained with and make new connections for the future. Maybe you're looking to scope out a new supplier, or to grow your referral network for a specific service you offer. Whatever your goal, the British Dental Conference and Dentistry Show 2019 will offer an ideal opportunity to get talking with colleagues for closer collaboration.

So if you haven't registered yet, what are you waiting for? Registration is completely free for delegates so make sure your team is ready to attend by getting their passes online today!

"I come to the show to look at products and do some research, predominantly for buying purposes. I've come before and it's always good! I like the BDA lounge. There's a lot of digital stuff here too which is good. I find you can also get materials and software here which is also good."

Sunil Passan,
General Dental Practitioner

"I have attended the event in previous years for its education and networking. In light of the collaboration with the BDA, I am certainly looking forward to visiting in 2019."

Alif Moosajee,
BDA Theatre speaker

"This is a vibrant meeting, offering a wonderful opportunity to learn and gain CPD. Dentistry can be isolating for individuals working in the same practice every day, but events like this help us to engage with the wider dental community, develop our skills and find inspiration for career development."

Michael Wheeler,
Dental Nurses' Forum speaker



THE BRITISH DENTAL CONFERENCE AND DENTISTRY SHOW TRAVEL AND ACCOMMODATION INFORMATION:

VENUE:

Hall 5 NEC, Birmingham, UK

DRIVING:

Postcode for Sat Nav: B40 1NT. There is parking on-site at the NEC, please pre-book parking to receive the lowest rate by visiting www.thenec.co.uk/visitors/parking

TRAIN:

The NEC is situated adjacent to Birmingham International Rail Station and is connected by a covered bridge link directly from the station.

ACCOMMODATION:

The British Dental Conference and Dentistry Show has appointed event specialists, Event Express to negotiate special deals on nearby accommodation to suit all budgets and within easy reach of the show.

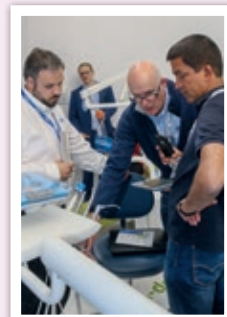
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continued from page 1

(or roots), which are designed to cause minimal collateral trauma. These help to preserve the supporting hard and soft tissues and are often used alongside so-called 'minimally invasive extraction and socket augmentation' surgical procedures. The extraction site is also often treated with regenerative biomaterials like alloplasts or xenografts. The extraction site is not closed initially, but instead covered with a collagen or synthetic barrier membrane. More recently, an autologous regenerative technique of plasma (PRF and PRP) and platelet derived growth factors obtained from the patient's own blood has been used to enhance wound healing within extraction sites. This regenerative technique has been shown to enhance early wound healing by promoting angiogenesis and differentiation of mesenchymal cells within the wound.



Minimally invasive extraction techniques have now become mainstream for tooth removal, even when tooth replacement with dental implants is not planned. There are many advantages to

removing teeth in this way: roots are extracted with minimal trauma and discomfort; post-operative symptoms including pain and swelling are reduced; and loss of alveolar bone and soft tissues is minimised. In general, the patient feels less 'traumatised' and the wound heals faster.

Getting this technique right requires the practitioner to develop additional skills, experience and knowledge. For example, physics forceps involve removing the tooth using a bottle-cap opener motion, rather

than using conventional forceps in a plier motion. These forceps offer a mechanical advantage in that only a gentle buccal pressure is required to deliver the root(s), but clinicians need to now how to use them properly in order to maximise on the benefits afforded.

Piezosurgery also offers the advantage of gently removing the surrounding bone with minimal damage to the soft tissues including the dental nerves. There is less bleeding and trauma, so there is usually less postoperative swelling and pain, with faster healing. The disadvantages are that it is a slower process of bone removal and these devices are expensive – and again, require practitioner skill.

It must be recognised that there is a learning curve using any of the aforementioned instruments. Minimally invasive extraction methods involve different techniques based on different biological and physical principles that aim to cause minimal damage to the socket walls and soft tissues. Good knowledge of the various procedures and instruments is required to master techniques for minimally invasive tooth extractions, hence appropriate training is crucial.

We will cover all this and more during our workshop at the British Dental Conference and Dentistry Show, which I will be co-presenting with Professor Simon Wright. We will consider the basic principles of minimally invasive tooth extraction methods and the different instrumentation available in more detail. We will also discuss socket augmentation materials and autologous PRF/PRP regenerative techniques designed to enhance hard and soft tissue healing at extraction sites. Delegates will be able to improve their working knowledge of minimally invasive tooth extraction and socket augmentation techniques.

Get up-to-date with restoratives and adhesives with Wynn Jenkins



The British Dental Conference and Dentistry Show 2019 will offer hours of CPD for all members of the team through inspiring lecture sessions presented by industry leading professionals.

The educational programme is strengthened by the event's collaboration with dental organisations, associations and manufacturers, such as its partnership with the BDA that resulted in the highly popular BDA Lecture Theatre.

As the name suggests, the BACD Aesthetic & Digital Dentist Theatre is supported by the British Academy of Cosmetic Dentistry (BACD), with many individual sessions sponsored by leading dental companies.

On Friday 17th May, VOCO will be sponsoring a lecture by Dr Wynn Jenkins entitled "Restorative and adhesive systems past, present and future. Making us think why, what, when and where".

"Restoratives have improved greatly in the last thirty years, with the development of firstly Microhybrid composites, then Microfill and now Nanofill materials," says Wynn. "The changes in physical properties have made the materials easier to handle, place and finish to a high gloss. Other changes are evident in the aesthetics that can be

achieved, with many modern materials now available in a range of translucencies to facilitate restorations that are much more aesthetic.

"Adhesives have also improved in the past three decades. Although true bond strengths have changed little in that time, the ease of use and the predictability of systems have. The ability to successfully bond to the five intraoral surfaces – enamel, dentine, porcelain, metal and composite resin – makes modern adhesive dentistry much more predictable for the practitioner.

"In fact, the products have become so much more accessible that the dental practitioner today is faced with a bewildering number of adhesives and restorative systems. A common problem is a lack of understanding about how these materials and systems work together, or if there are any potential compatibility issues. This can lead to premature failure of some restorations, which is often unnecessary.

"During my lecture I will look at all the various groups of materials on the market and discuss some of the issues surrounding compatibility. I will also explore how we can improve on our clinical abilities in a simplified manner.

"I hope delegates improve their understanding of how we can use the various materials and adhesive systems within the clinical environment today. They may also get an idea of what developments in materials and technology may be possible for the future."

CONFERENCE PROGRAMME

BDA Theatre

The BDA Theatre features sessions from dentistry's top innovators and thinkers. The programme is designed by dentists for dentists, giving you the knowledge and insights you need to stay up to date. BDA Members will get priority access into the Theatre.

Headline Sponsor:



Friday 17th May

09:15 - Innovative Approaches To Improve Children's Oral Health
10:15 Claire Stevens CBE, Consultant in Paediatric Dentistry, Manchester University NHS Foundation Trust

10:30 - Community Dental Services' Hot Tips Hosted By BDA CDS: Nurse-led Cognitive Behaviour Therapy Services In Dentistry
10:55 Sarah Buckingham, Specialist in Special Care Dentistry, Oxford Health NHS Foundation Trust and Lauren Kearney, Lead Dental Nurse, Oxford Health NHS Foundation Trust

10:55 - Community Dental Services' Hot Tips Hosted By BDA CDS: Recommendations For The Dental Management Of Patients With Long QT Syndrome (LQTS)
11:20 Kathryn McKenna, Senior Dental Officer, South Eastern Health and Social Care Trust

11:20 - Community Dental Services' Hot Tips Hosted By BDA CDS: An Overview Of The Clinical Presentation And Management Of Oral Ulceration
11:45 Amanda Willis, Clinical Lecturer/Consultant in Oral Medicine, Queens University Belfast/Belfast Health and Social Care Trust

12:00 - White And Whiter Teeth: Success Strategies For Predictable Advanced Tooth Whitening 2019
13:00 Linda Greenwall, Specialist in Restorative Dentistry and Prosthodontics, Dr Linda Greenwall and Associates Specialist Dental Practice

13:15 - General Anaesthetic Treatment For Dental Patients: Standards, Guidelines And Quality Improvement
14:15 Thomas O'Connor, Tutor in Medical Education, Cambridge University (CLAHRC Fellow), CDS Dentist

Sponsored by:



14:30 - Predictable Endodontics
15:00 Sharon Patel, Consultant Endodontist/Senior Lecturer, Endodontic Postgraduate Unit, KCL and specialist practice, London

15:15 - Planning And Execution Of Implants In The Analogue And Digital World
16:15 Alif Moosajee, Principal Dentist, Oakdale Dental

16:30 - Veneers: Composite Or Ceramic?
17:30 Dipesh Parmar, Partner, Acorn Dental

Saturday 18th May

09:15 - Crowns: Out With The Old And In With The New
10:15 Alif Moosajee, Principal Dentist, Oakdale Dental

10:30 - The Six Fracture Modes Of Teeth – How Misdiagnosis Can Lead To Incorrect Treatment And Failed Treatment Outcomes
12:30 Graeme Millicich, Dentist, New Zealand

12:45 - Essentials Of Periodontal Care In General Practice
13:45 Reena Wadia, Specialist Periodontist, RW Perio and King's College London

Sponsored by:



14:00 - Oral Medicine Safari - The Big Five
15:00 Mike Lewis, Professor of Oral Medicine, Cardiff University

Sponsored by:



15:15 - Pain Management For Dental Practice, Oral Surgery And Implantology
16:15 Paul Coulthard, Dean and Director, Institute of Dentistry, Queen Mary University of London

16:30 - Erosive Tooth Wear – Is It All To Do With What We Eat And Drink?
17:30 Rebecca Moazzez, Reader in oral clinical research and prosthodontics/Hon. consultant in Restorative dentistry/Director of oral clinical research unit. Faculty of Dentistry, Oral & Craniofacial Sciences. King's College London



Claire Stevens



Sarah Buckingham



Lauren Kearney



Kathryn McKenna



Amanda Willis



Linda Greenwall



Thomas O'Connor



Sharon Patel



Alif Moosajee



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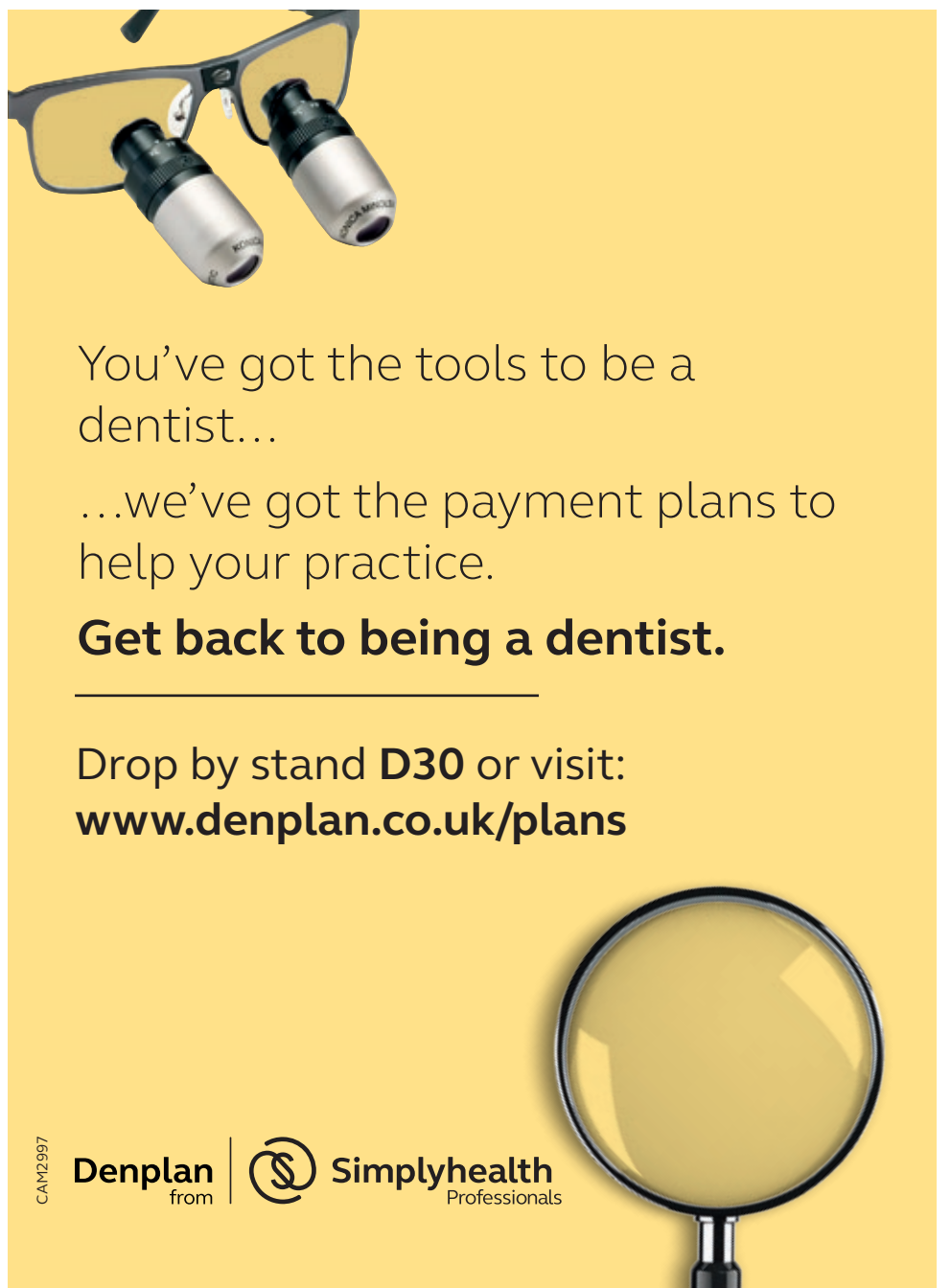
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CONFERENCE PROGRAMME continued...**BACD Aesthetic and Digital Dentist Theatre**

The hand-picked specialists in the BACD Aesthetic & Digital Dentist Theatre will provide you with a thorough insight into key aesthetic subjects as they relate to a modern dental practice.

Supported by:

**Friday 17th May**

09:30 - 10:30 **What Do You Need To Know To Be A Cosmetic Dentist?**
Dr Oliver Harman, BDS LDS RCS MSc Fellow BACD,
British Academy of Cosmetic Dentistry Chair of Credentialing

Supported by:
 British Academy of Cosmetic Dentistry

10:45 - 11:30 **Harnessing Artificial Intelligence to Increase Efficiency in Aligner Therapy***
SPONSORED SESSION
Dr. Francis Scriven BDS(Bristol) MFDS RCS(Eng) MOrth RCS (Edin) MSc (Bristol),
Specialist Orthodontist, Anglia Orthodontics, Key Opinion Leader Dental Monitoring

Sponsored by:

11:45 - 12:30 **Restorative And Adhesives Systems Past, Present And Future. Making Us Think Why, What, When And Where*** **SPONSORED SESSION**
Dr Wynn Jenkins B.D.S., DPDS, Dental Practitioner and Lecturer

Sponsored by:

12:45 - 13:30 **Digital Dentistry And Me*** **SPONSORED SESSION**
Dr Adam Nulty

Sponsored by:

13:45 - 14:45 **Create Your Own Composite Masterpieces**
Serhat Köken, DDS, PhD Candidate, School of Dental Medicine, University of Siena, Italy

Supported by:
 British Academy of Cosmetic Dentistry

15:00 - 16:00 **F:OCUS PHOTOGRAPHY TIPS**
Dr Minesh Patel, BDS (Hons), MSc, MFGDP (RCS), PGC, Dentist, Art2Aesthetics

Supported by:
 British Academy of Cosmetic Dentistry

16:15 - 17:15 **Using Invisalign™ In Complex Multidisciplinary Cases - Pre-Restorative Alignment – When, How And Why?**
Dr Mark Hughes, BA BDentSc (Dubl), Cosmetic Restorative Dentist, Harley Street Dental Studio & Define Clinic

Supported by:
 British Academy of Cosmetic Dentistry

Saturday 18th May

A Complete Digital Dentistry Workflow
09:15 - 10:15 Dr Ian Buckle, Registered Member of American Academy of Cosmetic Dentistry (AACD), British Academy of Cosmetic Dentistry (BACD), British Dental Association (BDA), Association of Dental Implantology (ADI), Buckle Advanced Dental Care

Supported by:
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10:30 - 11:30 **The ABC's Of ABB – An Overview Of The Align Bleach Bond Technique*** **SPONSORED SESSION**
Andrew Wallace, BDS (QUB) MClintDent Prosthodontics (KCL) MFGDP (RCS Eng), Principal Dentist of Bachelor's Walk Dental, Faculty Member of IAS Academy

Sponsored by:

11:45 - 12:30 **Improving Aesthetic Outcomes In Implant Dentistry*** **SPONSORED SESSION**
Dr Dominic Hassall, BDS MSc (Manc) FDS RCPS (Glasg) MRD RCS (Edin) FDS (Rest Dent) RCS (Eng) PGCTHE, GDC Registered Specialist in Restorative, Prosthodontic, Periodontal and Endodontic Dentistry; President British Academy Aesthetic Restorative and Implant Dentistry (BAARID), Dominic Hassall Training Institute

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12:45 - 13:30 **Atraumatic Oral Surgery For Better Aesthetic Outcomes*** **SPONSORED SESSION**
Amit Patel, BDS MSc MClintDent FDS RCSEd MRD RCSEng, Specialist in Periodontics & Implant Dentist; **Sami Stagnell**, BDS MFDS (RCS Ed) MSc MFGDP(UK) AKC MOral Surg (RCS Eng/Ed), Specialist Oral Surgeon

Sponsored by:

13:45 - 14:45 **How To Achieve Long-Term Success In Complex Aesthetic Rehabilitations**
Dr Joao Borges, DDS, MSc, Lecturer, CEO and Clinical Director, João Borges Aesthetic Dentistry®

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15:00 - 16:00 **Fibres & Composite Dentistry In General Practice – Innovative Minimally Invasive Treatment Solutions**
Ashish B Parmar, BDS (Lond), The Academy By Ash

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16:15 - 17:15 **Digital Aesthetics: Incorporating the latest CAD/CAM and 3D printing workflows in the modern aesthetic dental practice**
Dr Simon Chard BDS(Hons) BSc(Hons) Cosmetic and Implant Dentist, Rothley Lodge Dental

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*The BACD does not endorse any of the **SPONSORED SESSION**.

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CONFERENCE PROGRAMME continued...

Next Generation Conference

The Next Generation Conference is designed for young dynamic dentists looking to understand aspects of dentistry that were never taught at dental school. So, if you are a practice that trains young dentists – make sure you bring them with you!

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Friday 17th May

09:30 - 10:30 **Attracting Private Patients For Associates: Instagram And Personal Websites**
Krishan Joshi, Founder & CEO, Dental Focus® Marketing

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11:00 - 12:00 **Session Sponsored By Evodental**

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12:15 - 13:15 **Modern Preparation Designs And Cementation Protocols For Adhesive Cuspal Coverage Restorations**
Dr Nikhil Sethi, (BDS) (MSc), Dentist, Square Mile Dental Centre

Supported by:



13:30 - 14:30 **Policies, Plans And Perspectives From The Office Of CDO England**
Sara Hurley BDS (UBrist), MFGDP(UK), MSc (UCL), MA (King's), FDSRCS, psc(j) Chief Dental Officer, England Supporting NHS England, the Department of Health and Health Education England

Supported by:



15:00 - 16:00 **How To Buy Your First Dental Practice**
Lis Hughes, Managing Director, Frank Taylor & Associates

Supported by:



16:15 - 17:15 **Occlusion Without The Confusion**
Professor Brian Millar, BDS FDSRCS PhD FHEA, Faculty of Dentistry, Oral and Craniofacial Sciences, King's College London

Supported by:



Saturday 18th May

09:45 - 10:45 **Periodontal Litigation - How Not To Get Sued?**
Dr Mishal K Sachdev, BDS HONS (Lond), MJDF RCS (Eng), MClin Dent Perio, MRD RCS (Eng), M(Rest Dent) RCPS (Glasg), Specialist in Periodontics and Implant dentist, Gentle Dental Care Group

Supported by:



11:00 - 12:00 **Session Sponsored By Evodental**

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12:15 - 13:15 **The Third Most Common Oral Condition – Erosive Tooth Wear – Using BEWE To Improve Clinical Practice**
Professor David Bartlett, Head of Prosthodontics, Kings College London Dental Institute

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13:30 - 14:30 **Art2Aesthetics**
Dr Minesh Patel, BDS (Hons), MSc, MFGDP (RCS), PGC, Dentist, Art2Aesthetics

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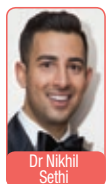
14:45 - 15:45 **BOPT - The Biologically Oriented Preparation Technique
A New Approach To Tissue Management Around Teeth And Implants**
Aman Bharti, BDS MFGDP(UK) MJDFRCS DipRestDent, Owner, Headrow Dental

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16:00 - 17:00 **Attracting Private Patients For Associates: Instagram And Personal Websites**
Krishan Joshi, Founder & CEO, Dental Focus® Marketing

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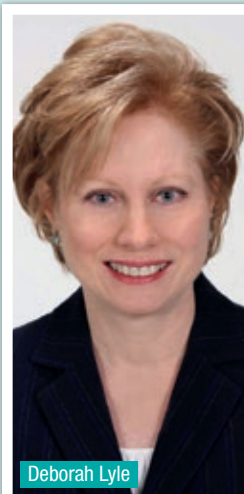
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Dr. Patricia Verduin, Chief Technology Officer, Colgate-Palmolive Company, said:

Building relationships



Deborah Lyle is the Director of Professional and Clinical Affairs at Waterpik® and she will be presenting two sessions at the British Dental Conference and Dentistry Show 2019.

The first will be in the Dental Nurses' Forum on Friday 17th May, entitled "What to tell your patients with braces".

"Everyone is concerned about their smile and having straight teeth is one of the best methods of improvement," Deborah says. "It's therefore no surprise that we are seeing the number of people in orthodontic treatment increase annually – especially when considering adults."

"In order for professionals to deliver the best possible care, teamwork is crucial. Collaboration of dental therapy between specialties and within practices makes the process flow more smoothly and efficiently. Communication is the key. It is especially important that the referring dentist and orthodontist have a relationship to ensure nothing falls through the cracks and there are no mixed messages."

"Dental nurses in orthodontic practices spend the majority of their time with the

patient. They are often able to establish a close relationship, so patients feel comfortable asking questions or sharing any concerns with them. Dental nurses also have time to check the oral cavity for any trauma or poor oral hygiene, helping the patient to improve their behaviours at home and thereby enhancing their overall dental experience."

Dental nurses attending this session will be able to develop their understanding about the risks of orthodontic care, as well as how common challenges can be overcome. Deborah will also discuss how the dental nurse's role can impact the patient experience and the professional workflow.

On Saturday 18th May, Deborah will return to the Dental Nurses' Forum to explore the importance of relationships between the professional team. Keen to demonstrate why "Dealing with difficult people does not have to ruin your day", Deborah will consider how conflict among the team can affect the team and ultimately patient care, as well as how it can be resolved. She says:

"There are many ways of dealing with difficult people. It's important to choose what will work best in a particular situation. Possible solutions will also vary depending on who is causing the problem – employer or employee. My lecture will explore tactics for different scenarios and also help delegates to identify difficult people in the first place. It is always better to avoid conflict in the practice before it can become toxic enough to affect the team or the patient care provided."

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CONFERENCE PROGRAMME continued...

Core CPD Theatre

Covering all the major CPD topics on infection control and prevention, radiation protection and medical emergencies, as well as early detection of oral cancer, and more.

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Friday 17th May	
Chair: Dr Mark Packer, Associate Dean Postgraduate Taught Studies, Senior Specialist Clinical Teacher & Honorary Consultant, King's College London, Faculty of Dentistry, Oral & Craniofacial Sciences	
09:15 - 10:00	Shifting The Balance- What Does This Mean For The Dental Team? Ian Brack, Chief Executive and Registrar, General Dental Council
 Sponsored by: 	
10:15 - 11:00	Complaints Handling Dr Amit Rai, General Dental Practitioner
 Supported by:	
11:15 - 12:00	Dental Infection Control & Decontamination Pete Gibbons, Decontamination Specialist, Henry Schein Dental
 Supported by:	
12:15 - 13:00	Medical Emergencies In The Dental Practice - What You Need To Know Dr Caroline Leech MBChB FRCEM FIMC RCSEd, Consultant in Emergency Medicine, Pre-Hospital HEMS Doctor & Major Trauma Lead at University Hospitals Coventry & Warwickshire NHS Trust. Associate Editor of Emergency Medicine Journal; Adam Joyce , Managing Director and Principal Instructor, Worksafe Training
 Supported by:	
13:15 - 14:00	Radiography & Radiation Protection Dr Suk Ng PhD BDS BSc FDS RCS Eng DRRRCR, President, British Society of Dental and Maxillofacial Radiology, Consultant in Dental & Maxillofacial Radiology, Guy's & St Thomas'/King's College Hospital NHS Foundation Trusts, Honorary Clinical Senior Lecturer, King's College London, Faculty of Dentistry, Oral & Craniofacial Sciences
 Supported by:	
14:15 - 15:00	Oral Cancer: Early Detection Session delivered by Kings College London
 Supported by:	
15:15 - 15:30	Gold For Kids Dr Leticia Casanova, BDS PhD Specialist Periodontist and Founder of Gold for Kids
15:30 - 16:15	Safeguarding Children / Vulnerable Adults Speaker TBC

Saturday 18th May	
Chair: Dr Mark Packer, Associate Dean Postgraduate Taught Studies, Senior Specialist Clinical Teacher & Honorary Consultant, King's College London, Faculty of Dentistry, Oral & Craniofacial Sciences	
09:15 - 10:00	Medical Emergencies Management Sherry Diaz-Thompson, Founder & Multi-Professional Healthcare Compliant Trainer, Safe Hearts Training Ltd
 Sponsored by:	
10:15 - 11:00	Dental Infection Control & Decontamination Pete Gibbons, Decontamination Specialist, Henry Schein Dental
 Supported by:	
11:15 - 12:00	Dental Legal And Ethical Issues Dr Amit Rai, General Dental Practitioner
 Supported by:	
12:15 - 13:00	Safeguarding Children Dr Susan Parekh, BDS PhD FDCRCS FHEA, Senior Lecturer / Honorary Consultant in Paediatric Dentistry, UCL EDI
 Supported by:	
13:15 - 14:00	Radiography & Radiation Protection Dr Suk Ng PhD BDS BSc FDS RCS Eng DRRRCR, President, British Society of Dental and Maxillofacial Radiology, Consultant in Dental & Maxillofacial Radiology, Guy's & St Thomas'/King's College Hospital NHS Foundation Trusts, Honorary Clinical Senior Lecturer, King's College London, Faculty of Dentistry, Oral & Craniofacial Sciences
 Supported by:	
14:15 - 15:00	Oral Cancer: Early Detection Session delivered by Kings College London
 Supported by:	
15:15 - 16:00	Infection Prevention – Wipe it out! Karen Wares, MSc, Deputy Clinical Director, GAMA Healthcare
 Sponsored by:	
16:15 - 17:00	Legal & Ethical Issues Speaker TBC



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When a family run dental practice were looking to manage their finances whilst offering the best possible patient care, time proved to be a deciding factor in finding much needed funds.

Satbir Golar, partner at the Paddington Dental Practice in London explains: "We've used bank funding in the past. Speed was the main reason for us looking elsewhere." The husband and wife team behind The Paddington Dental Practice in London were looking to recruit specialists and equip them with the best tools for the job—quickly. That's when practice partner Satbir Golar approached Jones & Co Finance.

Managing Director, Rory Jones explains: "When Satbir came to me he was used to having to give a personal guarantee" Rory adds "The Spotcap product is so unbelievably unique. Satbir bit my arm off when he learned about the fully unsecured element."

It's no fluke that Satbir's practice has grown from a one chair operation 25 years ago, to a five chair set-up, spread across three floors. He adds: "Personalised care with a small and steady team gives us an edge over large corporations. It's all about continuity."

How does Satbir plan on building on this small and steady team? "Specialists are invaluable, we need to offer their services...We're looking to get endodontists, periodontists



"Personalised care with a small and steady team gives us an edge over large corporations. It's all about continuity"

and prosthodontists in so we can provide the very best care"

The NHS and private patients will benefit from a number of new purchases: "We've invested in new dental chairs, equipment and surgical kits...We're also looking to purchase a microscope for the specialists."

Spotcap were able to offer a £125k business loan on a fully unsecured basis. "The traditional high street banks tend to be a little slow and it takes time for them to get back to you," reflects Satbir. The whole thing with Spotcap was done and dusted very quickly. I couldn't believe it."

One chair, multiple surgical kits and £125k later, how would Satbir describe the process of securing the business loan

with Spotcap? "Far less painful than having a tooth taken out."

If you're looking to purchase new equipment, hire specialists or expand the premises at your practice why not see if you're eligible for a Spotcap business loan between £50k to £250k? To find out more contact our client service team on 020 3308 9188, clientservice@spotcap.co.uk, or find out more on spotcap.co.uk/dentistryshow

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References: 1. Jacobsen P *et al.* Journal of Contemporary Dental Practice. 2001; 2(1):1-8. 2. GSK data on file. March 2018. 3. Tinanoff N. *J Clin Dent.* 1995; 6:37-40.

4. Bellamy PG *et al.* *J Clin Dent.* 2012; 26:71-75.

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CONFERENCE PROGRAMME continued...

Dental Business Theatre

We're back! This time answering the BIGGEST questions around a variety of hard-hitting business topics. Listen to Nigel Jones and Les Jones challenge a panel of industry experts who will be sharing their advice and experience to ensure your biggest, boldest questions are answered.

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Friday 17th May

10.00 - 10.45	The Big Questions: The Future of Dentistry Host: Les Jones, Creative Director, Practice Plan Panellists: Chris Barrow, Consultant and Trainer, Coach Barrow; Karl O'Higgins, Managing Director, Evo Dental; Dr Bethany Rushworth, General Dental Practitioner
11.15 - 12.00	The Big Questions: Maximise The Value Of Your Practice Host: Nigel Jones, Sales and Marketing Director, Practice Plan Panellists: John Clarke, Head of Business Development, Wesleyan Bank; Alan Suggett, Head of Dental Business Unit, UNW Chartered Accountants; Lis Hughes, Director, Frank Taylor & Associates
12.30 - 13.15	The Big Questions: HR And Employment Law Host: Les Jones, Creative Director, Practice Plan Panellists: Sarah Buxton, Director of Employment & HR Solicitor, FTA Law; Lisa Bainham, Practice Manager and President of ADAM (Association of Dental Administrators and Managers); Nicki Rowland, Owner, Practices Made Perfect
14.15 - 15.15	The Big Questions: What Next For NHS Dentistry? Host: Nigel Jones, Sales and Marketing Director, Practice Plan Panellists: Eddie Crouch, Vice Chairman of the British Dental Association Principal Executive Committee; Paul Worskett, Practice Owner; Dr Simon Thackeray, General Dental Practitioner
15.45 - 16.30	The Big Questions: CQC, Compliance And Complaints Host: Nigel Jones, Creative Director, Practice Plan Panellists: Pat Langley, Chief Executive Officer, Apolline; John Milne, National Dental Advisor to the CQC; Farzeela Merali-Rupani, Head of Clinical, Dental Directory



Les Jones



Nigel Jones



Chris Barrow



Karl O'Higgins



Dr Bethany Rushworth



John Clarke



Dr Simon Thackeray



Pat Langley



John Milne



Farzeela Merali-Rupani



Paul Worskett



Ian Redfeam

Saturday 18th May

10.00 - 10.45	The Big Questions: HR And Employment Law Host: Les Jones, Creative Director, Practice Plan Panellists: Sarah Buxton, Director of Employment & HR Solicitor, FTA Law; Lisa Bainham, Practice Manager and President of ADAM (Association of Dental Administrators and Managers); Nicki Rowland, Owner, Practices Made Perfect
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12.30 - 13.15	The Big Questions: The Future Of Dentistry Host: Les Jones, Creative Director, Practice Plan Panellists: Dr Bethany Rushworth, General Dental Practitioner; Karl O'Higgins, Managing Director, Evo Dental; Prem-Pal Sehmi, CEO Boutique Whitening, BDS Laboratory, Quick Straight Teeth, Magic-trix, Academy of Clinical Excellence
14.15 - 15.15	The Big Questions: What Next For NHS Dentistry? Host: Nigel Jones, Sales and Marketing Director, Practice Plan Panellists: Eddie Crouch, Vice Chairman of the British Dental Association Principal Executive Committee; Tony Kilcoyne, Practising Dentist and Member of the British Dental Association Principal Executive Committee; Ian Redfeam - Practice Owner
15.45 - 16.30	The Big Questions: Maximise The Value Of Your Practice Host: Les Jones, Creative Director, Practice Plan Panellists: Sarah Jarvis, Regional Healthcare Relationship Manager, Wesleyan Bank; Andy McDougall, Dental Business Coach, Spot On Business Planning; Lis Hughes, Director, Frank Taylor & Associates



Alan Suggett



Lis Hughes



Sarah Buxton



Lisa Bainham



Sarah Jarvis



Eddie Crouch



Lesley Morgan-Barlow



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CONFERENCE PROGRAMME continued...

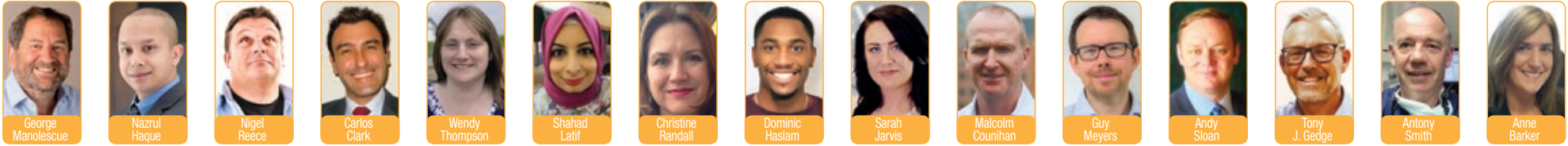
Business Skills Workshops

Alongside the main Dental Business Theatre programme will be a series of workshops which will give practice owners / managers instant hints, tips and advice to take back and put into practice.

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Friday 17th May		
09:30 - 10:00	Practice Profits And Preparing To Sell Staying Connected With Practice Valuations Anne Barker, CEO, MediEstates part of Henry Schein	Sponsored by: 
10:10 - 10:40	Why Your Practice And Your Patients Would Benefit From A Careplan And Patient Finance George Manolescue, FCA, Chairman, Smilecare limited	Sponsored by: 
10:50 - 11:20	Attracting New Patients With Award-Winning Websites And Google Domination Nazrul Haque, BSc 1st, MBSC, CCNA, Google Squared, Google IQ Certified, SEMRUSH Technical SEO Certified, Google Consultant, Dental Focus	Sponsored by: 
11:30 - 12:00	Worried About Negative Reviews? Take Back Control Of Your Online Reputation With EasyReview Nigel Reece, BSc(Hons); DipM, Managing Director, Dental Design	Sponsored by: 
12:10 - 12:40	The Early Years In Practice... What Next In Your Career Pathway? Carlos Clark, BDS University of Birmingham 1991, Associate Director For Professional Development, Rodericks Dental	Sponsored by: 
12:50 - 13:20	Risks And Rewards: Why Should Business Managers Care About Antibiotics? Wendy Thompson, BSc(Hons), BDS(Hons), MJDF, Doctoral Research Fellow, University of Leeds	Sponsored by: 
13:30 - 14:00	Dentistry And The Yellow Card Scheme Shahad Latif, MPharm PgDip, Specialist Information Pharmacist - Pharmacovigilance and Patient Safety, Welsh Medicines Information Centre; Christine Randall, BPharm MRPharms, Lead pharmacist for Dental Medicines Information and Pharmacovigilance, NWMIC/YCC North West	Sponsored by: 
14:10 - 14:40	Instagram And Facebook: Winning, Brand Awareness, And Attracting New Patients Dominic Haslam, Social Media Guru, Dental Focus	Sponsored by: 
14:50 - 15:20	5 Things That Can Go Wrong When Buying A Dental Practice Sarah Jarvis, Healthcare Relationship Manager, Wesleyan Bank	Sponsored by: 
15:30 - 16:00	Stop Wasting Money On Bad Marketing - 5 Steps Guaranteed To Attract More Patients, Sell More High-End Treatments And Maximize Profits Malcolm Counihan, Founder & Managing Director, FooCo Video & Marketing	Sponsored by: 
16:10 - 16:40	Creating A Patient-Centric Practice Workflow Guy Meyers, Director, Customer Success & Marketing	Sponsored by: 

Saturday 18th May		
09:30 - 10:00	Practice Profits And Preparing To Sell Staying Connected With Practice Valuations Anne Barker, CEO, MediEstates part of Henry Schein	Sponsored by: 
10:10 - 10:40	How To Avoid Burnout And Successfully Grow Your Practice Becki Barnett, Healthcare Relationship Manager, Wesleyan Bank	Sponsored by: 
10:50 - 11:20	Attracting New Patients With Award-Winning Websites And Google Domination Nazrul Haque, BSc 1st, MBSC, CCNA, Google Squared, Google IQ Certified, SEMRUSH Technical SEO Certified, Google Consultant, Dental Focus	Sponsored by: 
11:30 - 12:00	Business Planning And Exit Strategies Andy Sloan, Director of Business Solutions, UK & Europe, Henry Schein Dental	Sponsored by: 
12:10 - 12:40	The Early Years In Practice... What Next In Your Career Pathway? Carlos Clark, BDS University of Birmingham 1991, Associate Director For Professional Development, Rodericks Dental	Sponsored by: 
12:50 - 13:20	Stop Wasting Money On Bad Marketing - 5 Steps Guaranteed To Attract More Patients, Sell More High-End Treatments And Maximize Profits Malcolm Counihan, Founder & Managing Director, FooCo Video & Marketing	Sponsored by: 
13:30 - 14:00	Attract Bigger Cases? Tony J. Gedge, BA Hons Communications, MPOD & Dental Mavericks Co Founder & Trustee, MPOD (Marketing Pirates of Dentistry)	Sponsored by: 
14:10 - 14:40	Instagram And Facebook: Winning, Brand Awareness, And Attracting New Patients Dominic Haslam, Social Media Guru, Dental Focus	Sponsored by: 
14:50 - 15:20	Use Teeth4life To Protect You And Your Patients Antony Smith, BDS DPDS, GDP & owner teeth4life dental App, Care4teeth.co.uk	Sponsored by: 
15:30 - 16:00	Creating A Patient-Centric Practice Workflow Guy Meyers, Director, Customer Success & Marketing	Sponsored by: 





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No other event like it

The field of facial aesthetics is showing no signs of slowing as society continues to place high value on appearance and the positive affect improvements can have on confidence and self-esteem. Dental professionals are ideally placed to provide such treatments in a safe environment and many are looking to capitalise on the opportunity to expand services from their practices.

Whether you are just starting out in the field, or you have found it challenging in the past, seeking expert advice and guidance from practitioners who have made it work can prove invaluable. This is why Dr Harry Singh – founder of the Botulinum Toxin Club, a facial aesthetics professional teaching academy – is keen to share his ideas and experience within the field of facial aesthetics at the British Dental Conference and Dentistry Show 2019. About his presentation “How to add an extra £120,000 annual income from facial aesthetics” in the Facial Aesthetics Theatre, he says:

“Many dental professionals undertake the necessary clinical training but struggle to get enough patients through the door to support their facial aesthetic offerings in the long-term. This lack of patient interest can lead to a loss of confidence for professionals and quickly put a stop to facial aesthetic services. This is a shame as there is definitely enough appetite out there to not only sustain a business, but allow it to truly thrive.

“I hope that my session at the British Dental Conference and Dentistry Show 2019 will unlock the potential of facial aesthetics in delegates’ dental practices. I will share the tried and tested strategies that I implemented in order to build my facial aesthetics business – ultimately, they enabled me to give up dentistry and focus solely on facial aesthetics, so I know they work.

“Delegates will discover that any business success relies on the three concepts of attraction, conversion and retention of patients. If you can master all three, you’ll be able to turbo boost your profits from facial aesthetics. The same concepts can be utilised in your dental business too.

“I believe that more and more of your dental patients will be requesting facial aesthetic services in 2019, especially if you market effectively. It all comes down to one important question: do you want their business or will your competition get them? My sessions will offer simple strategies to implement immediately and offer a massive return on your time spent at the show.”

The British Dental Conference and Dentistry Show 2019



will offer a wealth of information and advice on various other topics of relevance to modern dental professionals. Lecture programmes will be dedicated to orthodontics, periodontology and dental implants, with the main theatres tailored to each member of the dental team to ensure something for everyone. In addition, the trade floor will host more than 400 exhibitors, enabling delegates to discover the latest products and innovations while networking with friends and colleagues.

“The British Dental Conference and Dentistry Show 2018 was excellent and I’d expect 2019 to be no different,” adds Dr Singh. “There is no other conference that has such a wide and varied array of topics and world-class speakers. It is the one-stop experience for all dental professionals.”

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CONFERENCE PROGRAMME continued...**Hygienist & Therapist Symposium**

This two-day conference programme has been designed with the learning objectives of both dental hygienists and therapists in mind, and will cover an array of clinical topics whilst providing valuable CPD.

Headline sponsor:

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**Friday 17th May**

09:30 - 10:15	A Wee Bite Of Immunology Shauna Culshaw BSc (Hons), BDS (Hons), PhD, MFDS RCPS(Gla), FHEA, MRD Perio (RCSEd), Senior Clinical Lecturer, Honorary Consultant in Periodontics, University of Glasgow	Sponsored by: Oral-B Supported by: BSDHT
10:30 - 11:15	What If We Actually Talked To Patients About Bad Breath? Sally Simpson, Dip Dent Therapy Royal College of Surgeons Of England 2002 CEB Dip Dent Hygiene 1996 FAETC C&G, Dental Therapist and Hygienist, Goyt Valley Medical and Dental Practice	Sponsored by: ultraDEX PERFORMANCE ORAL CARE
11:30 - 12:15	Taking A Person Centric Approach To Halitosis Dr Milad Shadrooh ("The Singing Dentist")	Sponsored by: Mylan
12:30 - 13:15	The Hygienist/Therapist Guide To Peri-Implant Disease Alif Moosajee, BDS MFGDP (UK) MJDF (RCS ENG), Principal Dentist, Oakland Dental Care	Sponsored by: PHILIPS
13:30 - 14:15	Supporting Patients With Immediate Loading Full Arch Implant Restorations - A Practical Guide Helen Minnery, Dental Hygienist	Sponsored by: waterpik
14:30 - 15:15	Supporting Your Patients In A Social Media Age Mikhaila Chowdhury, BDS MSc, Expert Digital Marketing Manager, GlaxoSmithKline	Sponsored by: gsk
15:30 - 16:15	Recognising And Recording Erosive Tooth Wear In Clinical Practice Dr Saoirse O'Toole, BA BDent Sc MFD RCSI PhD FHEA, Clinical Lecturer in Prosthodontics, King's College London	Supported by: BSDHT
16:20 - 17:05	The Wisdom Of Great Oral Hygiene Habits Dr Barry Oulton, B.Ch.D DPDS MNLP, Owner, The Confident Dentist Academy	Sponsored by: Wisdom

Saturday 18th May

09:30 - 10:15	Shifting The Balance- What This Means For Hygienists And Therapists Ross Scales, Head of Upstream Regulation, General Dental Council	Sponsored by: General Dental Council protecting patients, reshaping the dental team
10:30 - 11:15	Understanding The Legal Criteria And Implications Of Self-Employment For The Dental Therapist Dr Jane Lelean, BDS MNLP PCC, Dental Business Coach, Trainer and Mentor, The Institute of Dental Business	Supported by:
11:30 - 12:15	Supporting Patients With Immediate Loading Full Arch Implant Restorations - A Practical Guide Helen Minnery, Dental Hygienist	Sponsored by: waterpik
12:30 - 13:15	Win That Brushing Battle! - Behaviour Management In The Fight Against Childhood Caries Ben Atkins, BDS, Clinical Director, Revive Dental Care	Sponsored by: PHILIPS
13:30 - 14:15	Management Of Dentine Hypersensitivity Dr David G Gillam, BA, BDS, MSc, DDS, FRSPH, FHEA, MIC, BA, BDS, MSc, DDS, FRSPH, FHEA, MIC, Clinical Reader in Translational Research in relation to Dentistry Barts and the London School of Medicine and Dentistry, QMUL, London UK	Sponsored by: BioMin
14:30 - 15:15	A Meeting Of Experts: Effective Communication Strategies To Promote Periodontal Health Jonathon Timothy Newton, PhD C Psychol AFBPS Csci, Professor of Psychology as Applied to Dentistry, King's College London	Sponsored by: gsk
15:30 - 16:15	Direct Access Christopher Forrest, Dip RDH, Dip RDT, BSc Health Care, Clinical Lecturer, Teesside University, Dental Therapy Programme	Supported by:



Shauna Culshaw



Sally Simpson



Alif Moosajee



Helen Minnery



Dr Barry Oulton



Dr Jane Lelean



Ben Atkins



Dr David G Gillam



Christopher Forrest



Ross Scales



Dr Saoirse O'Toole



Tim Newton



Mikhaila Chowdhury

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Helen Minnery

Overcoming the challenges of implant maintenance

For the dental hygienist or dental therapist helping patients to maintain good oral health around dental implants can be difficult for a number of reasons. Helen Minnery, Immediate Past President of the British Society of Dental Hygiene and Therapy (BSDHT), explores some of the challenges faced in practice today.

"Since I qualified, I've seen an enormous increase in the number of dental implants being placed. Patients want to get away from wearing a removable denture and implants offer an effective alternative. The treatment has also become more accessible.

"For example, some patients may go abroad for treatment in search of cheaper prices. This can present a challenge for the dental hygienist and dental therapist, they visit when they return to the UK for their on-going care. Not only does the professional have no control over the quality of products or reliability of the procedures employed during implant placement, but they may also have to contend with a lack of patient understanding about the need for continued oral hygiene.

"In some cases, the practice may not place implants, so the dental hygienist or dental therapist might not have a lot of experience in the field. This could happen whether the patient went abroad for surgery or simply visited after having dental implants placed at another practice in the UK. The difficulty with this is that the dental hygienist is expected to maintain the health of that patient's implant, even if they do not have

the appropriate equipment.

"Another challenge faced is related to the design of the prosthesis. If it doesn't allow easy access, this can make it impossible for the patient and sometimes even the professional to effectively clean around it.

"In addition, there is conflicting information in the profession about whether or not we should be probing implants or whether we should be leaving them alone completely.

"All these potential issues regarding maintenance of dental implants can make dental hygienists and dental therapists nervous about caring for their patients. Implants are taught as part of the curriculum, but if you're not seeing them every day, a lack of experience can lead to lower confidence."

Helen will be addressing these challenges and others during her lecture at the British Dental Conference and Dentistry Show 2019. She will be presenting a session entitled "Supporting patients with immediate loading full arch implant restorations - a practical guide" within the Hygienist & Therapist Symposium, on Saturday 18th May.

"It's essential to make the patient aware

that it's their role to look after their implants. They need to understand the importance of their on-going home care routine - it is not just a fit and forget situation! Patient education is therefore crucial. They need to know how to clean their prosthesis as best they can, just as they should be looking after their natural teeth. Techniques and products should be demonstrated and tailored to them, tailored to their dexterity and individual routines. They also need to appreciate the need for regular visits to the practice in order to undergo professional cleanings.



"As I'll discuss during my session, it's also important to promote the team approach - including the dentist, dental hygienist, dental therapist, dental technician and patient. Successfully maintaining implants is a team effort and if any one of these parts is not fully committed, problems occur. Where possible, establishing this at the outset of treatment would be ideal. I'll also look at the benefit of creating a protocol for the practice to follow when patients with implants present. Even if your practice doesn't place implants, having a go-to process can give all professionals the confidence they need to deliver effective long-term care."

The British Dental Conference and Dentistry Show 2019 will present various learning and networking opportunities for dental hygienists and therapists, as well as all other members of the team. The extensive trade floor will also host an array of oral health product suppliers and training providers for delegates to discover.

"There is always a great buzz and atmosphere at this event," Helen adds. "It's a great place to get enhanced CPD and there is something for everyone - whatever is in your Personal Development Plan, this show will fulfil your needs."

CONFERENCE PROGRAMME continued...

Dental Nurses' Forum

As with all members of the dental team, remaining completely up-to-date with the latest regulations, requirements and protocols is imperative to your work as a dental nurse. This dedicated conference will cover all areas governing your everyday practice, as well as looking at ways in which to streamline your routines and help you work as efficiently as possible.

Supported by:



Friday 17th May

09:45 - 10:30 - Dignity In End Of Life Care - Oral Health For All
Emma Riley



11:00 - 11:45 - Moving Upstream- How The GDC Is Shifting The Balance
Colin MacKenzie, Head of Nations and Engagement, General Dental Council



12:00 - 12:45 - Dental Nursing: What Lies Ahead?
Jacqui Elsdon, MSc, Education Representative/President-elect, BADN



14:00 - 14:45 - Effective Implant Nursing
Isis Buffonge, National Certificate in Dental Nurse, Cert in OHE, DipEd, Dental Nurse/Tutor Dental Nurse, UCL Eastman Dental Institute, department of Continuous Professional Development



15:00 - 15:45 - Session Title TBC
Cheryl Blackwood



16:00 - 16:45 - What To Tell Your Patients With Braces
Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc



Saturday 18th May

09:45 - 10:30 - Sepsis In The Dental Setting
Peter Whiteford, Resuscitation Adviser, Medical Emergency Training



11:00 - 11:45 - Dealing With Difficult People Does Not Have To Ruin Your Day
Deborah M. Lyle, RDH, BS, MS, Director of Professional & Clinical Affairs, Water Pik, Inc



12:00 - 12:45 - A Look At BADN's New Mentoring Platform
Jane Dalgarno BSc, Chair-British Association of Dental Nurses



14:00 - 14:45 - Effective Implant Nursing
Isis Buffonge, National Certificate in Dental Nurse, Cert in OHE, DipEd, Dental Nurse/Tutor Dental Nurse, UCL Eastman Dental Institute, department of Continuous Professional Development



15:00 - 15:45 - Human Error - Improving Patient Safety
Professor Simon Wright, MSc, PGDip Dental Implantology, BDS, PGCTLCP, FHEA, Hon. Professor Dental Implantology, School of Health Sciences, University of Salford, Director ICE Hospital and Postgraduate Training Centre, Principal Partner Glencairn Practice Group



16:00 - 16:45 - Apprenticeship Developments - New Routes Of Progression For The Dental Team
Michael Wheeler, MSc BEd (Hons) Cert Ed RDH, Programme Manager, Dental Apprenticeships, Health Education England



Emma Riley



Colin MacKenzie



Jacqui Elsdon



Isis Buffonge



Deborah M. Lyle



Peter Whiteford



Jane Dalgarno



Prof. Simon Wright



Michael Wheeler

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Navigating dental education



Aengus Kelly

As part of the **Speciality Interest Theatre**, the **University of Central Lancashire (UCLan) School of Dentistry** will be sponsoring a panel session entitled **"Lifelong learning? Navigating dental education in turbulent times"**. The discussion will be led by a team of highly esteemed faculty members, including: **Beverley Littlemore**, Senior Lecturer in Dental Hygiene and Therapy; **Dominic Stewardson**, Professor in Restorative Dentistry, Assessment Lead and Course Lead MSc Prosthodontics; **Fadi Barrak**, Course Leader MSc Dental Implantology; **Malcolm Edwards**, Director of Postgraduate Studies, Specialist Restorative Dentistry and Specialist Prosthodontics; **Shalini Kanagasingam**, Course Leader MSc Endodontology; and **Aengus Kelly**, Senior Lecturer in Communications and Knowledge Transfer.

We spoke to Aengus Kelly, who kindly provided an outline of what the team hope to cover during their panel discussion:

"This session will be based around the increasingly important topic of postgraduate dental education. The dental profession is rapidly evolving, with internal and external pressures changing the experience of being in practice and resulting in new career

pathways. This panel discussion will cover a broad educational spectrum from chairside mentoring to online learning and team training, ultimately exploring the future role of, and possible training pathways for, the GDP.

"Continuing education and lifelong learning are clearly always important in our profession, but there are a few particular reasons why this topic is coming into sharper focus right now. The 'Advancing Dentistry' project¹ report considered potential changes to training in dentistry, including integrated approaches to undergraduate training for all clinical roles and more developed training pathways in primary care. Also in primary care, Advancing Dentistry proposed a growing need for GDPs to have further academic and educational training (e.g. an MSc qualification). With NHS Contract Reform pending, it is possible that there will be increased use of secondary dental care services in the coming years. Equally, many colleagues seek to expand the range of treatments they offer on a private basis in primary care. It's important for GDPs to be in a good position for development in practice.

"In addition, the 2018 BDA survey on stress and burnout² suggests that, while burnout is a very significant problem for the whole profession, GDPs are most at risk and further training might help to mitigate that risk. Another consideration is that we have a maturing workforce of DCPs and this is reflected in growing opportunities for postgraduate education (e.g. MSc programmes for Dental Therapists³).

"The most common issue facing a practitioner considering further training is the range of choices available. When there are so many options – from online courses to weekend training to full-time qualifications – it can be tricky to make an informed choice. Key factors in course selection are quality, patient contact and work/study/life balance. Are the providers of the training suitably qualified and trained as educators? Is there opportunity for supervised and/or mentored patient contact to develop new skills? Is it possible to study while continuing to practice (e.g. part-time courses, online content)?"

All these concepts and more will be explored during the panel session, offering delegates fresh ideas and practical advice on how they could develop their skills and their careers.

"We intend for delegates to leave the session with a clearer idea of what options are available for career development in dentistry, both for the individual and the wider dental team," Aengus comments. "At times, there can be a prevailing gloominess caused by perceptions of the challenges within the profession, from burnout to financial and regulatory stresses. It is nice to offer the prospect of hope and the potential for positive change."

¹Health Education England. Advancing Dental Care: Education and Training Review. Final Report. https://www.hee.nhs.uk/sites/default/files/documents/advancing_dental_care_final.pdf [Accessed March 2019]

²University of Central Lancashire. Courses. Dental Education, MSc. <https://www.uclan.ac.uk/courses/msc-dental-education.php> [Accessed March 2019]

³Collin V, Toon M, O'Selmo E, Reynolds L, Whitehead P. A survey of stress, burnout and well-being on UK dentists. *British Dental Journal*. Jan 2019; 226: 40-49

⁴University of Central Lancashire. Courses. Advanced restorative and Periodontal Practice, MSc. <https://www.uclan.ac.uk/courses/msc-advanced-restorative-and-periodontal-practice.php> [Accessed March 2019]

CONFERENCE PROGRAMME continued...

Implant & Advanced Dental Education Theatre

Providing dentists and technicians with an insight into the latest implant systems, technology and materials.

Friday 17th May

Piezoelectric Management Of The Implant Patient
Richard Moore, FDS RCPS (Glasg), MAcadMed, CertClinEd, FFDTed RCS(Edin), FHEA, Specialist Oral Surgeon; **Sami Stagnell**, BDS MFDS (RCS Ed) MSc MFGDP(UK) AKC MOral Surg (RCS Eng/Ed), Specialist Oral Surgeon

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11:00 - 12:00
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Andy Legg, BDS MFDS RCS (Ed), Implant Dentist, The Campbell Academy Director

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Saturday 18th May

11:00 - 12:00
Implant Dentistry- Is It For Me?
Dr Dev Patel, BDS (Lond), LDS, MFGDP, FDSRCS (Eng), MClin.Dent (Prosth), Director of Implant programmes, Eastman Dental Institute, University College London

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13:30 - 14:30
Technology Driven Implant Planning For Consistent Results
Dr Kunal Shah

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Richard Moore



Sami Stagnell



Dr Dev Patel



Kunal Shah



Andy Legg



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CONFERENCE PROGRAMME continued...

Specialty Interest Theatre

Professionals at the very forefront of endodontic and periodontal dentistry will offer an array of clinical tips while introducing the latest materials, techniques and technology available.

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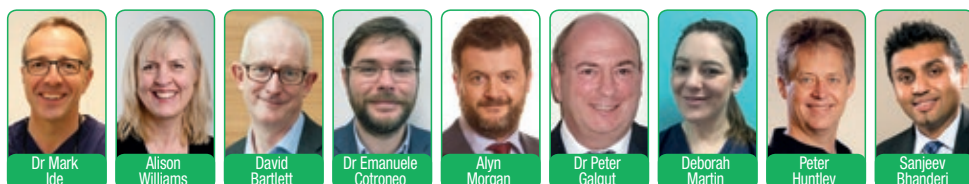
Friday 17th May

09.30 - 10.15	Endodontic Myths - Root Cause: Endodontics And Systemic Health Dr Will McLean, University of Glasgow, BES Hon Treasurer	Supported by: 
10.30 - 11.15	Periodontics In 2019 – What Can You Achieve? Dr Mark Ide, President, The British Society of Periodontology	Supported by: 
11.30 - 12.15	Undertaking Orthodontic Treatment As A GDP - A Risky Business? Dr Alison Williams BDS MSc PhD FDS M'Orth FDS (Orth) RCSEng LL.M, Specialist Orthodontist, Wimbledon Orthodontic Practice	Supported by: 
12.30 - 13.15	The Role Of Oral Microbiome In Oral Health* SPONSORED SESSION Dr Emanuele Cotroneo, Scientific Affairs Project Manager - Northern Europe, Colgate-Palmolive	Sponsored by: 
13.30 - 14.15	Lifelong Learning? Navigating Dental Education In Turbulent Times* SPONSORED SESSION Malcolm Edwards , BDS, MScD, MFGDP, FDSRCS(Eng), DRDRCSEdin, MRDRCSEdin, FDSRCS(Eng), FHEA, Director of Postgraduate Studies, Specialist Restorative Dentistry and Specialist Prosthodontics, School of Dentistry, University of Central Lancashire; Professor Dominic Stewardson , BDS, (Glasg) FDS RCPS FDS (Rest Dent) RCPS Ph.D FHEA, Professor in Restorative Dentistry, Assessment Lead, Course Lead MSc Prosthodontics, School of Dentistry, University of Central Lancashire; Dr Fadi Barak , BDS (Brist) 1993; FDS RCS (Eng) 1997; MB BS (Lond) 2000; DiplImpDent RCSEd; FHEA; MSc, Course Leader MSc Dental Implantology, School of Dentistry, University of Central Lancashire; Shalini Kanagasigam , BDS (Mal) MClinDent Endodontology (Lon) MFDS RCS (Eng) MRD RCS (Edin) MFDS RCPS (Glasg) MRD RCPS (Glasg), Course Leader MSc Endodontology, School of Dentistry, University of Central Lancashire; Dr Aengus Kelly , BDS MA PhD MFDS RCPS (Glasg) MDTFEd AFHEA, Senior Lecturer in Communications and Knowledge Transfer, School of Dentistry, University of Central Lancashire; Beverley Littlemore , BDS Teaching Team; BSc (Hons) Dental Studies PGDip(Management) Dip DHT, Senior Lecturer in Dental Hygiene and Therapy, BDS Teaching Team, School of Dentistry, University of Central Lancashire	Sponsored by: 
14.30 - 15.15	The Surgeon Believes, The Physician Tells The Truth...* SPONSORED SESSION Deborah Martin, BDS (hons), MJDF, M.Sc. Clinical education. Diploma in coaching, GDP and educational supervisor	Sponsored by: 
15.30 - 16.15	How To Reduce Relapse And Enhance Stability In Short-Term Orthodontics And Why All Dentists Should Understand Orthodontic Stability.* SPONSORED SESSION Dr Amritraj Jabbal, Specialist Orthodontist, Course Director, BDS (Man) FAGE (MAHE) MScOrth (KCL) MOrth RCS Edin, PGCert Genetics (Stanford), Director, Cephtactics Ltd.	Sponsored by: 
16.30 - 17.15	Endodontic Myths - Root Flaws: Are Our Outcomes What We Think They Are? Mr Alyn Morgan, Private Practice and University of Leeds, BES Hon Secretary	Supported by: 

Saturday 18th May

09.30 - 10.15	Endodontic Myths - Early Doors: Pulpfix Not Netfix Dr Sanjeev Bhandari, Private Practice and University of Liverpool, BES Vice-President	Supported by: 
10.30 - 11.15	Periodontics In 2019 – What Can You Achieve? Dr Mark Ide, President, The British Society of Periodontology	Supported by: 
11.30 - 12.15	Spinning Gold From Straw – How Orthodontics Can Transform Restorative Outcomes Dr Peter Huntley, BDS MSc FDS DOrth MOrth RCS (Eng), Principal, Orthodontic Excellence, Solihull	Supported by: 
12.30 - 13.15	The Role Of Oral Microbiome In Oral Health* SPONSORED SESSION Dr Emanuele Cotroneo, Scientific Affairs Project Manager - Northern Europe, Colgate-Palmolive	Sponsored by: 
13.30 - 14.15	Natural Alternatives In Oral Care* SPONSORED SESSION Dr Peter Galgut, PhD (LMU), MPhil (Lond), MSc (Lond), FDS, RCS, BDS (Rand), MRD RCS (Eng), LDS RCS (Eng), MFGDP (UK), DDF Hom, ILTM, Clinical Periodontist and Post Graduate Lecturer, Accredited dento-legal expert witness	Sponsored by: 
14.30 - 15.15	Use The BEWE To Improve Clinical Practice* SPONSORED SESSION Professor David Bartlett, Head of Prosthodontics, Kings College London Dental Institute	Sponsored by: 
15.30 - 16.15	Session Sponsored by Endoshop* SPONSORED SESSION	Sponsored by: 

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THE BRITISH DENTAL CONFERENCE AND DENTISTRY SHOW

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ASSOCIATION HIGHLIGHT

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Map of the exhibition floor layout showing various exhibitor booths and key areas.

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DENTAL TECHNOLOGY SHOWCASE

NEW EXHIBITORS FOR 2019

ASSOCIATION HIGHLIGHT

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Abbey Dental Supplies	F10	GE Capital	H10	Reitel Feinwerktechnik	D01
Absolute Air & Gas	B10	GlaxoSmithKline	B10	Renfert GmbH	D22
Aera Max	C25	Henry Schein Dental	H20	Schottlander	B20
Aidite Technology Co. Ltd	G05	Hoil Dental Manufacture Solutions Ltd	F11	Straumann	F15 + F22
Amann Girrbach	B10	HS Walsh & Sons	D12	Sweden & Martina	C20
Blueprint Dental	H15	Ivoclar Vivadent	E20	Techceram Ltd	G01
Carestream Dental	D28	John Winter + Co	D19	The Dental Technician Magazine	A10
DB Lab Supplies	C28	Launca Medical Device Technology Co., Ltd	G15	The Medit European Support Centre	H12
Dental Design - Easy Review	D24	Metrodent	G20	Tri-Tech 3D	C12
Dental Laboratories Association	AML	Medentika	F15	VITA	F01
Dental Technologies Magazine	G10	Milnes Bros	C01	WHW	B10
Dental Technologists Association	B05	Omnident UK	F02	Zirkonzahn	C10
EnvisionTEC	D15	Orthodontic Technicians Association (UK)	D02		
Eurodontic Ltd	E05	Panadent Ltd	G17		
FMC	G11	Prodentia	G12		

AML = Association Membership Lounge

360 Visualise	A40	Digimax Dental	B84	Osstem	B52
3M UK PLC	H40	Direct Dental Finance	D69	OXO	G62
3Shape	F20	Disclosure Services	Q20	Pacific Smiles Group	K56
A-Dec Dental UK Ltd	B40	DLT Media	N19	Parnell Pharmaceuticals Limited	Q71
Acquisition Aesthetics - training in facial aesthetics	A50	DMG Dental UK	P55	Pars Dental	C64
Acteon UK	C30	Dominante Dental	F61	Patient Plan Direct Ltd	G65
Advanced Dental Laboratory	L70	Dominic Hassall Training Institute	N18	Pennine Care, NHS Foundation Trust	K95
Aeglenetwork	F64	Dongguan Yilong Medical Supplies Co., Ltd	H84	Perfect Care B.V.	H02
Air Liquide	C97	DP Medical Systems	J94	Performance Finance Ltd	F60
Albert Waeschle	F96	DPAS Dental Plans	E60	Periochip	J80
All Med Pro	H60	DubSEO	C48	PFM Dental	E44
Alphasonics	Q42	ECLIPSE LOUPES	F67	Philips	K30
Alumier Labs UK	H86	Edinburgh Dental Institute	J12	Phoenix Instruments Ltd	P01
Anglian Dental	K65	EMS	F40	PhotoDental	F77
Ansell Healthcare	J93	EndoShop.uk	F77	Planmeca	G30
Apolline Ltd	K01	ESM Digital Solutions	B68	Portman Dental Care	G91
Arc Is	N83	Evident	G62	Practice Plan Ltd	J60
Ashley Latter	G40	EVO Dental	H16	Premier Dental Products Co.	B66
Aspiration Training	L11	ExamVision	G62	Price Bailey Chartered Accountants	D73
Aspired Finance	E70	Exponiq Surgical Instruments	F78	Primary Care Support England	L24
Association of Dental Administrators & Managers	C91	EZDAM	G62	PRO Diagnostics UK Ltd	K66
Attenborough Direct	C61	F2 Medical Supplies Ltd	J13	Professional Deep Tissue Massager	E64
Aura Infection Control	P10	FDI World Dental Federation	Q72	Professional Dental Indemnity	D88
Avail Group UK	H66	FGDP (UK)	J14	Profitable Practices Ltd.	J65
AWB Textiles	F66	FMC & Independent Seminars	B42	Promise Dental Co	H74
Axon International co. Ltd	P70	FooCo Video Websites	E90	Purex International	J83
BA International	H80	Frank Taylor & Associates	H62	Purple Media Solutions	D58
BADT	Q60	FTA Finance	K15	Quality Endodontic Distributors	G68
Baldwins	P60	Fusion GT	H87	Qudent	G45
Bambach UK	N22	Future Dental Instruments Trading LLC	B81	Quickkase Quickwhite	A61
BDJ Jobs	N30	Fvce	F88	Rangewell	K25
BDJ Marketplace	N30	GAMA Healthcare	K60	RCSED	J15
Belmont	E40	GB Accountancy & Finance	F72	Recommendeddentist.co.uk	K86
Besmile	D18	General Dental Council	J44	Rodericks Dental	J45
Bien-Air UK	C60	General Medical	D52	Rosmetics Ltd	F89
Biohorizons	J20	Georganics	J58	Royal Army Dental Corps	L10
BLM	F97	GlaxoSmithKline	B30	Royal Navy	J55
Blue Sky People	D75	Global4 Communications	J21	Royds Withy King LLP	K70
BOC Healthcare	H94	Greater New York Dental Meeting	H51	RPA Dental Equipment	N50
Botulinum Toxin Club	H67	GUM - Sunstar	J40	S&H Group	N20
Boutique Whitening/Quick Straight Teeth	H50	Hague Dental	B50	S&S Dental Laboratory	J82
Bracon Dental & Medical Products	J70	Hamilton Fraser Cosmetic Insurance	F68	Safe Hearts Training	K02
Braemar Finance	F80	happythreads.co.uk uniforms	Q48	Saga County UK Ltd	J01
Bridge2Aid / Dentaid Escape Room	B100	HDF Medical	L01	Samera Business Advisors	E66
British Academy of Cosmetic Dentistry	BACD Lounge	Henry Schein Dental	J20	Santander	H70
British Association of Dental Nurses (BADN)	H85	Hilliers Vision	D78	Scan Lab	H64
British Dental Association	N30	HL Dental Estate Agents	C44	Schottlander	B20
British Dental Association Benevolent Fund	B30	Honey Fizz - Facial Aesthetics Training	B60	SCIA Trafalgar	K80
British Dental Association Museum	N16	HST Stomatological Scientific and Educational Co., Ltd	C62	SciCan Ltd	J16
British Dental Journal (BDJ)	N30	IAS Academy	D74	Scott Richards Solicitors	B65
British Endodontic Society	G67	ICE Postgraduate Dental Institute & Hospital	D60	Sedation Solutions	H76
British Orthodontic Society	F75	iComply	P15	Septodont	G60
British Society of Dental Hygiene & Therapy	Q61	IDS Spa	D50	Shofu UK	A51
British Society of Periodontology	H68	Iglu	G97	Simplyhealth Professionals	D30
Bryant Medical Ltd	D42	In-Line Orthodontic	G95	Six Month Smiles	J68
BTI Biotechnology Institute	C98	Insync Insurance	E68	Smart Dental Care	Q28
Bulk EZ	G62	Interact Medical	G96	Smart Dental Compliance	K68
C&D (Microservices)	F65	Invisalign iTero	H30	Smile Imaging	N97
Calaject	G62	iSmile	H65	Smile Together	D75
Cannon Hygiene	F102	Isopharm Ltd	Q10	Smilecare	D69
Capsticks Solicitors	D82	Ivoclar Vivadent	E20	Smileign Clear Aligners	L72
Care Quality Commission	E65	J&S Davis Limited	B64	SmileVision	K21
Carestream Dental Ltd	E30	JW Hinks	F90	Snowbird Finance Ltd	B45
Cattani ESAM UK	N60	K Line UK	K62	Society of British Dental Nurses	H88
CB12	P61	Kara Group Ltd	H98	Software of Excellence	K20
Ceph tactics	H78	Kasios	K12	Solvay Dental 360	J52
Cerezin	P80	King's College London	Q18	SOLVO IMPLANTS	A65
CFAST SmileTRU	G90	Komet Dental	H92	Southern Scientific	G66
Charles Derby Financial Services	P85	Kulzer	N98	Spire Instruments	K98
Christie & Co	L60	Laschal Surgical	D66	Spotcap	M93
CKN	N62	LavaDent	K85	St Giles Legal & Professional Risks	D88
Clark Dental	H52	Lease UK	H03	SteriType	C52
CleanCert	E96	Lemonchase	J90	Stoddard Manufacturing Co Ltd	H20
ClearCorrect	E32	Leyton UK	D67	Straumann	F30
Clinitech Medical	J62	Lily Head Dental Practice Sales	J18	Support Design AB	K18
Cloud 4 Dentists	K73	Lloyd & Whyte	Q40	Survival-32	A32
Colgate	K40	Lloyds Bank	Q30	Sweden & Martina	C20
College of Medicine and Dentistry	C40	Lockton Companies	E92	Swish Dental	Q38
Colosseum Dental	E42	Luke Barnett	G69	Systems for Dentists (SFD)	N25
Coltene	K52	Marketing Pirates of Dentistry	D72	TDS E&W Ltd	A70
Commercial Surveyors Direct	H72	Maven Dental	D75	Technical & General	F82
Consult Search + Selection	F12	MD Healthcare	K03	Teeth4Life	C63
Courtney Kelly Consulting	Q25	MDUS	D80	TePe Oral Hygiene Products Ltd	B70
CTS Dental Supplies	B80	MDS Medical Ltd	L68	The Campbell Academy	C50
Curaprox UK	K50	Mediholdings	L20	The Crown Fits	H95
Custom Dental & Medical, Furniture & Equipment	L50	Mediligna	J42	The Dr Bob Khanna Training Institute	G94
Danville	G62	MEDIVISION Systems LTD	A63	The Medit European Support Centre	H12
DB Dental Equipment	C42	MedMatch Dental	L52	Tipton Training	Q45
DB Orthodontics	C28	Meoplant Medical GmbH	C49	TOC - The Orthodontic Company	K88
DE UK	N20	MES	F98	Tri Hawk Dental Burs	F76
Defacto Dentists	L88	Mi Healthcare	J71	Trycare	H63 + H69 + J69
Denmat UK	P68	MIAB	B78	Turn Key Dental Supplies	D45
Dental Compliance Made Easier	N11	Micro Minder	L16	UCL Eastman Dental Institute	H90
Dental Defence Union	P50	Midmark	L22	UltraDEX	K54
Dental Design - Easy Review	D24	Military Medical Personnel	K22	Unilever	N70
Dental Directory	E50	MOD - Civilian Dental Professionals	N89	University of Central Lancashire School of Dentistry	P52
Dental Elite	J50	Morris & Co	D62	Vatech UK Ltd	B54
Dental Focus®	G40	Mouth Cancer Foundation	N82	Vibrant Wealth Management	F81
Dental HR	C90	Myofunctional Research Company	K90	Vision Instrument Company	E63
Dental Mavericks	D72	NASDAL	F87	VOCO - THE DENTALISTS	F45
Dental Monitoring	G42	National Examining Board for Dental Nurses	H89	VSdent	C66
Dental Protection	L53	Nationwide Dental Construction Ltd	J10	VSS Academy	A60
Dental Tribune International	J17	Neodent	E32	Waterpik	D40
Dental Warehouse	H56	Neoss	C67	Wesleyan	J60
Dentale	C51	Newey Installations Ltd	D56	Wex Photographic	B63
DentalEdge	K10	NHS Business Services Authority	K82	Wired Orthodontics	K67
Dentally	F42	NHS Leadership Academy	H41	Wisdom Toothbrushes	P75
DENTISSIMO Premium Oral Care	L67	Nuvier	N80	Work-in-Style	J57
Dentists' Provident	L90	Nuvola By GEO SRL	L80	Working Feedback	M98
Dentree	D63	On Hold Communications	L18	Worksafe Training	N01
Dentystcare	D85	Oral Health Foundation	J95	Wrigley Oral Healthcare Programme	G48
design4dentists.com	D65	Oral Health Network	N68	YCC Wales, North West & West Midlands	F100
DG Mutual	P88	Oralieve Dry Mouth Relief	D41	Zenopa Ltd	E62
DHB Oral Healthcare Ltd	B72	Orascope	P20	Ziacom S.L	L30
Diamond Designs	P72	Ordo	J22		
DiaShine with Academy of Digital Dentistry	B69	Ortho-Care UK Ltd	L66		

CONFERENCE PROGRAMME continued...

Compliance Clinic

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Friday 17th May	
11:00 - 11:40 CQC Update 2019 Pat Langley, BDS, CEO, Apolline Ltd	Sponsored by:
12:10 - 12:50 Making Compliance Sexy! Edd Jones (L5 Diploma Business Management) Managing Partner C&E Consult	Sponsored by:
13:20 - 14:00 Infection Control Pat Langley BDS, CEO, Apolline Ltd	Sponsored by:
14:30 - 15:10 Records What's The point? Stephen Henderson BDS LLM FFGDP, Dento-legal Adviser, MDDUS	Sponsored by:
15:30 - 16:10 Effective Complaints Handling - An Expert View Sue Boynton, Independent Dentolegal Consultant	Sponsored by:
16:20 - 17:10 Consent - A Legal, Ethical, Human & Practical Update Kevin Lewis, Consultant Editor, Dentistry Magazine & Healthcare Consultant	Sponsored by:

Saturday 18th May	
09:30 - 10:10 Records - What's The Point? Stephen Henderson, BDS LLM FFGDP, Dento-legal Adviser, MDDUS	Sponsored by:
10:25 - 11:25 Infection Control Risks In Dentistry Martin Fulford, BDS MPhil DGDG FIBMS	Sponsored by:
11:40 - 12:20 Effective Complaints Handling - An Expert View Dr Sue Boynton, BDS LLM FFGDP(UK), Independent Dentolegal Consultant	Sponsored by:
12:35 - 13:35 Antibiotic Resistance - Responsible Prescribing In Dentistry Martin Fulford, BDS MPhil DGDG FIBMS	Sponsored by:
13:50 - 14:50 Consent - A Legal, Ethical, Human & Practical Update Kevin Lewis, Consultant Editor, Dentistry Magazine & healthcare consultant	Sponsored by:
15:05 - 15:45 Making Compliance Sexy! Edd Jones, L5 Diploma Business Management, Managing Partner C&E Consult	Sponsored by:
16:00 - 16:40 CQC Update Pat Langley, BDS, CEO, Apolline Ltd	Sponsored by:

Short-Term
Ortho Lounge

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With so many options available to patients it is vital that clinicians understand the benefits and training requirements of the respective systems – hear from the most popular UK suppliers who will be on hand to guide you through the clinical and financial considerations.

Friday 17th May	
10:00 - 10:45 Session Sponsored By Smileign Dr Milad Shadrooh	Sponsored by:
11:45 - 12:30 Session Sponsored By Quick Straight Teeth Dr Gurmukh Raja	Sponsored by:
12:45 - 13:30 Delivering Safe And Ethical Short-Term Ortho For Every GDP Dr Jaswinder Gill, BDS, Principal Dentist, Moonlight Dental Surgery	Sponsored by:
14:45 - 15:30 Integrating The Invisalign System Into Minimal Invasive Dentistry Dr Monik Vasant, BChD MFGDP (UK) MSc, Fresh Dental	Sponsored by:
Saturday 18th May	
10:45 - 11:30 Delivering Safe And Ethical Short-Term Ortho For Every GDP Dr Jaswinder Gill, BDS, Principal Dentist, Moonlight Dental Surgery	Sponsored by:
12:45 - 13:30 Integrating The Invisalign System Into Minimal Invasive Dentistry Dr Monik Vasant, BChD MFGDP (UK) MSc, Fresh Dental	Sponsored by:
15:45 - 16:30 Session Sponsored By Quick Straight Teeth Dr Gurmukh Raja	Sponsored by:

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Dr Jaswinder Gill

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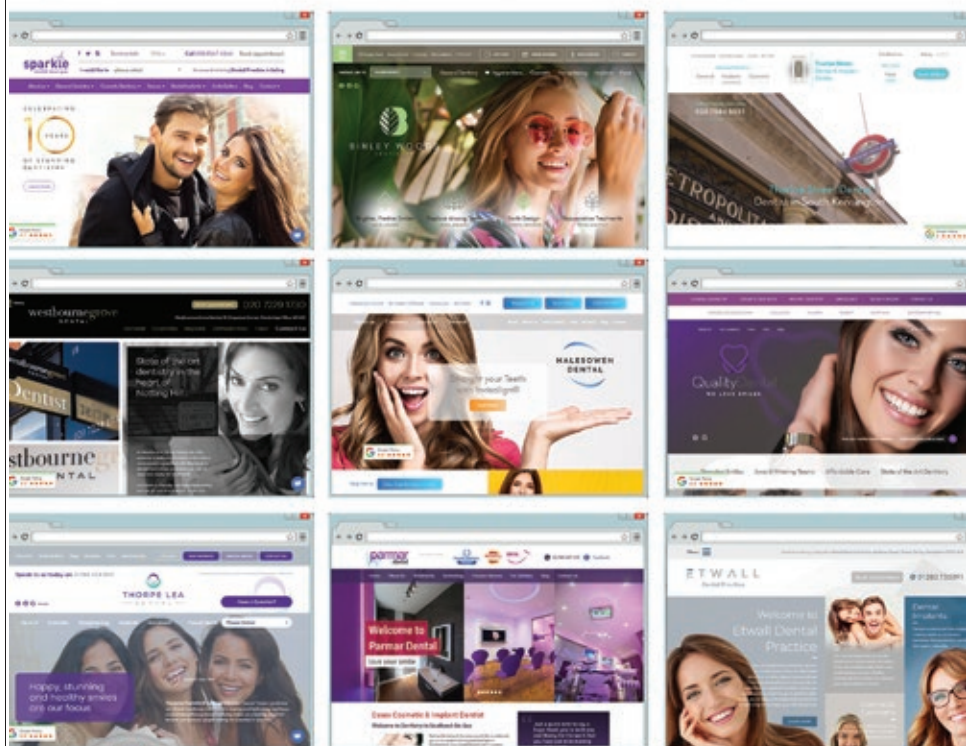
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Colin Campbell
BDS FDS RCS Scotland



Andrew Legg

BDS MFDS RCS Ed England

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CONFERENCE PROGRAMME continued...**Seminar suites and special features****Seminar Room 5.6****Friday 17th May****10:45 - 11:30****An Introduction To The Bioclear Method For Monolithic, Superior Posterior Composite Restorations**
Dr Claire Burgess, BDS (Birmingham) MFGDP RCS (Eng), MSc Restorative & Cosmetic Dentistry (UCLan), MSc Restorative & Cosmetic Dentistry (UCLan)Sponsored by:
 **Dominic Hassall**
Training Institute**12:30 - 13:30****Minimally Traumatic Tooth Extraction And Extraction Socket Management****Prof Cemal Ucer**, BDS, MSc, PhD, FDTF Ed., Specialist Oral Surgeon & **Prof Simon Wright**, BDS MSc PGCTLCF FHEA FDTFEd (RCSEd), Hon. Professor Dental Implantology, The School of Health and Society, University of Salford, Director ICE Postgraduate Dental Institute and Hospital, Principal Partner Glencairn Practice GroupSponsored by:
**Saturday 18th May****11:30 - 12:30****Minimally Traumatic Tooth Extraction And Extraction Socket Management****Prof Cemal Ucer**, BDS, MSc, PhD, FDTF Ed., Specialist Oral Surgeon & **Prof Simon Wright**, BDS MSc PGCTLCF FHEA FDTFEd (RCSEd), Hon. Professor Dental Implantology, The School of Health and Society, University of Salford, Director ICE Postgraduate Dental Institute and Hospital, Principal Partner Glencairn Practice GroupSponsored by:
**13:00 - 13:45****Session Sponsored By Health Education**Sponsored by:
**14:00 - 14:45****Cerezen - a new way of treating Temporomandibular Disorders**
Speaker TBCSponsored by:
**TOGETHER DENTAL
ESCAPE ROOM****Visitors to the show can take part in an exciting Escape Room challenge raising funds for the Together Dental partnership.**

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Participants must crack the clues and solve a series of problems in this fun-filled, team building game which can be found on **stand B100**.**Advance booking is strongly recommended by visiting <https://bridge2aid.charitycheckout.co.uk/escape#/>****THE DENTAL AWARDS 2019****The British Dental Conference and Dentistry Show is delighted to be working with Purple Media Solutions, once again, to host the prestigious Dental Awards 2019.**The Awards will provide a fantastic chance for delegates to come together to recognise and celebrate the many achievements of both individuals and groups in the industry. Visit www.dentalrepublic.co.uk/awards for more information.**LAUNCHPAD UK****The British Dental Conference Dentistry Show is the perfect platform for the dental trade to showcase and launch the very latest products, technology and materials available to the UK market.**




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CONFERENCE PROGRAMME continued...

On-stand education

Stand G95



Friday 17th May

11:00 - 11:30 An Introduction To The In-Line Clear Aligner System
Nick Partridge, UK Sales Manager, In-Line Orthodontic UK Ltd

12:00 - 12:30 Optimising All Aspects Of Clear Aligner Treatment
Gary Dorman, GDP and Director, In-Line Orthodontic UK Ltd

13:00 - 13:30 An Introduction To The In-Line Clear Aligner System
Nick Partridge, UK Sales Manager, In-Line Orthodontic UK Ltd

14:00 - 14:30 An Introduction To Inter-Proximal Reduction (IPR) For Clear Aligner Systems
Martin Hildmann, Director, Oscident Ltd

Saturday 18th May

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Martin Hildmann, Director, Oscident Ltd

Stand D24

DENTAL DESIGN

Friday 17th May

10:30 - 11:00 How To Get More Online Reviews
Laura Hancock

11:30 - 12:00 How To Respond To Negative Reviews
Nigel Reece

13:30 - 14:00 How To Get More Online Reviews
Laura Hancock

15:00 - 15:30 How To Respond To Negative Reviews
Nigel Reece

Saturday 18th May

10:30 - 11:00 How To Get More Online Reviews
Laura Hancock

11:30 - 12:00 How To Respond To Negative Reviews
Nigel Reece

13:30 - 14:00 How To Get More Online Reviews
Laura Hancock

15:00 - 15:30 How To Respond To Negative Reviews
Nigel Reece

Stand K30

PHILIPS

Friday 17th May

10:00 - 10:30 Science Of Sonicare
Philips Education Team

10:45 - 11:15 Steps To Success Using Zoom!
Philips Education Team

11:30 - 12:00 Working With Assistance; A View On The Impact On The Hygienist-Therapist Working Solo
Laura McClune

12:15 - 12:45 Enhancing your career prospects as a Dental Hygienist and/or Therapist
Melanie Pomphrett

13:00 - 13:30 Steps To Success Using Zoom!
Philips Education Team

13:45 - 14:00 Zoom Whitening Gel Workshop
Philips Education Team

14:15 - 15:00 Science Of Sonicare
Philips Education Team

15:15 - 15:30 Working With Assistance; A View On The Impact On The Hygienist-Therapist Working Solo
Laura McClune

15:45 - 16:15 Steps To Success Using Zoom!
Philips Education Team

Saturday 18th May

10:00 - 10:30 Science Of Sonicare
Philips Education Team

10:45 - 11:00 Steps To Success Using Zoom!
Philips Education Team

11:15 - 12:00 Oral Care For Oral Cancer
Imogen Wood

12:15 - 12:45 Align Bleach Composite
Affan Saghir

13:00 - 13:30 Enhancing your career prospects as a Dental Hygienist and/or Therapist
Melanie Pomphrett

13:45 - 14:15 Zoom Whitening Gel Workshop
Andy Wallace

15:00 - 15:30 Working With Assistance; A View On The Impact On The Hygienist-Therapist Working Solo
Laura McClune

15:45 - 16:15 Steps To Success Using Zoom!
Philips Education Team



An important concept in modern dentistry

Andrew Wallace BDS (QUB) MClinDent Prosthodontics (KCL) MFGDP (RCS Eng).



Andrew Wallace

In my opinion, the ABB (Align, Bleach and Bond) technique is the most important concept to come along in dentistry in the last decade. Initially developed by Dr Tif Qureshi, it is applicable to both cosmetic and functional dental treatments. It is also suitable for every dentist to provide and can be used for a variety of indications. This, combined with its minimally invasive foundation, makes the concept a very useful tool in the modern general dental practitioner's (GDP) armamentarium.

Leading the way

Execution of every step of the ABB technique is critical to attaining a result that can be favourably compared to more invasive cosmetic techniques. When performed correctly, it can prevent progression of tooth wear to a level where more challenging and/or expensive dentistry is needed.

The UK very much leads the way in minimally invasive cosmetic techniques

and, now more than ever, patients seek an improvement in their smiles and in their function without aggressive and invasive treatments. The ABB technique therefore offers a more attractive solution to patients, in turn resulting in high treatment acceptance and enhanced outcomes. In addition, it enables clinicians to practise the ethical and conservative dentistry they desire, while still taking into account long-term function as well as aesthetics.

A progressive concept

The ABB technique is a step away from traditional smile design protocols, which are based on strict rules on proportions and rules. ABB allows patients to make their own smile as beautiful as possible and makes ceramic makeovers less invasive if the patient chooses to proceed down that route.

Many of the studies that conventional smile design principles were created from actually show a wide variation on what dental professionals and members of the public view as aesthetic or unaesthetic. The ABB technique allows the patient to see how beautiful their own smile could look after treatment, in a manner that is progressive and conservative. This can help to manage their expectations as it can clearly demonstrate any limitations of treatment, and therefore increases the likelihood of patient satisfaction with the outcome. The patient can also choose their own treatment endpoint, which may be far short of the textbook ideal but still delivers on what they want to achieve.

The progression of treatment involves simple anterior alignment using aligners

or fixed appliances. The teeth are then whitened at or near the end of alignment to improve the colour using chairside or take-home techniques. The next step is a simple chairside mock-up of the composite edge bonding that could be performed to complete treatment. This last stage enables the patient to visualise how this will look and to choose how many teeth, if any, they would like edge bonding added to. In some cases, patients prefer to progress to ceramic restorations for their ideal aesthetic outcome.

The benefits

The digital and 3D printed previews involved in the ABB process, and the progressive nature of the treatment execution, mean that the patient is in complete control of the final result. This encourages an exceptional level of patient understanding.

The ABB concept also opens up elective treatment for dentists and patients who are not comfortable with ceramic smile makeovers. It is common for both the cost and the inherent invasiveness of traditional alternative treatment options to prove inhibitory.

Overcoming challenges

There are still some challenges to be overcome in this area, especially with regards to anterior alignment. Many GDPs appear to feel uncomfortable with alignment techniques since so little is taught at undergraduate level. In fact, the majority of new dentists are qualifying after only having attended a few hours of orthodontic lectures throughout the whole five-year programme. It is therefore no wonder that

some dentists lack the confidence to offer orthodontic treatment to their patients without undergoing further training.

Many clinicians also lack confidence in using composite effectively, which is often the ideal material to restore the damage caused by previous tooth wear. Following alignment to improve the occlusion and address the original cause of wear, composite facilitates the building up of the natural dentition previously worn in a completely non-invasive way.

Knowledge of the ABB approach will help dentists to deliver the minimally invasive and effective treatment patients seek. It will also enable clinicians to maintain their patients' dental health for longer.

Find out more

I believe it is important for every practitioner to have the knowledge and skills to apply the ABB technique to the patient care they provide, especially when treating tooth wear. For anyone wanting to know more, I will be discussing the subject in more detail at the British Dental Conference and Dentistry Show 2019. My lecture – "The ABC of ABB; An overview of the Align, Bleach and Bond technique" – will be presented in the BACD Aesthetic & Digital Dentist Theatre, sponsored by Philips. As this event is the result of collaboration between CloserStill Media and the BDA, I think it brings together the two different audiences and makes the event even more important to the profession and trade partners, with a wider than ever range of speakers and topics. It is therefore a very worthwhile educational event for the whole dental team.



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CONFERENCE PROGRAMME continued...

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Friday 17th May

09:30 - 10:15 **Facial Aesthetics For DCPs**
Amy Hills, Clinical Director / Medical Aesthetics Trainer, Whitehills Dental and Skin Clinic, Whitehills Wellness Spa, Whitehills Training Academy

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11:30 - 12:15 **Incorporating Chemical Peels Into Your Dentistry Practice For Passive Profitability**
Victoria Hiscock, Clinical Communications and Brand Spokesperson, AlumierMD

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PRP Lab
Advanced Regenerative Therapies

12:30 - 13:15 **PRP And PRF In Facial Rejuvenation And Dental Procedures**
Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO, Botulinum Toxin Club; Dr Oscar Dadashian, Dentist / Director

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13:30 - 14:15 **How To Add An Extra £120,000 Annual Income From Facial Aesthetics**
Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO, Botulinum Toxin Club

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The New World Of Cosmetic Dentistry
14:30 - 15:15 **Dr Priyanka Chadha**, MBBS(Lon), BSc(Hons), DPMAS(Lon) MRCS(Eng), MSc(Surg. Ed), Plastic Surgery Registrar, London, Director, Acquisition Aesthetics; **Dr Lara Watson**, BM, BSc(hons), BMedSci, MRCS(Eng), Director, Acquisition Aesthetics

Saturday 18th May

09:30 - 10:15 **Facial Aesthetics For DCPs**
Amy Hills, Clinical Director / Medical Aesthetics Trainer, Whitehills Dental and Skin Clinic, Whitehills Wellness Spa, Whitehills Training Academy

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10:30 - 11:15 **Session Sponsored By Fusion GT**

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ACQUISITION AESTHETICS

The New World Of Cosmetic Dentistry
11:30 - 12:15 **Dr Priyanka Chadha**, MBBS(Lon), BSc(Hons), DPMAS(Lon) MRCS(Eng), MSc(Surg. Ed), Plastic Surgery Registrar, London, Director, Acquisition Aesthetics; **Dr Lara Watson**, BM, BSc(hons), BMedSci, MRCS(Eng), Director, Acquisition Aesthetics

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13:30 - 14:15 **How To Add An Extra £120,000 Annual Income From Facial Aesthetics**
Dr Harry Singh, BChD, MFGDP, Dentist/Facial Aesthetician, CEO, Botulinum Toxin Club




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For over a decade our team have expanded our knowledge and expertise into what really works and how to best maximise the impact of digital marketing, helping a wide range of companies such as Sparkle Dental, MiSmile, Finest Dental, Dental Perfection & Downing Dental.

Whether you are looking for a new website, PPC & SEO services or a full strategic marketing plan and implementation to help grow your online lead generation and dental business, visit us at stand D63 and find out how Dentree can help you - to pre-book and secure your meeting, visit www.dentree.co.uk/nec or email hello@dentree.co.uk

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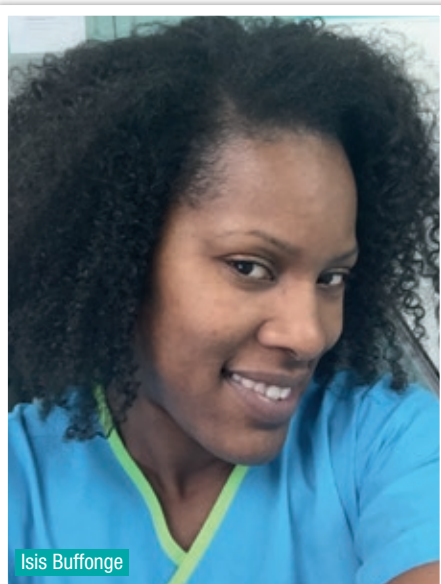
Dentystcare exists to help Dental professionals build profits by servicing their clients better and we're committed to doing so with our ability to recycle all plastics and to promote biodegradable and sustainable products wherever possible.

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Implantology for dental nurses

There are many opportunities for dental nurses today to advance their knowledge and skills. This does not only help them to deliver better care to patients, but it also enables individuals to enjoy a more diverse working life and greater job satisfaction.



Isis Buffonge

Isis Buffonge – Tutor Dental Nurse at the UCL Eastman Dental Institute, Department of Continuous Professional Development – encourages all dental nurses to utilise the training and career development opportunities available to them.

“I think it is important for dental nurses to refine their skills specifically for the treatments they are assisting with or that they are interested in,” she says. “It is

essential that the whole team has sufficient knowledge and experience to ensure that every patient receives optimal dental care.

“As implants have become more popular in general dental practice, I believe that dental nurses are in a great position if they gain a qualification in implant dental nursing. Of course, you can learn so much in practice alongside a dentist (or mentor) and gain experience in assisting. However, when you are studying and building a portfolio in implant dentistry as well, you are then able to take on many more responsibilities and in turn make the treatment procedure run much smoother with less stress for everyone involved.

“It can be challenging for dental nurses to get into the routine of studying when returning to education. A lack of time can also cause problems, as it can be difficult for the dentist/mentor to discuss the cases you are assisting with in detail and for individuals to make time to write up case studies while still maintaining daily duties in the practice. These challenges can mostly be overcome by careful scheduling and planning ahead.

“One massive benefit to dental nurses that I’ve noticed as the profession has evolved, is that more practice owners are helping to fund education for their team. I think

this is great, as not only does it make for a stronger team with enhanced skills and knowledge, but it also ensures the team feels valued, respected and appreciated.”

On Friday 17th May, Isis Buffonge will present in the Dental Nurses’ Forum at the British Dental Conference and Dentistry Show 2019, discussing the role of the dental nurse in dental implantology. She says:

“I will consider the different educational avenues available to dental nurses operating in the implant dentistry field. I’ll discuss how dental nurses can help treatments to run efficiently and what skills they need to advance. I hope that my lecture will open up the minds of any dental nurses who are looking for more in their everyday job, but do not know where to start. In addition, there will be information for dental nurses who are already practising implant dentistry and wish to gain some useful tips and tricks.”

Dental nurses attending the British Dental Conference and Dentistry Show 2019 will have access to an entire two-day lecture programme designed specifically for them and supported by the British Association of Dental Nurses (BADN). There will also be an extensive trade show where delegates can discover the latest products, technologies and materials on the UK market to help improve their dentistry and patient care.

“It is always great to spend a couple of days gaining required CPD and bumping into colleagues that I haven’t seen in many years,” Isis adds. “I would highly recommend this event.”



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EXHIBITOR LATEST NEWS



DESIGN4DENTISTS

design4dentists.com is a specialist service providing advertising, marketing and design solutions for the dental profession.

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Service and results, these are two of the main reasons for our continued success. Deal direct with highly experienced personnel, not a salesperson and there are no hidden costs. From logo design and welcome packs to website design and online marketing solutions. Find out how we can help to increase enquiries that generate sales. Begin to understand the relationship between investment in design and commercial success.

At design4dentists, our aim is to help start-ups and existing dental practices develop and establish an individual, professional identity that stands out from the competition. This is your chance to work in partnership and gain from our knowledge to create a brand that will last for years.

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EndoShop is part of UK Dentistry Ltd, a family-run company established in 2013 and a proud finalist of the Dentistry Awards for the Customer Service

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We specialise in the supply of endodontic equipment and consumables of high-quality, well-known brands at discounted prices.

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KARA

Kara is a new UK supplier specialising in premium dental uniforms and accessories.

We focus on bringing products to the UK market that are not only made from high quality materials and highly functional, but that also include elements of fashion, comfort & modern textile technology for our customers. We want them to look and feel fantastic and for our products to become part of their own strategic branding in the workplace. Healthcare uniforms have been boxy, unattractive and ill-fitting for far too long; we feel we have picked the perfect partners in USA-based brands Wonderwink and Jaanuu to make stylish, comfortable and professional uniforms the norm for the UK Dental Industry.

VISIT US AT STAND H98



ORAL HEALTH NETWORK

Oral Health Network is an online marketing solution designed to help you represent your services online.

We are an online marketing and network platform for dental care professionals, clinics and businesses to connect directly with their customers. OHNET platform will connect your existing patients to your surgery for an easy process of online bookings as well as will help you attract new patients for various treatments.

We have created an online platform, designed by those who know the industry best to deliver exactly what you need to help you grow your business. The profile you create will be optimised for search engines by the name, area and the keywords. You will be able to connect your social media channels and share treatment cases.

VISIT US AT STAND N68



PRICE BAILEY

'The Price Bailey difference.m Awarded the National Firm of Accountants in 2018, Price Bailey are well placed to offer you and your practice 'the right

advice for life'.

Working with dental professionals, Price Bailey offer private client and financial services designed to meet your needs throughout your professional career - from locum to business start-up to practice growth, and on to pension and succession planning.

Our specialist dental team understands the unique concerns of the industry and supports our dental clients with guidance based on in-depth sector knowledge.

With the dental industry facing new challenges - such as profits under threat from tighter NHS funding, consumer spending on private dental services, and industry consolidation - our sector specific advice provides constant specialist support for our clients and their practice. To do this, Price Bailey spends time getting to know your practice and understanding your concerns, obstacles and opportunities; making sure the advice really works for you.

VISIT US AT STAND D72



SMILE IMAGING

Fast and easy to use computer software developed for dentists to produce imaged photos of patients, in less than three minutes!

When patients see pictures of their own redesigned smile or facial aesthetic work, they are "WOWED", excited and motivated, leading to a guaranteed increase in case acceptance.

Allowing patients to instantly visualise the treatments, in a way they understand improves patient communication and practice profitability with a "YES" to treatment plans faster, leading to bigger practice success.

Our software can be implemented into your workflow with minimal effort and a near-zero learning curve. Cost effective payment options means the resulting financial impact is impressive.

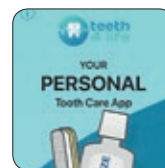
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Find me via the My Dentist finder BS14 8PG. Find yourself by registering on the care4teeth.co.uk website. The public's "Job to be Done" is maintaining a healthy mouth. Book the Business Skills Workshop on Saturday at 14.50 to learn how new mobile technology can enhance WOM marketing. Together let's engage the 48% non-attenders and promote "prevention is better than cure" without the government, and get the public to appreciate the great work we all strive to achieve under extreme duress.

VISIT US AT STAND C63



TRYCARE

See the UK launch of Orange Dental Loupes on Stand H63!

In association with Orange Dental, Trycare, the UK's fastest growing dental dealer, will

be exhibiting their innovative range of Opt-on loupes and lights at this year's Dentistry Show. Available in 2.7x full arch and 3.3x three quarter arch options, they offer an excellent depth of view and clarity to help reduce eye strain and tiredness. Plus they are extremely lightweight (weighing just 32g) which means they can be comfortably worn all day long!

With a robust and modular construction they can be quickly and easily disassembled to change appearance, alter specification or replace parts. For example, if you wear glasses you can quickly and easily switch between your prescription glasses or contact lens at will. And, if your prescription changes it's extremely quick, easy and inexpensive to update your loupes too!

Orange Dental also offer a choice of wired and cordless headlights which are the lightest on the market. For more information please visit Stand H63

VISIT US AT STAND H63



TRYCARE

See all the latest innovations on Stands H63, H69 and J69!

Trycare, the UK's fastest growing dental dealer, will be exhibiting a wide range

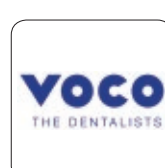
of their market leading innovations at the Dentistry Show including New shadeless Omnichroma, Tokuyama's revolutionary universal composite that eliminates the need for shade taking.

Tokuyama's shadeless Omnichroma combines patented "structural colour" pearl technology with advanced resin expertise so that just one shadeless Omnichroma and Omnichroma Blocker is all you need to replace all 16 Vita shades of any other composite system. This means that there is no need to shade match ever again and just one pack saves the time and cost of on average 20 shade matches.

They will also be exhibiting their innovative range of modular Opt-on loupes and lights; Biomin bioactive toothpaste which offers 12 hour protection from caries and hypersensitivity; Adin implants which stay exactly where you put them; the complete range of Osteobiol bone regeneration materials including the NEW GTO with TVS Gel; the Elexxon soft tissue laser; Dr Kim shadowless headlamps; and much much more!

For more information please visit Stand H63, H69 and J69

VISIT US AT STAND H63, H69 & J69



VOCO

VOCO – the Dentalists.

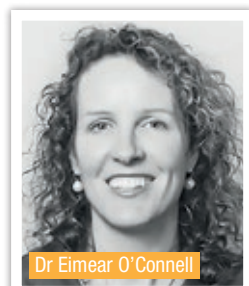
VOCO is one of the leading international manufacturers of dental materials.

Regarded as a specialist in innovative and user-friendly dental indications, VOCO offers over 100 high quality materials, exported to more than 100 countries worldwide. The complete product range consists of pharmaceuticals and medical devices "Made in Germany" for preventive, restorative and prosthetic dentistry. Thanks to a certified quality management system and intensive research and development work, VOCO has again and again been able to set new standards with its products.

VISIT US AT STAND F45

Support, Inspire, Learn and Grow

Dr Eimear O'Connell will present "Why dentists should invest in a digital scanner" – sponsored by Henry Schein – as part of the Digital & Innovation Theatre at the Dental Technology Showcase (DTS) / British Dental Conference and Dentistry Show 2019.



Dr Eimear O'Connell will present "Why dentists should invest in a digital scanner" – sponsored by Henry Schein – as part of the Digital & Innovation Theatre at the Dental Technology Showcase (DTS) / British Dental Conference and Dentistry Show 2019.

About her topic, she comments:

"We have reached a point where the use of computers and digital x-rays have become common place in dental practices. As such, there are now many different scanning products on the market and it can be difficult for practices to know which scanners to invest in that will best suit their current scope of practice and their potential future development.

"The cost of capital investment in scanners can also be a barrier, as can a lack of knowledge about the scanners and how they can add value to the practice and the team.

"I hope my lecture will provide some clarity about the range of products now available. I will also discuss how I utilised digital tools to make my practice more successful and I aim to help delegates do the same. Professionals should leave the session with a better understanding of why investment in technology is advantageous to their businesses and their long-term success. They will appreciate the modern patient's desire to see this type of technology in the dental practice, which will ultimately enable the business to grow, develop and reach its full potential."

EXHIBITOR LATEST NEWS



VSSACADEMY

VSSAcademy is a private company specialising in high quality education and training courses founded in 2002 by Dr Fadi Barrak.

The courses offered by VSSAcademy aim to help fellow practitioners learn new dental skills and treatments whilst protecting and not disrupting their ongoing dental practice time and work. Most courses are offered over the weekend. VSSAcademy now boasts a large pool of alumni dentists and many amazing visiting lecturers flank Fadi in delivering academic and practical hands-on training as well as personalised coaching and mentoring. Since 2018 VSSAcademy have worked in association with UCLan to deliver their 2-year part-time MSc in Clinical Implantology. This popular course is ideal for the novice implant dentist wishing to introduce implant treatment into their practice and any dentist who wishes to formalise their further education with a recognised Masters Degree. The Academy also offers a Cadaver course for Complex Surgical Implant Procedures, for the more experienced dentist looking to expand their capabilities and complete more complex implant cases, thereby building business by referring less out.

Courses now booking;

- MSc Clinical Implantology - 2-years, part-time.
- Glasgow - commencing September 2019
- Birmingham - commencing October 2019
- Cadaver course for complex surgical implant procedures - November 2019

To learn more or to book your place on any of these courses, please contact us; Email us on courses@vssacademy.co.uk, Call us on 020 8012 8400 or Register direct via our website www.vssacademy.co.uk

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WATERPIK®

Waterpik® is set to steal the show.

See the latest Waterpik® Water Flossing technology at the British Dental Conference and Dentistry Show 2019.

Waterpik® will showcase a range of clinically proven products to help your patients to achieve and maintain superior oral health. The Waterpik team will be on hand to show you the various models and tips available and you can enjoy an interactive theatre experience and gain CPD.

The Waterpik® Water Flosser is the gentle, safe and easy way to get your patient's flossing effectively, so come stand D40 and try it for yourself.

For more information on Waterpik® please visit www.waterpik.co.uk. Waterpik® products are available from Amazon, Asda, Costco UK, Boots.com and Superdrug stores across the UK and Ireland.

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Introducing **next generation technology** to help patients achieve Whole Mouth Health^{1,*}

New technology



New Colgate Total® with **Dual-Zinc + Arginine.**

Reinvented to proactively work with the biology and chemistry of the mouth.

- Superior reduction of bacteria on 100% of mouth surfaces (teeth, tongue, cheeks and gums), 12 hours after brushing^{1,*}
- Weakens to kill bacteria
- Creates a protective barrier on hard and soft tissue to protect against bacterial regrowth

For better oral health outcomes^{2,†}, advise your patients about **New Colgate Total®**

Superior **proactive protection*** of teeth, tongue, cheeks, and gums

Colgate® announces the launch of its next generation Colgate Total® toothpaste designed to proactively protect hard and soft oral tissues - tongue, teeth, cheeks and gums - against the most prevalent oral diseases: gum problems and caries.

Whole Mouth Health as the new paradigm for prevention

The route to improving Whole Mouth Health is to prevent the build-up of oral biofilm and achieve good bacterial control on all oral surfaces, both hard and soft tissues.

The best way to achieve this is having an everyday prevention routine with the daily use of a toothpaste with proven protection against bacteria - a toothpaste that can strengthen the mouth's natural defences.

The next generation toothpaste, a clinically proven step forward in the quest for Whole Mouth Health

Decades of research have led to the development of a patented formulation for New Colgate Total®. This advanced toothpaste helps achieve Whole Mouth Health with a new technology that works with dual zinc plus arginine to provide proactive protection to the whole mouth, and help prevent the most relevant oral diseases and conditions.



A toothpaste designed to work with the chemistry and biology of the mouth:

The formulation of dual zinc plus arginine effectively controls biofilm, through:³

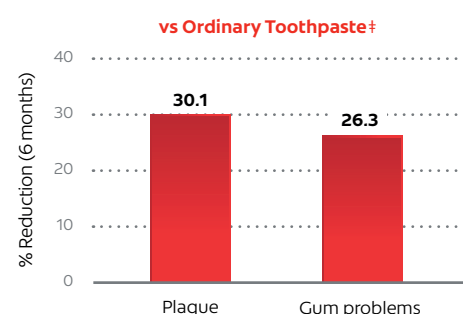
- Weakening to kill bacteria by interfering in bacteria metabolism and reducing their nutrient uptake
- Slowing bacterial growth
- Enhancing soft tissue's natural defence with a protective barrier that adheres to tongue, teeth, cheeks and gums
- Limiting bacterial adherence to hard and soft tissues for 12 hour protection^{1,**}

Clinically proven whole mouth antimicrobial protection

Studies show that New Colgate Total® reduces bacteria on teeth, tongue, cheeks, and gums (TTCG) by up to **38.3%** on Teeth, **39.7%** on Tongue, **35.4%** on Cheeks, and **25.9%** on Gums.^{1,**,§}

Clinically proven to reduce plaque and gum problems

New Colgate Total® is clinically proven to reduce plaque (by 30.1%; $p < 0.001$) and gum problems (by 26.3%; $p < 0.001$) when compared to ordinary non-antibacterial fluoride toothpaste after six months.²



New Colgate Total® - proactive protection for Whole Mouth Health

- Prevents tooth decay/cavities and repair weakened enamel⁴
- Superior plaque reduction^{2,§}
- Superior reduction of gum problems and gum bleeding^{2,§}
- Fights bacteria to keep breath fresh⁵
- Superior reduction in sensitivity^{6,§}
- Superior reduction in tartar^{7,§}
- Reduces stains and stain intensity^{8,§}
- Protects against erosive damage^{9,§}



New Colgate Total® is the advanced way to achieve Whole Mouth Health by proactively controlling and protecting against bacteria on 100% of mouth surfaces, Teeth, Tongue, Cheeks and Gums. By recommending New Colgate Total® to your patients, they will have an advanced single solution for better, more complete oral health.[#]

If you would like more information about the clinically proven benefits and efficacy of New Colgate Total®, visit our website at: www.colgateprofessional.co.uk

* statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks, and gums with Colgate Total® vs non-antibacterial fluoride toothpaste at 4 weeks, 12 hours after brushing.

** after 4 weeks use, 12 hours after brushing.

† significant reductions in plaque and gum problems at 6 months vs non-antibacterial fluoride toothpaste; $p < 0.001$.

vs ordinary non-anti-bacterial fluoride toothpaste.

§ in vitro data.

‡ defined as non-antibacterial toothpaste.

References: 1. Prasad K et al, J Clin Dent, 2018;29 (Spec Iss A). 2. Delgado E et al, J Clin Dent, 2018;29 (Spec Iss A). 3. Manus L et al, J Clin Dent, 2018;29 (Spec Iss A). 4. Wong et al J Dent Res 90 (5): 573-579, 2011. 5. Hu D et al, J Clin Dent, 2018;29 (Spec Iss A). 6. Seriwatanachai D et al, Data on File, January 2016. 7. Seriwatanachai D et al, Data on File, September 2016. 8. Delgado E et al, Data on File, February 2017. 9. Manus L, Data on file, March 2017.

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