

CONFERENCE PROGRAMME

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EXHIBITOR LIST & FLOORPLAN

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The Dentistry Show Network

The Dentistry Show

THERE'S MUCH MORE TO THIS...

On the face of it, The Dentistry Show offers an outstanding educational programme, with speakers from around the world presenting sessions tailored to each member of the dental team. However, the event offers so much more than initially meets the eye. Here's what you can expect from our 10th anniversary show this May...

CLINICAL EXCELLENCE

Spread across the various educational features will be some of the biggest names in the dental profession right now. These will include **Elaine Halley, Jameel Gardee, James Russell, Chris McConnell, James Goolnik, Andrea Shepperson, Nigel Pitts, Minesh Patel, Ashley Latter, Tif Qureshi, Nileshe Parmar, Phil Ower, Juliette Reeves, Amanda Gallie, Deborah Lyle, Sara Hurley, Jane Dalgarno, Jason Wong, Sheila Scott, Milad Shadrood** (aka The Singing Dentist), and many, many more.



FREE MAJOR EXHIBITION

In addition to the clinical experts, those at the top of the product development and research field will also be in attendance, with more than 400 dental suppliers and manufacturers represented across the bustling trade floor.

Whether you're looking to upgrade your imaging technology, seeking new decontamination equipment or wishing to find



new oral health solutions to stock in your practice, we have it all at fantastic prices! Check out the latest innovations, technologies and materials highlighted by **Launchpad UK Guide** and take this opportunity to try out new products for yourself!

You'll be able to find out more about the products available from **Dentsply Sirona, Alexandra, 3M, GAMA, Iprevent, Philips, Stoddard**, to name but a few! Or you can get information on the latest training courses available from reputable providers in endodontics, short term orthodontics or facial aesthetics, and there'll be experts in recruitment, practice sales and finance on hand too. You can also source information from some of the leading dental charities to find out about their inspiring projects and see how you can get involved.

What's more, the exhibition floor will host an array of leading dental associations and societies who will be more than happy to show how membership could benefit you. Find them on pages 16-17.

NEW! NEXT GENERATION CONFERENCE

Brand new to The Dentistry Show this year will be the **Next Generation Conference**, supported by Dental Circle.

continues on page 2

Prototypes – Get all the latest



Eric Rooney, Deputy Chief Dental Officer, England

At the second stage of the NHS contract reform, the prototypes are currently being trialled in a selection of practices across the UK. The key difference between the existing model and that trialled during the pilot phase is the addition of 'activity' as a target. The two versions (Blend A and Blend B) categorise band 1, 2 and 3 treatments slightly

different, while both are designed to measure quality.

The aim is to increase the focus on prevention and develop a system where the dental team has sufficient time, resources and remuneration to do so. Reports so far suggest that effective utilisation of skill mix within the practice can be very beneficial when operating the prototype system. Defining the role of each member of the team and working seamlessly together is crucial, both for the efficiency of the business and wellbeing of patients.

However, there are still many questions among the profession – is this the contract that will be rolled out to all practices? When might that be? How will NHS dentistry fit in with the wider health service? What are the main challenges yet to be overcome? How might the Brexit affect the prototypes and will the current contract continue to support delivery of dental care?

To answer these and many more questions, we are delighted to welcome Eric Rooney – Deputy Chief Dental Officer for England – as a speaker at The Dentistry Show this year. For all the latest information, don't miss Eric's session entitled 'Contract reform – where are we now' in the GDP Theatre on Friday 12th May at 10am!



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continued from page 1



Designed to help young, dynamic dentists advance their careers and gain more information on topics not covered in detail at dental school, the programme will cover everything from clinical photography to communication, avoiding litigation and getting started with dental implants.

CONTINUED COMMITMENT TO THE PROFESSION



& 85,000 HOURS
OF FREE vCPD

The Dentistry Show has delivered more than 85,000 hours of vCPD to the entire dental team in the past nine years. To celebrate its 10th anniversary, the show will this year be giving back even more; for every hour of vCPD gained at the event, £1 will be donated to the BDA Benevolent Fund. The goal is to deliver 100,000 hours, which would mean a £15,000 contribution to help this fantastic charity continue its inspirational work in supporting dentists and their families facing crisis. With more than 100 vCPD education sessions available throughout the event, there really will be something for everyone – we hope you'll all get involved as much as possible to help us reach our target!

Dr Ann Rockey, Chairman of the BDA Benevolent Fund, commented:

"The BDA Benevolent Fund are delighted to receive The Dentistry Show's support in their 10th anniversary year. For over 130 years we have been the only charity solely dedicated to supporting dentists and their families in

times of financial need. With your support we are able to continue assisting current and former colleagues get back on their feet and recover from hardship."

NETWORK AND HAVE FUN

It is just as important to us that you have fun at The Dentistry Show, while learning and developing your skills. More than 8,000 professionals are expected to attend the event – which will be co-located with The Dental Technology Showcase (DTS) – offering the perfect opportunity to network with friends and colleagues from all corners of the industry. Make sure you invite your lab to come along too.

Celebrating 10 years of exciting and engaging educational events, the next show will offer even more than meets the eye.

Colgate ProClinical Electrical Toothbrush for delegates!

A Colgate ProClinical Electric Toothbrush is to be offered to all delegates who register and attend The Dentistry Show. Just produce your delegate badge at the Colgate Stand H45 to collect your ProClinical Electric Toothbrush. (T&C's apply).

Register for your free pass at www.thedentistryshow.co.uk/news, and via the seminar planner system, please select the time of day you would like to collect your complimentary Colgate ProClinical Electric Toothbrush at the show, taking place on Friday 12th & Saturday 13th May at the NEC, Birmingham (Hall 5)!



Travelling to the show...



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TRAVEL

The Dentistry Show is held in Hall 5 at the NEC, Birmingham. The NEC is very easy to access from all parts of the UK with easy access from the M6, M1, M40 and the M42 motorways. The venue is well sign posted from the motorway. On the NEC site, follow 'The Dentistry Show' directional signs to the allocated car parks and head to Hall 5.

If you are using a satellite navigation system please enter the post code **B40 1NT** to pinpoint the NEC.

You can park at the NEC for the show, or you can fly to Birmingham International Airport, which is next to the NEC and has a direct link. The train is also easy, with the NEC being served by Birmingham International Station. The NEC is connected by a covered bridge link directly from the station.

ACCOMMODATION

The Dentistry Show's official accommodation provider for 2017 is Event Express, who have negotiated special deals on nearby accommodation to suit all budgets and within easy reach of the show.

Event Express

Tel: 01905 732737 Fax: 01905 732738

Email: reservations@eventexpressuk.com



STUDENT AND ENTRANCE POLICY

This event is dedicated to the education of registered dental healthcare professionals and personnel that work

within the dental trade. Our admission policy does not permit entrance to students and there is strict no admittance policy for minors or anyone under-18. There are no crèche facilities available at the show. We wish you the best for your qualifications, and look forward to seeing you once registered.

*Special offer: Get 25% off rail tickets with Virgin trains advance fares when travelling to the NEC on a West Coast Mainline service. For more information contact customer relations@virgintrains.co.uk or call 0333 1031031. Please note, all travel must be on a West Coast Mainline Virgin train. T&Cs apply.

**Download your UBER voucher entitling all new users to claim £15 off their first journey to The Dentistry Show, visit www.thedentistryshow.co.uk/travel

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The hand-picked specialists in the BACD Aesthetic Dentist Theatre will provide you with a thorough insight into key aesthetic subjects as they relate to a modern dental practice. You will also be able to combine these aesthetic treatments with your business: bringing your patients closer to achieving their aesthetic goals and allowing you to benefit from the financial opportunity provided by this growth area.

Friday 12th May

- Dynamic smile design**
Elaine Halley, BDS MFGDP (UK) MSc (Aesthetic and Restorative Dentistry), Cherrybank Dental Spa, Perth and Edinburgh
Supported by: British Academy of Cosmetic Dentistry
In this presentation Dr Halley will present a step by step guide for analysing and diagnosis smiles which then leads into comprehensive treatment planning and informed consent.
- The secrets of successfully integrated anterior composite restorations**
Dipesh Parmar, BDS, Dentist, Acorn Implant & Dental Practice
Brought to you by: ENLIGHTEN
This presentation will reveal the secrets on how to do anterior composite restorations that emulate nature.
- Starting with the end in mind**
Jameel Gardee, BDS, DSD Master/Instructor, Dentist/Smile Designer, DSD Instructor/SKYN Instructor
The digital planning of the proposed smile can guide every aspect of comprehensive interdisciplinary digital dentistry. By starting with the end in mind, our dentistry becomes more predictable, accurate and efficient.
- Aesthetics and orthodontics - an essential link**
Dr James Russell, BDS, Dentist
This presentation aims to illustrate how orthodontics can play a vital role in many cases where traditionally aesthetic dentistry was undertaken without any prior alignment.

Saturday 13th May

- Everyday composite mistakes – plan properly and see the rewards!**
Dr Christopher McConnell, BDS BSc (hons) DPDS, Cosmetic and Sedation Dentist, St Piran Dental, Cornwall
In this fast learning lecture we will look at why etching, drying, bonding and curing are the biggest 4 failures of composite dentistry in UK dentists. Materials and equipment has changed massively in the last 6 years and the 20 second rule is now way out of date.
- How to legally and ethically offer your patients whiter teeth**
Dr James Goolnik, BDS MSc, Dentist, Bow Lane Dental Group
Brought to you by: Oral-B
There is lots of confusion in tooth whitening with new products being launched at every conference. James will cut through the hype to help you understand what is important and what your patient really cares about. The lecture will give you the tools to ensure you can legally whiten your patient's teeth and integrate whitening into your practice.
- Staying out of trouble in aesthetic dentistry**
Dr Andrea Shepperson, BDS, Dentist and Speaker, Shepperson Education
Dr Shepperson will share her finely tuned radar and keen eye, as well as a practical risk assessment procedure to identify red flags.
- The iconic solution - maximising minimal intervention**
Richard Field, BDS Hons
This lecture and hands on will look at how resin infiltration can be used in every day practice to great effect in the treatment of superficial and also deep white spot lesions.



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Staying out of trouble in aesthetic dentistry

Relevant to all dental procedures, the quality of the treatment planning process can have a huge influence over the quality of the outcome. Failing to plan for every eventuality can lead to some unnecessary and often expensive problems, which, in the worst cases, can cost dentists their profit, their reputation and their patient.

Andrea Shepperson is an internationally recognised clinician, thought-leader and educator. A Digital Smile Design Master and Instructor, Andrea is a past Director and Chair, as well as an Honorary Life Member of the New Zealand Academy of Cosmetic Dentistry. She is a founding member of the American Academy of Oral and Systemic Health, and a mentor and alumni of the renowned Kois Centre in Seattle, US. Director of the dental corporate Lumino, Andrea is also the founder of Dental Fingerprint – a risk assessment tool for clinicians.

Andrea comments:

“Dentists are currently dealing with the increasing complexity of their responsibilities in aesthetic dentistry. An ageing population wanting anti-ageing strategies, tooth wear, erosion, public awareness and global connection all add a vulnerability to our work. Patients are more informed and their expectations have changed. In an era of social media, mistakes can be very public and consequential, and complaint and litigation is on the rise. Dentists are also under a new pressure to perform in ways that create lifelike restorations and smiles in harmony with the face. The key to achieving all this safely is risk assessment and digital planning at the outset – reviewing the individual and their expectations, the biology, function and materials.”

At a time when dentists' every move is under scrutiny from every angle, it is more important than ever to avoid mistakes and common problems during treatment. The aesthetics of the teeth are perhaps one of the most obvious aspects to get right, as a patient will know instantly if their expectations haven't been met.

“Problems arise in aesthetic dentistry when dentists haven't anticipated biologic and occlusal challenges,” continues Andrea. “This might be lip mobility and gingival display, spacing or crowding that compromises proportion, varied substructures with discolouration, or difficult occlusal relationships. A planning process that doesn't consider all of these elements results in cases that disappoint, which can involve costly alteration or re-treatment.

“Effective communication is also integral to success. Digital planning allows a patient to be involved in every step – they see design lines, photos and videos to visualise the end result, which enables them to contribute to the decision-making at every stage. When the proposed treatment is carefully and thoroughly communicated, the patient can become part of the inter-disciplinary team involving dentist, ceramist and patient.”

Andrea will be speaking at The Dentistry Show 2017 as part of the BACD Aesthetic Dentist Theatre. Her session, entitled “Staying out of trouble in aesthetic dentistry” has been designed to help dentists avoid common pitfalls, about which Andrea says:

“Atul Gawande, globally recognised surgeon and author, highlighted the need for a checklist mind-set in even the best health professionals. His work makes a distinction between errors of ignorance (mistakes we make because we don't know enough) and errors of ineptitude (mistakes we make because we don't make proper use of what we know). My presentation uses Gawande's tools to make proper use of what we know, in an organised approach to any aesthetic case.

“The lecture will provide a structured checklist to raise red flags and highlight the need to approach a case differently. This might involve the addition of multi-disciplinary care, managing biologic limitations, different conversations and changing material selection. I hope dentists will leave with the confidence to discuss all aspects of a case with the patient and have effective tools to evaluate form and function. As such, delivery of the perfect smile should be more predictable and reliable. I will also discuss digital design and case planning to shift the benchmark for aesthetic dentistry to a new standard of care.

“This will be my first time at The Dentistry Show – I'm really looking forward to the scale of the event and am privileged to be taking part. Thank you for the invitation!”

Chaired by Elaine Halley, the BACD Aesthetic Dentist Theatre

will present an array of high quality speakers in addition to Andrea Shepperson, including Jameel Gardee, James Goolnik, Richard Field, James Russell and Christopher McConnell. Through this and various additional theatres, hours of verifiable CPD will be available for every member of the dental team. Further still, the trade floor will host more than 400 dental manufacturers and suppliers, with many offering live demonstrations of their cutting-edge products, materials and technologies, as well as on-stand learning and fantastic deals and promotions.

Make sure you don't miss out!



GDP THEATRE



Special feature in this theatre - **Eric Rooney**, Deputy Chief Dental Officer, England, discusses - **Contract reform - where are we now?**

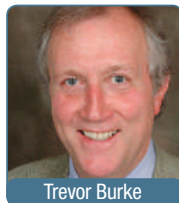
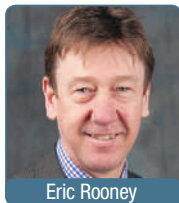
This theatre will provide further insight into everything from contract reforms and recent changes to the rules and regulations governing the profession to occlusion in restorative and aesthetic dentistry and the latest technologies in endodontics. There will also be further insight into both new and everyday clinical techniques and procedures.

Friday 12th May

| | | |
|---------------|---|--|
| 10:00 - 10:45 | Contract reform – where are we now? Eric Rooney, MBE BDS MSc DDPH FDS (RCS) England, Deputy Chief Dental Officer, England | |
| 11:30 - 12:15 | “State of the art” on early detection, activity assessment and non-surgical treatment of enamel caries Professor Nigel Pitts, FRSE BDS PhD FDS RCS (Eng) FDS RCS (Edin) FFGDP (UK) FFPH, Director of Innovation & Translation Centre and Professor of Dental Health, Kings College London Dental Institute, London | Brought to you by:  |
| 12:45 - 13:45 | Technologies that will transform your endodontics Professor James W Prichard, BDS(ULond) MSc(ULond) LDSRCS(Eng) MFGDP(UK) FIADFE(USA), Visiting Professor & Programme Leader, MClintDent in Endodontology, BPP University working with the City of London Dental School | Brought to you by:  |
| 14:45 - 15:30 | Session delivered by GSK | Brought to you by:  |
| 15:50 - 16:45 | Essential occlusion in restorative and aesthetic dentistry Dominic Hassall, BDS MSc FDS (RCPS) Glasg MRD (RCS Edin FDS (Rest Dent) RCS PGCLTHE, GDC registered Restorative, Periodontal, Prosthodontic & Endodontic Specialist, President British Academy Aesthetic Restorative & Implant Dentistry; Director, Dominic Hassall Training Institute | Brought to you by:  |

Saturday 13th May

| | | |
|---------------|---|---|
| 09:15 - 10:00 | Shifting the balance: a better, fairer system of dental regulation Ian Brack, Chief Executive and Registrar, General Dental Council | Brought to you by:  |
| 10:15 - 11:15 | Bonds and bulk Trevor Burke, Professor of Primary Dental Care at the University of Birmingham |  |
| 11:30 - 12:15 | Cone-beam computed tomography - advantages of 3D imaging in practice Dr Diyari Abdah, DDS MSc ImpDent | Brought to you by:  |
| 12:30 - 13:30 | Technologies that will transform your endodontics Professor James W Prichard, BDS(ULond) MSc(ULond) LDSRCS(Eng) MFGDP(UK) FIADFE(USA), Visiting Professor and Programme Leader, MClintDent in Endodontology, BPP University working with the City of London Dental School | Supported by:  |
| 13:45 - 14:30 | Working with Bupa Dental – what is it really like? Dr Eddie Coyle, B.D.S, Clinical Director, Bupa Dental UK | Brought to you by:  |
| 14:45 - 15:30 | Behaviour change in the dental practice: Making oral health profitable Dr Ben Atkins, Clinical Director of Revive Dental Care and Trustee of the Oral Health Foundation | Brought to you by:  |



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NEXT GENERATION CONFERENCE **NEW**

New for 2017, 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 12th May

| | |
|----------------------|---|
| 09:30 - 10:30 | Implant dentistry... Is it for me? Dev Patel, BDS LDS MFGDP FDS MCLin.Dent (Prosthodontics), Director of Implant Programmes, Eastman Dental Institute This lecture will explore the role of professional dental photography in clinical practice. Modern trends and concepts will be discussed with the aid of visual clinical examples. |
| 11:30 - 12:30 | A simplified approach to treating tooth wear Tif Qureshi, BDS, Private Practice Owner - Director of IAS Academy This session will be a brief introduction to the treatment of tooth wear using the Dahl Principle, and simple direct bonding to give patients an interceptive treatment to prevent and treat developing wear. This can be used to treat wear, re-establish guidance in some cases and improve aesthetics. |
| 13:00 - 14:00 | How to avoid periodontal litigation Leo Briggs, BDS MSc, Dentist, The Dental Defence Union Leo will cover some of the particular problems associated with caring for periodontal patients and how to overcome the difficulties to help prevent litigation. |
| 14:15 - 15:00 | Session delivered by Oral B |
| 15:00 - 16:00 | The do's and don'ts of 21st century endodontics Richard Kahan, BDS (Lon) MSc LDSRCS (Eng), Director, Specialist Endodontist, The Academy of Advanced Endodontics David Selouk, BChD (Leeds), Senior Fellowship Associate, The Academy of Advanced Endodontics Irene Soriano, Lic Odont (Madrid), Senior Fellowship Associate, The Academy of Advanced Endodontics Stella Safari, DipDS, Senior Fellowship Associate, The Academy of Advanced Endodontics A practical guide to the latest innovations in Endodontic treatment through Case Presentations and discussion. |

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Saturday 13th May

| | |
|----------------------|--|
| 09:30 - 10:30 | Precision and predictability in aesthetic dentistry Dr Attiq Rahman, BDS, Clinical Director, Visage Clinic Glasgow This session will help delegates gain an understanding of how to plan and treat aesthetic cases in a methodical, precise manner to achieve consistently beautiful results. From diagnosis and wax-ups to preparation guidelines, temporisation and bonding protocols. |
| 11:15 - 12:00 | The secrets to perfect communication in your dental practice Ashley Latter, Owner, Ashley Latter Limited Build instant rapport with all types of patients, uncover the most important attributes that are essential in hearing a yes more often from your patients and much much more by attending this session. |
| 12:45 - 13:30 | Titanium is the answer Dr Nilesh Parmar, BDS MSc (Implants) MSc (Prosthodontics) Cert. Ortho MFGDP (UK) MBA, Principal Dentist and Implant Surgeon, Parmar Dental In this presentation Nilesh will aim to cover not only the clinical aspect of implant dentistry but address the business side of the field. In a challenging dental climate, with so many young dentists pursuing further training in orthodontics, facial aesthetics and cosmetic dentistry, Nilesh attempts to help attendees discover why implant dentistry should be top of their list of new skills to learn. |
| 13:45 - 14:30 | Session delivered by Oral B |
| 14:45 - 15:45 | Dental photography Dr Minesh Patel, BDS Hons MSc (Aesthetic Dentistry) MFGP (RCS) This lecture will explore the role of professional dental photography in clinical practice. Modern trends and concepts will be discussed with the aid of visual clinical examples. A focus on basic equipment choices and setup will aim to help the general dentist implement a good standard of photography into daily practice in order to fuel career progression and inspire creative thinking. |



Oral-B at The Dentistry Show 2017

The Dentistry Show is the ideal event for the whole practice team to advance their knowledge. As well as honing their clinical skills it is the place where dental professionals come to research, compare and make informed decisions on what products they should be using in practice or recommending to patients.

Oral-B will be revealing an exciting new addition to their portfolio this year.

If patients are motivated enough to clean their teeth for two minutes, twice a day, they're going to want to be rewarded with good oral health, particularly good gingival health.

This innovation, promises to do just that and to work in synergy with other products within

the range.

Come and visit stand J40 to find out more about how the mechanical benefits of Oral-B's power toothbrushes compliment the chemical efficacy afforded by their Pro-Expert toothpaste.

Together they can make a difference to your patients' oral hygiene.

Tif Qureshi at The Dentistry Show



Tif Qureshi will be one of the many forward-thinking and inspirational speakers at The Dentistry Show 2017. He is Past President of the British Academy of Cosmetic Dentistry (BACD) and founder of the IAS Academy, having been

the first dentist in the UK to introduce the Inman Aligner as well as a pioneer of the progressive smile design concept through alignment, bleaching and bonding. New for The Dentistry Show 2017 will be the Next Generation Conference – supported by Dental Circle. This two-day programme has been designed specifically for young, dynamic dentists looking to understand aspects of dentistry that were never taught in dental school. Tif will be sharing his extensive expertise on minimally invasive techniques to treat tooth wear, helping delegates develop their skills. He says: "The Dahl Principle is not widely used or fully understood in my opinion. Few dentists really understand when and when not to use it, or the huge potential benefits and possible pitfalls. "However, there are certainly more users of the concept in the UK compared to elsewhere. Having travelled to many countries it's very clear that the Dahl Principle is almost exclusively used in the UK – very few people are even aware of its existence in most other countries. "I believe this is very much down to the lack of undergraduate training abroad, compared to the UK where students are routinely introduced to the idea. Even here, though, there are virtually no courses where it is taught in a hands-on method and very few people have any long-term case follow-ups."

When properly understood and used in the correct way, Tif believes the Dahl Principle offers dentists several benefits: "Taken to the extreme, the use of the Dahl Principle early on could prevent a patient from needing a full mouth rehabilitation later in life. It is an excellent method for intercepting and preventing further tooth wear. When combined with centric relation (CR), it can be a golden bullet in some early occlusal / restorative cases, which might otherwise be treated with large amounts of ceramics. "This enables every dentist to treat many more patients – not just those with larger budgets. I have used the Dahl Principle numerous times as an inbuilt splint, a tool to deprogramme, to create space and open the vertical, as well as improve functional guidance and aesthetics. It has been one of the most useful tools throughout my whole career. I cannot see how you can provide truly minimally invasive dentistry without using the Dahl Principle in a fair proportion of restorative and orthodontic treatments. Now with some of the latest Nano hybrids, simple Dahl build-ups are very simple to place and highly aesthetic."

Alongside the Next Generation Conference there will be various educational programmes available for all members of the team. From the Aesthetic Dentist Theatre to the Hygienist & Therapist Symposium, Dental Business Theatre and Dental Nurses Forum, hours of verifiable and general CPD will be available for all. The 400-strong trade exhibition will also be the perfect platform from which to discover the latest and greatest innovations in UK dentistry, while catching up with friends and colleagues.

What's more, The Dentistry Show is completely free for delegates to attend! Don't miss this fantastic opportunity to learn, network and improve your patient care – register for free today.

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It's all about the team

Chris McConnell is unique in his approach to team development. Here, he shares how he plans to effectively engage his team in the run-up to The Dentistry Show 2017.

When was the last time you treated yourself? Your other half? Your dental team?

Could you run your surgery without any staff? Of course not. Could you run your surgery without good staff? Yes, but it will be painful and draining. Not to mention it WILL affect your practice income. I believe focused and motivated staff reflect upon you and the business, which makes the business stronger and fundamentally more profitable. This is nothing new, but do we really value our staff and show them that we do?

Empowerment of individual team members is the overarching principle in our practice. If the team is not happy and enthused, then my energy moves away from dentistry to micromanagement. I believe it is essential to involve the whole team with the long term and day-to-day operations of the surgery.

I go about this in three ways:

- 1) Frankly discuss each staff member's career goals and ensure that we work together to align our individual goals.
- 2) Encourage their engagement with the business by giving them ownership of certain aspects, and engagement with the profession through lunch and learns and vCPD events etc.
- 3) Get out of the practice as a team. We look at the same four walls all day and are blind to what is happening in the rest of the world. A change of scenery allows us to look at what we do objectively and analyse if it can be improved.

I find that attending conferences, exhibitions and award ceremonies as a team are perfect opportunities to spend time together outside of our usual routines, learn about new products, and attain my objective of creating a highly driven and committed team. In fact, I believe so strongly in their investment that I have added a clause into all staff contracts stating that individuals must attend at least one conference a year. During these trips I pay all travel, accommodation and cost of living, plus I provide extracurricular activities to

boost morale, such as team chocolate making. This enables everyone to relax, refresh and refocus, which does wonders for when we return to work. As well as a "thank you", it is a great way to bond as a team and share experiences together. Yes, it costs the business money and I would be foolish to say it doesn't. Remember earlier when I said a motivated team makes the business more profitable? Well, look at it as an investment. I don't do this aiming to make a loss!

Conferences are a fantastic way to really empower staff. A few weeks before an event we sit down as a team and discuss what is important to each individual. We review what we do well and where we could improve. Importantly, I encourage everyone to take responsibility for what they feel would enrich the practice or streamline their workflow. This can be anything from new endodontic equipment to additional practice management software, OPG scanners, infection control products or new uniforms.

The team then use the event as a means to research their idea and implement it once we return to the practice – for this to be successful, it's important for the idea to come from them. I provide each member with a budget to work to when sourcing the equipment or software, which we often buy there and then at exhibitions. The financial part of the process is carefully manufactured, based on our initial group discussions and the perceived long-term value of the suggested new items. By engaging the team and giving them responsibility, it not only ensures our services and facilities are cutting-edge, but that they are also tailored specifically to work for us. After the conference, everyone shares their findings at a "lunch and learn" meeting (with homemade soup and bread rolls!) and we discuss how we will introduce the new products or services into our daily routines.

Our next big event will be The Dentistry Show in May 2017, providing another great opportunity to source new products. The big benefit is that it is free to attend. There is also an array of lectures for each member of the team, offering vCPD and the chance to hear from world-class speakers. What's more, some of the sessions we attend together show what others

are doing in the profession. It gives the team a fantastic boost to learn that they operate to the very highest standards and are in fact already using cutting-edge procedures and materials that others are only just learning about.



Chris McConnell and team

Kirsten, Dental Nurse at St Piren Dental, adds: "Chris makes it fun and challenging to work in dentistry. I really like the way that we are allowed to make decisions, because this makes me want to do the best I can. If I am in charge of something and I see that it is not working, then I look at the problem, think of a solution and then tell the whole team how I am going to improve it. Also, I was really amazed when I started working with Chris because my contract said I have to go to a conference each year! This is really amazing to have and I have never seen this before. Each year Chris takes us all away on an all-expenses-paid trip and it is a brilliant way to learn about dentistry and one another. I can't wait for The Dentistry Show!"

I always find it astounding that other principals either visit dental conferences by themselves or with just one associate. It is the dental team that I work with eight hours a day, five days a week that I need to thank and motivate. Recently we went to an awards event and bumped into a local colleague who had decided to bring his wife along to celebrate their practice nomination at the event. It was a great event, but really, what message does that send to the team?

By investing and engaging in my team it gives them accountability for practice improvements and helps drive our standards ever higher. Together it's a real team achievement and rewarding for all when we see the patients, staff and business really benefit and grow from our efforts. So thank you to all the team at St Piran Dental!

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FRIDAY 12TH MAY

CRUNCH TIME!

Why you need to listen to what your financial numbers are saying

**JOHN CLARKE &
ANDY MCDUGALL**

HOUR 1
10.00 am

MAXIMISING POTENTIAL

How to achieve more by aiming higher

**LES JONES &
DAVID HYNER**

HOUR 2
11.20 am

**LIVE INTERVIEW
AND Q&A WITH
THE SINGING DENTIST**

**12.40 -
1.10 pm**

LEAD, MANAGE, COMPLY

How to stay on the right side of employment law and the CQC

**SHEILA SCOTT • SARAH BUXTON
PAT LANGLEY • NICKI ROWLAND**

HOUR 3
1.30 pm

THE PATIENT EXPERIENCE

How to attract patients and retain the ones you already have

**CHRIS BARROW &
ASHLEY LATTER**

HOUR 4
2.50 pm

SATURDAY 13TH MAY

BOOST YOUR PROFITS...NOW!

How a 10% push can help boost your income in the next 12 months

**LES JONES &
SIMON TUCKER**

CRUNCH TIME!

Why you need to listen to what your financial numbers are saying

**JOHN CLARKE &
ANDY MCDUGALL**

**LIVE INTERVIEW
AND Q&A WITH
THE SINGING DENTIST**

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The biggest questions in dentistry answered by a panel of experts

HOSTED BY NIGEL JONES

THE PATIENT EXPERIENCE

How to attract patients and retain the ones you already have

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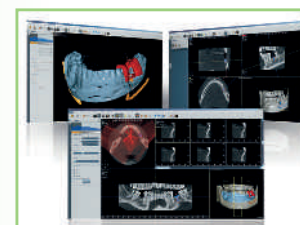
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BUSINESS SKILLS WORKSHOP SESSIONS

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.

Friday 12th May

| | | |
|---------------|---|--|
| 09:40 - 10:10 | 8 out of 10 cats.....What Dentists want to know about finance Howard Sears, FCCA, Partner, Head of Dentistry Sector, Price Bailey Chartered Accountants | Brought to you by: Price Bailey CHARTERED ACCOUNTANTS |
| 10:40 - 11:10 | Using your data to transform your practice performance Ben Flewett, Managing Director, Software of Excellence | Brought to you by: SOFTWARE OF EXCELLENCE A WISEMAN GROUP COMPANY |
| 11:40 - 12:10 | Cutting edge 'online' marketing strategies that work Nigel Reece, BSc(Hons) DipM, Managing Director, Dental Design | Brought to you by: dental design |
| 12:20 - 13:20 | Reduce your tax by up to 80% - legally! Dev Vasudeva, Co-Founder, Knight Wolffe Shazan Qureshi, Co-Founder, Knight Wolffe | Brought to you by: KNIGHT WOLFFE PROTECTING YOUR WEALTH |
| 13:30 - 14:00 | Buying a dental practice- a beginners guide to the legal process Nicola Lomas, LLB (Hons), Corporate Solicitor, Brabners LLP | Brought to you by: Brabners |
| 14:20 - 14:50 | Unlock existing practice revenue to achieve your business objectives Andy Sloan, MIDM, Director of Business Solutions, UK & Europe, Henry Schein Dental | Brought to you by: HENRY SCHEIN DENTAL |
| 16:00 - 16:30 | Financing growth – 5 things about commercial finance your bank doesn't want you to know John Clarke, Dental Market Specialist, Wesleyan Bank | Brought to you by: WESLEYAN BANK we are all about you |

Saturday 13th May

| | | |
|---------------|---|--|
| 09:50 - 10:20 | Financing growth – 5 things about commercial finance your bank doesn't want you to know John Clarke, Dental Market Specialist, Wesleyan Bank | Brought to you by: WESLEYAN BANK we are all about you |
| 10:50 - 11:20 | Using your data to transform your practice performance Ben Flewett, Managing Director, Software of Excellence | Brought to you by: SOFTWARE OF EXCELLENCE A WISEMAN GROUP COMPANY |
| 11:50 - 12:20 | Cutting edge 'online' marketing strategies that work Nigel Reece, BSc(Hons) DipM, Managing Director, Dental Design | Brought to you by: dental design |
| 12:50 - 13:50 | Unlock existing practice revenue to achieve your business objectives Andy Sloan, MIDM, Director of Business Solutions, UK & Europe, Henry Schein Dental | Brought to you by: HENRY SCHEIN DENTAL |
| 14:20 - 14:50 | Reduce your tax by up to 80% - legally! Dev Vasudeva, Co-Founder, Knight Wolffe Shazan Qureshi, Knight Wolffe | Brought to you by: KNIGHT WOLFFE PROTECTING YOUR WEALTH |
| 15:10 - 15:40 | Tax tips for buy to let landlords Louis d'Espagnac, CEMAP- FPC1,2,3, Principal, The Mortgage Explorer | Brought to you by: The Mortgage Explorer |



Howard Sears



Ben Flewett



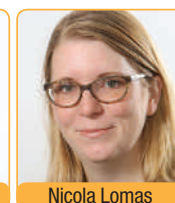
Nigel Reece



Dev Vasudeva



Shazan Qureshi



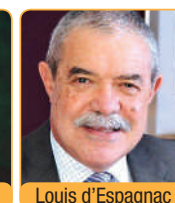
Nicola Lomas



John Clarke



Andy Sloan



Louis d'Espagnac

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Digital Orthodontic Treatment Planning at The Dentistry Show 2017

Jaswinder Gill will be among the anticipated speakers in the Short-term Ortho Lounge at The Dentistry Show 2017, discussing "Digital treatment planning by orthodontists for GDPs".

He says:

"The Dentistry Show has always been excellent. The show has a brilliant array of speakers with a good mix of topics, and it is always a great chance to catch up with good friends!

"It is now possible to utilise sophisticated dental CAD software to model orthodontic movements, allowing the practitioner to visualise case progression from start to finish. The digital workflow also improves the record keeping and documentation of every case, as well as communication with other team members and patients for improved consent and increased case acceptance.

"I hope delegates attending my lecture will improve their understanding of digital treatment planning for short-term orthodontics, increasing the predictability



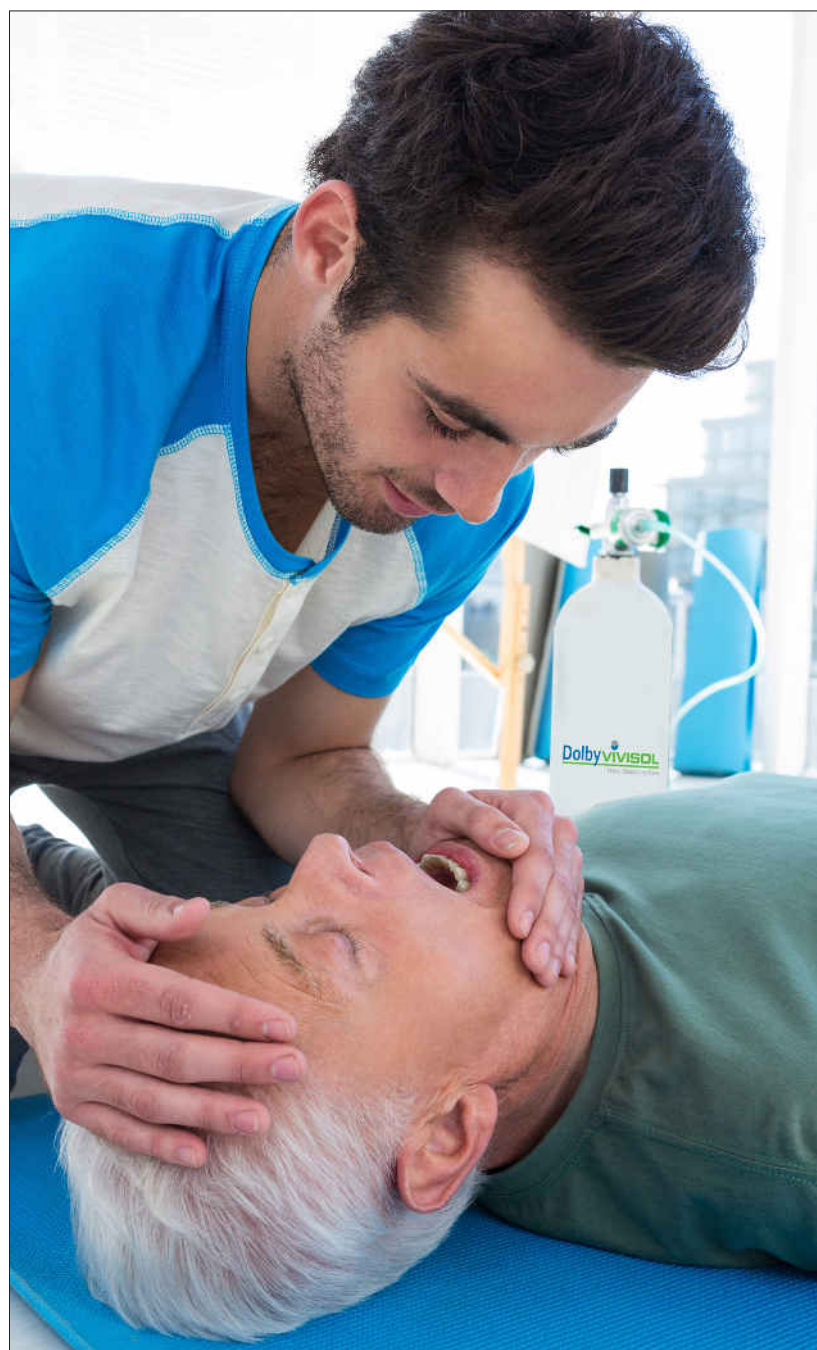
Jaswinder Gill

and safety of patient care delivered.

"They will also learn more about the workflow with Six Month Smiles, as all treatment planning is designed by specialist orthodontists to give GDPs added security and confidence in their cases."

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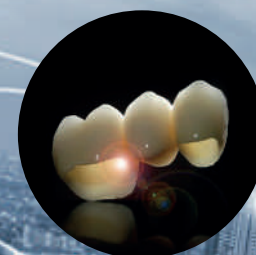
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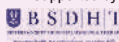
Friday 12th May
Chaired by Helen Minnery

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09:40 - 10:25
Tissue regeneration therapies in dentistry, dogma vs. reality
Dr Maher Almasri, DDS MSc PhD, Head of Dentistry Faculty, BPP University

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10:40 - 11:10
Impact of smoking trends on oral health
Deborah M Lyle, RDH BS MS, Director of Professional and Clinical Affairs, Water Pik, Inc.

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11:25 - 12:10
Implants in perio patients in practice
Dr Phil Ower

Brought to you by:



12:55 - 13:55
Teeth whitening for Hygienists and Therapists
Dr Zaki Kanaan, Cosmetic Dentist & Implant Surgeon, past president of the BACD BDS, MSc (Implant Dentistry), DipDSed, LFHom

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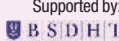
14:45 - 15:45
Predictability in whitening
Dr Payman Langroudi, Owner, Enlighten Smiles Ltd

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16:30 - 17:15
Nutritional manipulation of chronic inflammation – new concepts in oral-systemic disease associations
Juliette Reeves, EDH DipNMed, Dental Hygienist, Nutrition Consultant

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Saturday 13th May
Chaired by Fiona Sandom

Supported by:



10:00 - 11:00
Shifting the balance: a better, fairer system of dental regulation
Matthew Hill, Executive Director of Strategy, General Dental Council

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11:15 - 12:00
Enhanced prevention for the 21st century DCP
Amanda Gallie, RDT RDH FAETC, HEE East Midlands DCP tutor; President of The British Association of Dental Therapists

Brought to you by:



12:45 - 13:30
Impact of smoking trends on oral health
Deborah M Lyle, RDH BS MS, Director of Professional and Clinical Affairs, Water Pik, Inc.

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14:45 - 15:45
Periodontal maintenance or periodontal negligence?
Deepak Simkhada, BSc Oral Health, MSc Student, Dental Hygienist / Therapist, Perio with Deepak

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Helen Minnery



Dr Maher Almasri



Dr Phil Ower



Dr Zaki Kanaan



Dr Payman Langroudi



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Matthew Hill



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Deepak Simkhada

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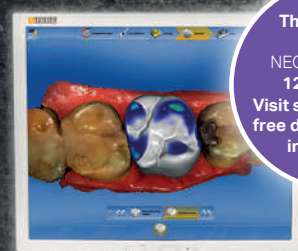
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Crucial Caries Detection Education at The Dentistry Show 2017

In today's dentistry, where a high standard of patient care and a preventive approach is more important than ever before, education remains key to dental professionals' on-going development and training.

One of the most anticipated lectures of this year's Dentistry Show is Amanda Gallie's presentation, "Enhanced Prevention for the 21st Century Dental Care Professional" (DCP), which is due to take place on Saturday morning in the Hygienist & Therapist Symposium.

"The Dentistry Show is one of my favourite events of the year," comments Amanda. "Every time I lecture at the event, I am impressed with the innovation and insightfulness of the programme – and with an exciting line-up covering a number of pertinent topics planned for the upcoming show, 2017 is set to be another cracking year."

Amanda (RDT, RDH, FAETC) has worked for over 20 years as a DCP and practises as a Therapist in Stamford, Lincolnshire. Passionate about preventive dentistry, Amanda is also the Health Education England DCP tutor for the East Midlands – which entails organising courses and educational pathways for DCPs and dentist colleagues across the East Midlands – and is President of the British Association of Dental Therapists (BADT). Here, she offers an overview of her presentation and provides a teaser of what delegates can hope to take away from the session.

"It is widely known that early signs of caries can be difficult to detect – especially occlusal caries, which cannot be easily diagnosed with radiographs. Of course, there are a number of approaches that can be implemented to detect caries at an early stage – none of which require picking up a drill."

Within her lecture, Amanda will be examining some of the

various technologies and imaging systems that are currently available to determine the effectiveness of alternative methods in caries detection. One such technology that Amanda will be looking at is a new imaging device from CALCIVIS, which utilises a unique photoprotein to mark active demineralisation.

"Exploring the clinical application of the latest solutions is integral to keeping on top of the early detection and prevention of dental caries," adds Amanda. "However, these devices should never be used as a substitute to radiography and visual detection, but rather alongside these methods – a point that will be explored in a lot more detail during my lecture at The Dentistry Show."

"By addressing such matters, I hope that delegates attending the lecture leave with not only a better understanding of the technologies that are available to them, but also with improved knowledge of a tried and tested caries index that can be used in practice. And if people leave with a new sense of confidence and drive to excel in caries detection then I'll take that as a bonus!"

"At the end of the day, hygienists and therapists are paramount in the screening and prevention of early caries in patients of all ages, especially as we are in a unique position to be able to track early lesions and treat them using a minimally invasive approach. That is why we must all continue to add to our armoury of expertise and tackle caries head on."

During her lecture, Amanda will also review the current evidence-based toolkit on how to deliver better oral care – and how this applies to caries prevention – as well as how to improve workflow for direct access and possible techniques for effective patient communication.

In addition to Amanda's insightful lecture, delegates looking to attend the Hygienist & Therapist Symposium can expect a number of other first-class speakers, including Deborah Lyle, Deepak Simkhada, Helen Minnery, Juliette Reeves, Maher Almasri, Matthew Hill and Phil Ower. Topics will cover everything from implants in periodontal patients to tissue regeneration therapies, tooth whitening, prevention techniques and the impact of current smoking trends on oral health.

The trade exhibition will also provide a platform from which to discover more about the leading products and innovations on the market, with on-stand learning, live demonstrations and amazing deals available throughout.



Amanda Gallie

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CORE CPD THEATRE



Increased capacity in this theatre this year!

The Core CPD Theatre returns in 2017, with an expanded and improved two-day programme. Covering all the major CPD topics, experts will run presentations on infection control and prevention, radiation protection and medical emergencies, as well as early detection of oral cancer. Tailored to meet the needs of all dental professionals, this is a fantastic chance to refresh your knowledge and top up your CPD file.

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Friday 12th May

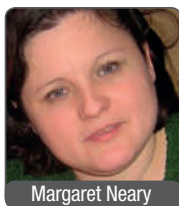
| | | |
|---------------|---|------------------------|
| 09:30 - 10:15 | Taking control! – DUWL management Laura Edgar, Managing Director, Aura Infection Control Ltd T/A Quality Water Specialists | Brought to you by: |
| 10:30 - 11:15 | Oral cancer: early detection | Supported by: |
| 11:30 - 12:15 | Medical emergencies Margaret Neary, RDN Cert Ed, Tempdent Dental Recruitment & Training | Brought to you by: |
| 12:45 - 13:30 | Safeguarding for children / vulnerable adults | |
| 13:45 - 14:30 | Radiography and radiation protection | |
| 14:45 - 15:30 | Dental infection control and decontamination Peter Gibbons, Exclusives and Specialities Sales Manager, Henry Schein Dental | Brought to you by: |
| 16:45 - 17:30 | Good complaint management Dr Amit Rai, BDS LLM, General Dental Practitioner, CODE | Brought to you by: |

Saturday 13th May

| | | |
|---------------|---|------------------------|
| 09:30 - 10:15 | Radiography and radiation protection Dr Niall O'Neill, Guy's & St Thomas' NHS Foundation Trust | Supported by: |
| 10:30 - 11:15 | Mouth cancer: let's talk about it Chet Trivedy, Oral Health Foundation | Supported by: |
| 11:30 - 12:15 | Dental infection control and decontamination Peter Gibbons, Exclusives and Specialities Sales Manager, Henry Schein Dental | Brought to you by: |
| 12:30 - 13:15 | Safeguarding for children / vulnerable adults | |
| 13:30 - 14:15 | Dental legal and ethical issues Dr Amit Rai, BDS LLM, General Dental Practitioner, CODE | Brought to you by: |
| 15:30 - 16:15 | Medical emergencies Margaret Neary, RDN Cert Ed, Tempdent Dental Recruitment & Training | Brought to you by: |



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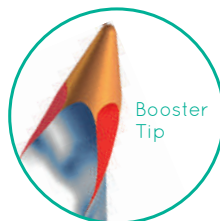
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ADI Supporting Education at The Dentistry Show 2017



Committed to supporting education for the dental profession, the Association of Dental Implantology (ADI) is delighted to be providing two superb speakers for the ADI Implant Theatre at The Dentistry Show 2017.



On Friday at 12:40, ADI DCP Representative Julia Wilson, who has more than 20 years' experience of working with patients at all stages of implant treatment will deliver her talk

"Omg! It's an Implant - The Role of the Dental Hygienist in the World of Dental Implantology." She says:

"For some time the dental hygienist has felt that they have a seemingly peripheral role in the world of dental implants; it is my belief that as a hygienist our role is of paramount importance in the maintenance of these patients. I feel passionately that in a world where implants are becoming more

commonplace, we need to be brought in from the cold."

On Saturday at 10:00, Aly Virani – ADI Regional Representative for Wales – will be delivering a presentation entitled "Starting Out in Dental Implantology". He says:

"In addition to simply supporting already established implant dentists, the ADI is striving to provide support to all dentists in the UK, regardless of experience, age or involvement with dental implants.



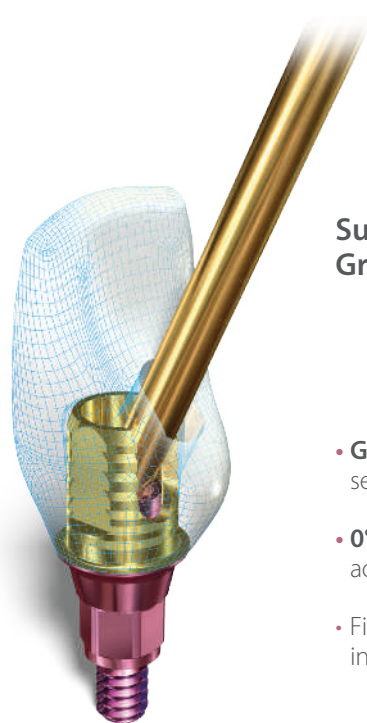
"At The Dentistry Show, I will be talking delegates through my personal journey and showing how I have involved myself in the world of dental implantology. I will also discuss which aspects of dental implant treatment might be suitable and explore the steps that I believe to be important in forging a successful path into dental implantology."

Celebrating its 30th Anniversary this year, the ADI has become the go-to organisation for everyone interested in dental implantology. For anyone wishing to find out more about what support the ADI can provide and the many benefits of membership, visit stand D60 on the exhibition floor.

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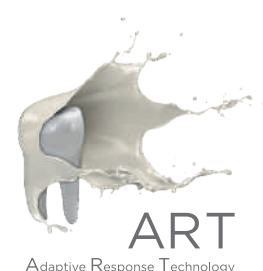
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ENDOLOUNGE

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Friday 12th May

10:15 - 11:00 **A practitioners guide to management of endodontic failure**
William McLean, BSc (Hons) BDS PhD PG Dip (Endo) MFDS RCPS (Glasg) FHEA, Senior Clinical University Teacher, University of Glasgow Dental School

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11:30 - 12:15 **Root canal preparation – there may be trouble ahead...**
Alyn Morgan, BChD MSC, Specialist in Endodontics, BES Council Member

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14:45 - 15:30 **Rotary NiTi canal preparation: Endo with a twist**
Bill Seddon, BDS, Practitioner Limited to Endodontics, Seddonendo

Brought to you by:



15:45 - 16:30 **New 3D advances in endodontic technology**
Dr James Aquilina, BDS MSc, Specialist Endodontist

Brought to you by:



improving dentistry together

Saturday 13th May

11:15 - 12:00 **New 3D advances in endodontic technology**
Dr Daniela Mancuso, BDS MSc PhD, Specialist Endodontist & Prosthodontist

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12:45 - 13:30 **Endodontic diagnosis: 2d or not 2D...? That is the question**
Sanjeev Bhandari, BDS MSc MFGDP(UK), Specialist in Endodontics, Endo61 Specialist Endodontic Practice

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14:00 - 14:45 **Rotary NiTi canal preparation: Endo with a twist**
Bill Seddon, BDS, Practitioner Limited to Endodontics, Seddonendo

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*BES does not endorse any of the products presented in the BES EndoLounge.



William McLean



Alyn Morgan



Bill Seddon



James Aquilina



Daniela Mancuso



Sanjeev Bhandari



Francisco Marques dos Santos



Julia Wilson



Richard Brookshaw



Gregor Thomas



Aly Virani



Anil Shrestha



Adam Nulty

ADI IMPLANT THEATRE

Brought to you by:



Friday 12th May

11:30 - 12:30 **Immediate implant placement in the aesthetic area – a simple protocol for everyday practice**
Dr Francisco Marques dos Santos, LMD.ISCSS (PT), DiplImpDent.NYUCD (USA), Clinical Director, Marylebone Implant Centre

Brought to you by:



12:40 - 13:40 **OMG! It's an implant - the role of the Dental Hygienist in the world of dental implantology**
Julia Wilson, RDH, Dental Hygienist, Scarsdale Dental & Implant Clinic

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Association of Dental Implantology

13:50 - 14:50 **Mastering complicated surgical cases**
Richard Brookshaw, BDS MMedSci (oral surgery), Dip Imp Dent RCS Ed (practice limited to implant dentistry)

Brought to you by:



15:15 - 16:15 **Bone regeneration versus bone substitute - an update to the state of the art**
Dr Gregor Thomas, MD DDS MSc PhD, Head of Medical Department, curasan AG

Brought to you by:



Regenerative Medicine

Saturday 13th May

10:00 - 11:00 **Starting a career in dental implants**
Dr Aly Virani, BDS (Hons) MJDF RCS (Eng), Associate Dentist, Clinical Research Fellow, ADI Welsh Representative, ADI

Supported by:



Association of Dental Implantology

11:30 - 12:30 **Go slim – an alternative approach to manage the atrophic ridge using mini-dental implants**
Anil Shrestha, BDS BSc(Hons) DGDGP(UK) MGDS RCS(Eng) MSc(Lond) MFDS RCSEd MFDS RCPS(Glas) FFGDP RCS (Eng), Clinical Director/Registered Specialist in Prosthodontics, Lister House ICED

Brought to you by:



13:15 - 14:15 **Immediate implant placement in the aesthetic area – a simple protocol for everyday practice**
Dr Francisco Marques dos Santos, LMD.ISCSS (PT), DiplImpDent.NYUCD (USA), Clinical Director, Marylebone Implant Centre

Brought to you by:



14:45 - 15:45 **Prosthetically driven implant placement**
Dr Adam Nulty, BChD MJDF RCS Eng PGCert MSc (Dist) MAcadMed

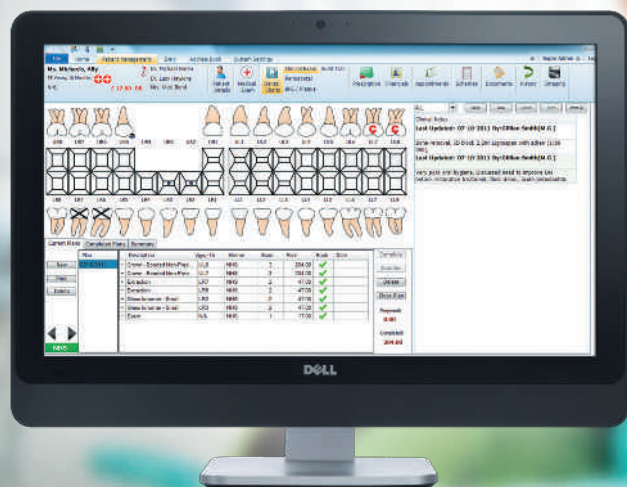
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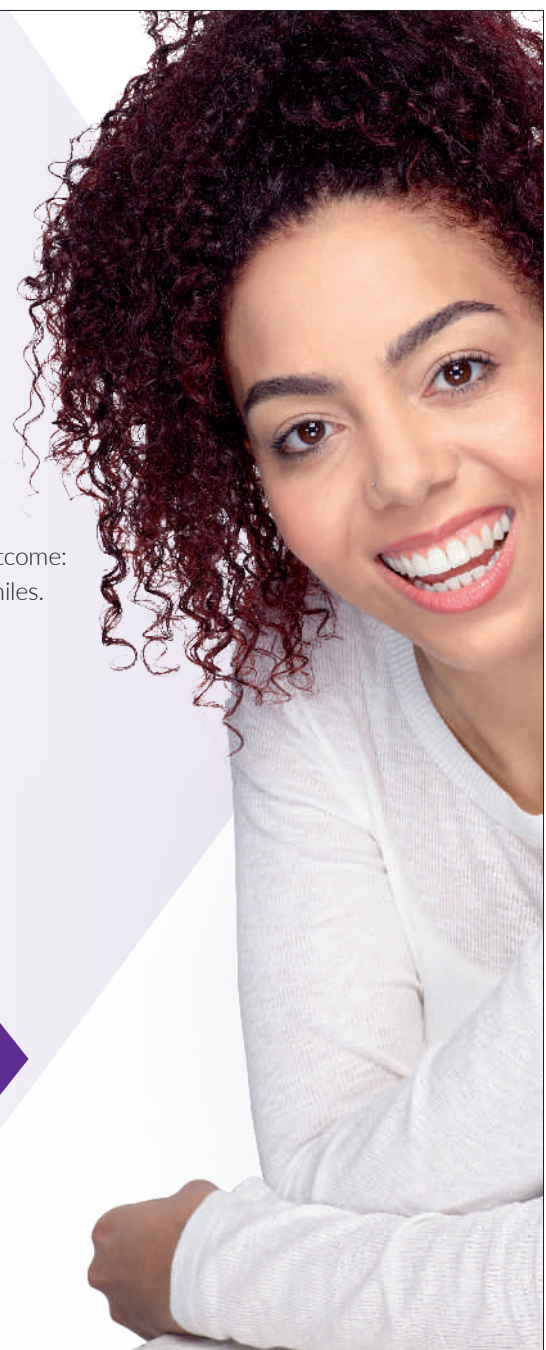
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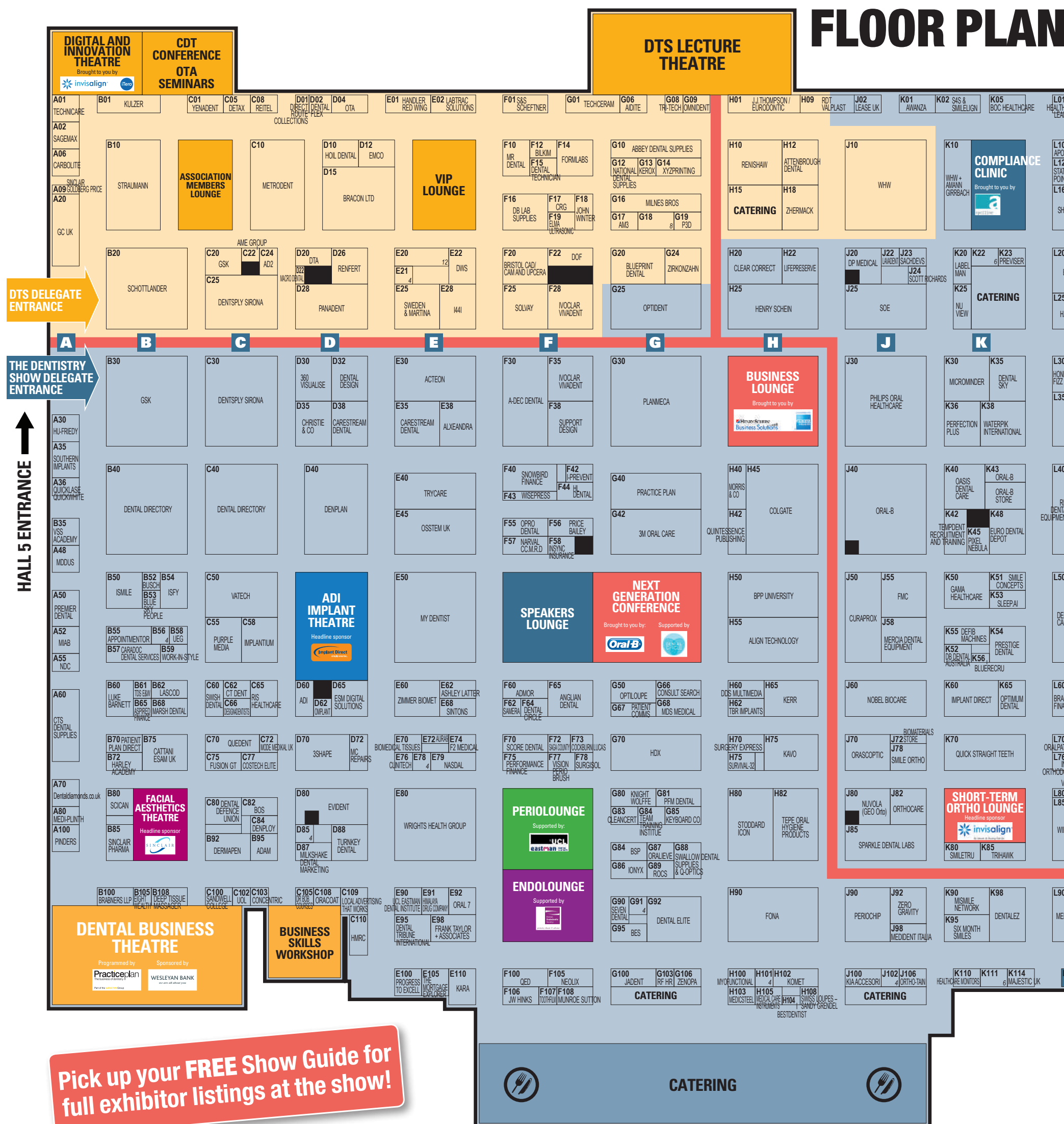
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COMPLIANCE CLINIC

Brought to you by: 

Friday 12th May

- 09:30 - New CQC inspections regime and update**
10:10 Dr Pat Langley, CEO, Apolline Ltd
- HR: what does the CQC expect?**
10:30 Lindsey Bell, Managing Director, Peach Law Limited
11:10 Carrie Cosgrave, MSc, Human Resource Management, Member of the Chartered Institute of Personnel Development
- 11:30 - Run a better dental business**
12:10 Sheila Scott, Business Consultant
- 12:30 - Core subject: Patient records - what do the regulators expect?**
13:10 Stephen Henderson, BDS LLM FFGDP RCS Eng, Senior Dentolegal Adviser, Dental Protection
- 13:30 - Core subject: Infection control update : what do the regulators expect?**
14:10
- 14:30 - CQC inspection - a Practice Manager's experience**
15:10 Claire Gouldsmith, RDN, Practice Manager, Beaufort Dental Health Centre, Burton on Trent
- 15:30 - Core subject: Complaints - what do the regulators expect?**
16:10 Stephen Henderson, BDS LLM FFGDP RCS Eng, Senior Dentolegal Adviser, Dental Protection

Saturday 13th May

- 09:30 - Run a better dental business**
10:10 Sheila Scott, Business Consultant
- 10:30 - Core subject: Infection control update : what do the regulators expect?**
11:10
- 11:30 - Core subject: Patient records - what do the regulators expect?**
12:10
- 12:30 - New CQC inspections regime and update**
13:10 Dr Pat Langley, CEO, Apolline Ltd
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14:10
- 14:30 - Core subject: Complaints - what do the regulators expect?**
15:10



Claire Gouldsmith



Pat Langley



Lindsey Bell



Carrie Cosgrave



Stephen Henderson



Sheila Scott

PERIOLOUNGE

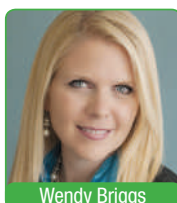
Supported by: 

Friday 12th May

- 11:05 - The oral-systemic disease connection: An update for the practicing dentist and hygienist**
11:50 Wendy Briggs, RDH, Founder, The Team Training Institute
- 14:00 - Peri-implantitis.....what should we do?**
14:45 Dev Patel, BDS LDS MFGDP FDS MClin.Dent (Prosthodontics), Director of Implant Programmes, Eastman Dental Institute
- 14:55 - Nutritional manipulation of chronic inflammation – new concepts in oral-systemic disease associations**
15:40 Juliette Reeves, EDH DipNMed, Dental Hygienist, Nutrition Consultant
- 16:10 - Effective periodontics – keeping out of trouble in NHS and private practice**
16:55 Philip R. Greene, BDS FDSRCPS(Glasg) CUEW, The Malt House Dental Centre, Manchester, UK

Saturday 13th May

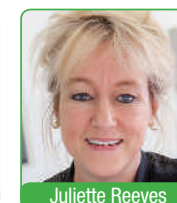
- 09:50 - Peri-implantitis.....what should we do?**
10:35 Dev Patel, BDS LDS MFGDP FDS MClin.Dent (Prosthodontics), Director of Implant Programmes, Eastman Dental Institute
- 12:30 - 5 steps to increasing case acceptance for periodontal services**
13:15 Wendy Briggs, RDH, Founder, The Team Training Institute
- 13:30 - Current trends on examination and management of dentine hypersensitivity**
14:30 Dr David Gillam, BA BDS MSc DDS FRSPH FHEA, Clinical Senior Lecturer in Periodontology, Dental Institute, Queen Mary University of London



Wendy Briggs



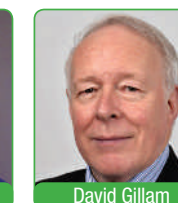
Dev Patel



Juliette Reeves



Philip Greene



David Gillam

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- Practical Tips for Preventive and Periodontal Programs
- Access All Areas - WaveOne® Gold Glider® launch
- Better, Safer, Faster Root Canal Treatment - switching from hand-files to reciprocation
- Modern 3-Dimensional Endodontic Obturation
- Evolution vs Revolution - modern root canal shaping

Speakers



Diana Bloom



Dr Julian Webber



Dr Karen Gangotra



Dr Michael Davidson



Mel Prebble



Dr James Field

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*subject to availability

SHORT-TERM ORTHO LOUNGE

Brought to you by:



For dentists who specialise in short-term orthodontics or would like to find out more. The Short-term Ortho Lounge will cover a range of topics including digital dentistry, sleep disorder breathing and clear aligner therapy.

Friday 12th May

| | | |
|---------------|---|--------------------------------|
| 10:15 - 11:00 | Double your Invisalign case volume with The MiSmile Network, Powered by Dominate Dental and DenGro. Ali Meredith, Programme Director, The MiSmile Network and Co-Founder, DenGro Dr Sandeep Kumar, Founder, The MiSmile Network Dan Ashburn, Digital Marketing Director, The MiSmile Network and Co-Founder, Dominate Dental | Brought to you by: |
| 11:20 - 12:05 | Introduction to Smileign clear aligners Dr Milad Shadrooh, GDP, Smileign Limited | Brought to you by: |
| 12:25 - 13:10 | Healthy start: Sleep disordered breathing Leslie Stevens, President and CEO, Healthy Start / Ortho-Tain | Brought to you by: |
| 13:30 - 14:15 | Digital treatment planning by orthodontists for GDP's Dr Jaswinder Gill, BDS, Principal Dentist @ Moonlight Dental, Six Month Smiles | Brought to you by: |
| 14:35 - 15:20 | How to safely, reliably and rapidly resolve severe crowding and gaps using clear aligner therapy without attachments Gary Dorman, B.Dent.Sc, Principal Dentist & Practice Owner, In-Line Orthodontic UK Ltd | Brought to you by: |
| 15:40 - 16:25 | Invisalign treatment leading the way in digital dentistry Dr Monik Vasant, BChD MFGDP MSc, Aesthetic Dental Surgeon, Fresh Dental | Brought to you by: |

Saturday 13th May

| | | |
|---------------|---|--------------------------------|
| 10:15 - 11:00 | Double your Invisalign case volume with The MiSmile Network, Powered by Dominate Dental and DenGro. Ali Meredith, Programme Director, The MiSmile Network and Co-Founder, DenGro Dr Sandeep Kumar, Founder, The MiSmile Network Dan Ashburn, Digital Marketing Director, The MiSmile Network and Co-Founder, Dominate Dental | Brought to you by: |
| 11:20 - 12:05 | Introduction to Smileign clear aligners Dr Milad Shadrooh, GDP, Smileign Limited | Brought to you by: |
| 12:25 - 13:10 | Invisalign treatment leading the way in digital dentistry Dr Monik Vasant, BChD MFGDP MSc, Aesthetic Dental Surgeon, Fresh Dental | Brought to you by: |
| 13:30 - 14:15 | Digital treatment planning by orthodontists for GDP's Dr Jaswinder Gill, BDS, Principal Dentist @ Moonlight Dental, Six Month Smiles | Brought to you by: |
| 14:35 - 15:20 | Session delivered by The Dental Directory | Brought to you by: |



Ali Meredith



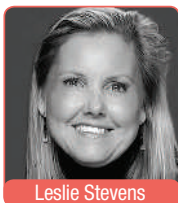
Sandeep Kumar



Dan Ashburn



Milad Shadrooh



Leslie Stevens



Jaswinder Gill



Gary Dorman



Monik Vasant

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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 12th May

09:45 - 17:00 **Dental Nurses Forum chaired by:**
Jane Dalgarno, BSc (Hons) RDN, President, BADN

Supported by:



09:45 - 10:45 **Shifting the balance: a better, fairer system of dental regulation**
Janet Collins, Head of Standards, General Dental Council

Brought to you by:



11:15 - 12:00 **Dental nursing matters - the art of successful care**
Professor Sara Hurley, BDS(UBrist) MFGDP(UK) MSc(UCL) MA(KCL), Chief Dental Officer, England

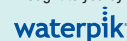
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13:15 - 14:00 **Skill mix within the dental team**
Jane Dalgarno, BSc (Hons) RDN, President, BADN

15:00 - 15:45 **How to separate fact from fiction**
Deborah M Lyle, RDH BS MS, Director of Professional and Clinical Affairs, Water Pik, Inc.

Brought to you by:



16:15 - 17:00 **What it's like to volunteer: a dental nurses perspective**
Jacqueline James, Overseas Volunteering Manager, Dentaid
Sally Reading, Volunteer Dentaid Team Leader

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Saturday 13th May

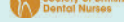
09:30 - 16:00 **Dental Nurses Forum chaired by:**
Jane Dalgarno, BSc (Hons) RDN, President, BADN

Supported by:



09:30 - 10:45 **Oral health for the ageing population and the relevance of skill mix with a strong focus on dental nurses**
Dr Jason Wong, BDS DPDS, Local Dental Network Chair, NHS England Central Midlands

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11:30 - 12:15 **Endodontics dentistry for dental nurses**
Isis Buffonge, Registered Dental Nurse, Cert in OHE, PTLLS, Dental Nurse, UCL Eastman Dental Institute, Department of Continuous Professional Development

Brought to you by:



12:45 - 13:30 **Evolving from novice to expert practice for dental nurses**
Debbie Reed, MSc PGCE BA(Hons) Cert Ed FHEA CCIPD RDN, Chair, BADN Executive Committee

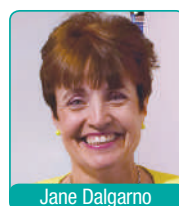
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14:00 - 14:45 **Conscious sedation: we need you**
Carole Boyle, BDS MMedSci FDSRCSEng FDSRCSEdin MSCDRCEdin, Consultant in Special Care Dentistry, Guy's and St Thomas' NHS Foundation Trust

15:15 - 16:00 **Do fit people have worse oral health?**
Deborah M Lyle, RDH BS MS, Director of Professional and Clinical Affairs, Water Pik, Inc.

Brought to you by:



Jane Dalgarno



Janet Collins



Sara Hurley



Deborah M Lyle



Jacqueline James



Sally Reading



Jason Wong



Isis Buffonge



Debbie Reed



Carole Boyle

Debbie Reed at The Dentistry Show 2017



Debbie Reed

"There really has been no better time to be a dental nurse than today, particularly for those who are focused on a long and rewarding career. There are already so many opportunities for dental nurses to extend their skills."

"I hope that my lecture encourages dental nurses to think imaginatively about the opportunities that are emerging within the profession, including roles in practice and those beyond that offer huge and extended career potential. The possibilities currently available to dental nurses are vast, with many new opportunities on the horizon that promise an even brighter and more exciting future."



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ON-STAND EDUCATION

Stand J30

PHILIPS

| Friday 12th May |
|--|
| 10:30 - 11:00 Breathing new life into dentistry Dr Alif Moosajee, BDS MFGDP MJDF, Principle Dentist and author of “The Smiling Dentist” |
| 11:30 - 12:00 Shining a light on tooth whitening Dr Zaki Kanaan, Cosmetic Dentist & Implant Surgeon, past president of the BACD BDS, MSc (Implant Dentistry), DipDSed, LFHom |
| 14:00 - 14:50 Shining examples of good dental hygiene practice Anna Middleton, Award nominated Dental Hygienist and founder of “London Hygienist” Mel Prebble, RDH RDT INLPTA NLP, Dental Hygienist and Therapist Juliette Reeves, EDH DipNMed, Dental Hygienist, Nutrition Consultant Christina Chatfield, Hygienist and Clinical Director, The Dental Health Sarah Murray, Senior Lecturer and Programme Lead, Queen Mary University of London |
| 15:00 - 15:30 BB – a bonding experience with the Young Dentist of the Year Dr Rhona Eskander, BChD MJDF, Cosmetic Dentist, Private Young Dentist of the year |
| 15:30 - 16:00 Singing from the same hymn sheet: A positive voice in dentistry Dr Milad Shadrooh, GDP, Smilelign Limited |
| Saturday 13th May |
| 10:30 - 11:00 Singing from the same hymn sheet: A positive voice in dentistry Dr Milad Shadrooh, GDP, Smilelign Limited |
| 11:30 - 12:00 Making the most of teeth whitening Dr Rhona Eskander, BChD MJDF, Cosmetic Dentist, Private Young Dentist of the year |
| 14:00 - 14:30 Breathing new life into dentistry Dr Alif Moosajee, BDS MFGDP MJDF, Principle Dentist and author of “The Smiling Dentist” |
| 14:30 - 15:00 Shining a light on tooth whitening Dr Zaki Kanaan, Cosmetic Dentist & Implant Surgeon, past president of the BACD BDS, MSc (Implant Dentistry), DipDSed, LFHom |

Stand E40

Trycare

| Friday 12th May |
|---|
| 09:30 - 10:00 Disinfection: why wipes don’t work! Geoffrey Mills Bowers, Director |
| 10:15 - 10:45 Stay under the regulator’s radar Dr Abhi Pal, BDS LDS MFGDP MGD SRCs FFGDP(UK) Dr Nigel Jones, BDS Diplmo Dent RCS |
| 11:00 - 11:30 Microscopic endodontics Dr Michael Davidson, BDS, Clinical Lead, Dentsply Sirona UK and Ireland Dr Eugene Dams Sales Manager at BMS Microscopes LABOMED |
| 11:45 - 12:15 Stay under the regulator’s radar Dr Abhi Pal, BDS LDS MFGDP MGD SRCs FFGDP(UK) Dr Nigel Jones, BDS Diplmo Dent RCS |
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| 15:30 - 16:00 Microscopic endodontics Dr Michael Davidson, BDS, Clinical Lead, Dentsply Sirona UK and Ireland Dr Eugene Dams Sales Manager at BMS Microscopes LABOMED |
| 16:15 - 16:45 Disinfection: why wipes don’t work! Geoffrey Mills Bowers, Director |
| Saturday 13th May |
| 10:00 - 10:25 Microscopic endodontics Dr Michael Davidson, BDS, Clinical Lead, Dentsply Sirona UK and Ireland Dr Eugene Dams Sales Manager at BMS Microscopes LABOMED |
| 10:30 - 10:55 Stay under the regulator’s radar Dr Abhi Pal, BDS LDS MFGDP MGD SRCs FFGDP(UK) Dr Nigel Jones, BDS Diplmo Dent RCS |
| 11:00 - 11:25 Examine and manage dentine hypersensitivity Dr David Gillam, BA BDS MSc DDS FRSPH FHEA, Clinical Senior Lecturer in Periodontology, Dental Institute, Queen Mary University of London |
| 11:30 - 11:55 Microscopic endodontics Dr Michael Davidson, BDS, Clinical Lead, Dentsply Sirona UK and Ireland Dr Eugene Dams Sales Manager at BMS Microscopes LABOMED |
| 13:00 - 13:25 Aesthetic restorations Dr Affan Saghir, BChD MJDF RCS |
| 13:30 - 13:55 Disinfection: why wipes don’t work! Geoffrey Mills Bowers, Director |
| 14:00 - 14:25 Microscopic endodontics Dr Michael Davidson, BDS, Clinical Lead, Dentsply Sirona UK and Ireland Dr Eugene Dams Sales Manager at BMS Microscopes LABOMED |
| 14:30 - 14:55 Stay under the regulator’s radar Dr Abhi Pal, BDS LDS MFGDP MGD SRCs FFGDP(UK) Dr Nigel Jones, BDS Diplmo Dent RCS |
| 15:00 - 15:25 Aesthetic restorations Dr Affan Saghir, BChD MJDF RCS |

Stand G30

PLANMECA

| Friday 12th May & Saturday 13th May |
|---|
| Introduction to digital impression scanning Planmeca Digital Academy and the Nordic Institute of dental education present a series of on-stand LIVE workshops throughout the day helping you get hands-on with Digital impression scanning and the digital workflow. <ul style="list-style-type: none">Learn how to achieve quality chairside restorationsExperience the speed accuracy and intuitive software interface Romexis™Understand the patient benefits of digital impression scanningLearn the art of characterisation and staining of your CAD/CAM restoration Workshops will run every 20mins from 9am through to 4pm (last workshop of the day starts at 16:00) |

Stand H45

Colgate

| Friday 12th May & Saturday 13th May |
|---|
| Colgate®, your partner in oral health Building on 140 years of oral care expertise and a legacy of strong clinical support, Colgate® is pleased to exhibit at The Dentistry Show 2017. Visit us at stand H45 to attend an on-stand lecture about Colgate® Total® toothpaste and its unique 12 hour long-lasting antibacterial protection¹. You will also discover how Colgate® Sensitive Pro-Relief™ provides long-lasting relief from dentine hypersensitivity, instantly². Lectures will be delivered throughout the course of the exhibition and afterwards you can take advantage of exclusive exhibition pricing for the Colgate® ProClinical® toothbrush range. Friday 12th May: 09:30 - 17:00 Saturday 13th May: 09:30 - 16:00 |
| Colgate® ProClinical® Electric toothbrush collection Colgate ProClinical Electric Toothbrush is offered to all delegates who register and attend the Dentistry Show. Just produce your delegate badge at the Colgate Stand H45 to collect your ProClinical Electric Toothbrush (T&C’s apply and can be found on the Dentistry Show website www.thedentistryshow.co.uk) <small>1. Fine DH, Sreenivasan PK, McKiernan M, et al. J Clin Periodontol. 2012; 39:1056 – 1064. 2. S Nathoo et al. J Clin Dent. 2012;23 Spec No. A:A11-16</small> |

Stand C30

Dentsply Sirona

| Friday 12th May |
|--|
| 11:00 - 11:50 Practical tips for preventive and periodontal programs Diana Bloom, Dental Hygienist and Therapist |
| 12:00 - 12:50 Access all areas – WaveOne® Glider® launch Dr Julian Weber |
| 12:00 - 12:50 Digital implant workflow using CEREC with TiBase (at the CEREC demo area) Dr Karen Gangotra, Owner and Founder, Smilessence |
| 13:00 - 13:50 Better, safer, faster root canal treatment – switching from hand-files to rotary Dr Julian Weber |
| 14:00 - 14:50 Go digital - CEREC discovery workshop Dr Karen Gangotra, Owner and Founder, Smilessence |
| 15:00 - 15:50 Better, safer, faster direct composites Dr Michael Davidson, Clinical Lead, Dentsply Sirona UK and Ireland |
| 16:00 - 16:50 Modern 3-dimensional endodontic obturation Dr Julian Weber |
| Saturday 13th May |
| 10:00 - 10:50 Practical tips for preventive and periodontal programs Mel Prebble, RDH RDT INLPTA NLP, Dental Hygienist and Therapist |
| 11:00 - 11:50 Evolution vs revolution - modern root canal shaping Dr James Field, Senior Clinical Teacher in Restorative Dentistry, Consultant in Prosthodontics, Principal Fellow of the Higher Education Academy |
| 12:00 - 12:50 Modern 3-dimensional endodontic obturation Dr James Field, Senior Clinical Teacher in Restorative Dentistry, Consultant in Prosthodontics, Principal Fellow of the Higher Education Academy |
| 13:00 - 13:50 Digital implant workflow with CEREC / TiBase Dr Karen Gangotra, Owner and Founder, Smilessence |
| 14:00 - 14:50 Better, safer, faster direct posterior composites Dr James Field, Degree Programme Director, MClinDent in Restorative Dentistry, University of Newcastle Dental School |
| 15:00 - 15:50 Practical tips for preventive and periodontal programs Mel Prebble, RDH RDT INLPTA NLP, Dental Hygienist and Therapist |
| 15:00 - 15:50 Digital implant workflow using CEREC with TiBase (at the CEREC demo area) Dr Karen Gangotra, Owner and Founder, Smilessence |

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Stand B20

schottlander

| Friday 12th May & Saturday 13th May |
|--|
| The Revolutionary NEW XP-endo shaper 3D preparation and cleaning from a single rotary file. Prepares to the shape of the canal not to the shape of the instrument. Visit Schottlander at The Dentistry Show, NEC Birmingham – May 12 & 13, on stand B20 for a series of live demonstrations and fast moving hands-on sessions. Professor James Prichard, Dr Justin Dinley, Dr Anish Khatri, Dr James Aquilina or Dr Dani Mancuso will teach delegates how to use recent advances in endodontic treatment, including the single rotary file XP-endo Shaper, to improve patient clinical outcomes. Topics covered include: <ul style="list-style-type: none">The biological principles and objectives of successful endodontic treatment and the limitations of traditional canal shaping techniques.Learning about the new technologies behind the XP-endo range. Understanding how a single XP-Endo shaper file can instrument more of the canal more efficiently, generate less debris in the apical third while preserving dentine.The clinical use of XP-endo Shapers and Finishers, with practical hands-on training.The role and use of the new TotalFill bioceramic materials. Hands-on training sessions on these revolutionary new products will be open to all dentists. Please register for your place on the stand as places are limited and based on a first come first served basis. Friday session times: 9.30, 10.15, 11.00, 11.45, 12.30, 1.15, 2.00, 2.45, 3.30, 4.15 Saturday session times: 9.30, 10.15, 11.00, 11.45, 12.30, 1.15, 2.00, 2.45, 3.30 For further information on all these events please click on our facebook events page or contact courses@schottlander.co.uk For product information please call Schottlander on Freephone 0800 97 00 79, visit www.schottlander.com or email: sales@schottlander.co.uk |

Stand L85

wired

| Friday 12th May |
|---|
| 11:00 - 11:30 Core of knowledge course Ian Hutchinson |
| 14:00 - 14:30 Mini screws course Ian Hutchinson |
| 15:30 - 16:00 Secret smile course Andy Denny |
| 16:00 - 16:30 Q&A Ian Hutchinson & Andy Denny |
| Saturday 13th May |
| 10:30 - 11:00 Ortho restorative course Andy Denny |
| 12:00 - 12:30 Core of knowledge course Ian Hutchinson |
| 14:00 - 14:30 Secret smile course Andy Denny |

Stand N30

DB dental equipment

| Friday 12th May |
|---|
| An introduction to Implant Planning using Romexis James Smith, Territory Manager, DB Dental Equipment Ltd James Smith will be delivering ‘An introduction to Implant Planning using Romexis’ 15 minute presentation, on the hour from 10am, throughout Friday of The Dentistry Show on stand N30. Following the presentation there will be a short Q&A session where you will also have the opportunity to talk to the DB Dental team who will explore the digital solutions which are most relevant to your practice. Learning outcomes: <ul style="list-style-type: none">Understand the principles of 3D imaging and how to interpret CBCT images.Discover the advantages and capabilities of 3D technology integration to ensure the best choices for your practice and patients.During the session you will see James design a virtual patient implant, utilising the powerful Romexis® software.Understand how 3D technology can be combined with other imaging solutions for complete comprehensive patient care programme. |
| Saturday 13th May |
| Integrating CBCT with Implant Planning Matthew Lamb, BDS (Sheffield 2004) MFGDP (UK) RCS Eng 2007, Dip Con Sed, MMedSci, Oral & Maxillofacial Implantology, Principle Dentist, Glendair Dental Practice Matthew Lamb will be delivering ‘Integrating CBCT with Implant Planning’ 15 minute presentations, on the hour from 10am, throughout Saturday of The Dentistry Show on stand N30. |


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Friday 12th May

13:00 - Facing the future: the non-surgical suture lift to restore the ageing face
13:45 Dr Ian Hallam, MBE BDS, Meon Face Medical Aesthetics, Hampshire

Brought to you by:

SINCLAIR

14:00 - Facial aesthetics – how to become a success with it!
14:45 Professor Bob Khanna, BDS, Clinical Director, The Dr Bob Khanna Training Institute

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15:15 - Plexr: Introducing aesthetic treatments in your practice
16:00 Tracey Bell, General Dentist, CEO, Fusion GT

Saturday 13th May

11:15 - Future-proof your place in facial aesthetics
12:00 Dr Tristan Mehta, BMedSci MBBS, Founding Director, Harley Academy

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12:30 - Filling a gap: a dentists guide to full face rejuvenation using HA fillers
13:15 Dr Tim Eldridge, BDS, MyFace Dental & Facial Aesthetics, Cheltenham

Brought to you by:

SINCLAIR

13:30 - Plexr for dentistry applications
14:15 Tracey Bell, General Dentist, CEO, Fusion GT



Tristan Mehta



Bob Khanna



Tracey Bell



Tim Eldridge



Ian Hallam

Professor James Prichard at The Dentistry Show 2017



Professor James Prichard

**BDS(ULond); MSc(ULond); LDSRCS(En);
MFGDP(UK); FIADFE(USA); FHEA(UK);
FBARD (UK)**

James Prichard is visiting Professor and Programme Leader, MClinDent in Endodontology at BPP University working with the City of London Dental School and runs a successful endodontic referral practice in Devon.

James will be lecturing on 'Technologies that Will Transform Your Endodontics' in the GDP Theatre at 12.45pm on the 12th May and 12.45pm on the 13th May. His lecture will evidence how the XP-endo Shaper

when used in conjunction with the Totalfill Bioceramic sealer are transformational. Throughout the show he will also be teaching hands-on courses on the Schottlander stand no B20.

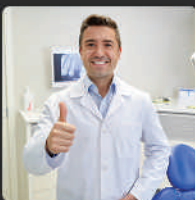
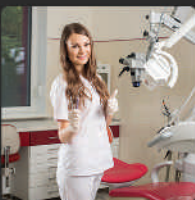
He is a renowned teacher in Endodontics, delivering hands on courses, lectures and seminars throughout the UK and overseas. He has held the posts of Associate Clinical Teacher, Clinical Teaching Fellow and Clinical Supervisor in Endodontics on the Masters Programme at The University of Warwick prior to joining BPP University in London as Visiting Professor and Programme leader for the MClinDent in Endodontology.

He has supervised several Masters research projects and has published in the scientific journals including the International Endodontic Journal and The British Dental Journal. He has lectured at conferences including the British Dental Association annual meeting, the British Academy of Restorative Dentistry and AEEDC in Dubai. He is an International Key Opinion Leader for FKG Dentaire and has demonstrated the latest advances in endodontic technology for Schottlander at the Dental Showcases and Dentistry Show in the UK since 2004.

He gained his Masters Degree (MSc) in Restorative Dental Practice with distinction for his dissertation on ultrasonic cleaning of root canals which he completed at The Eastman Dental Institute in London. He is a Fellow of the International Academy of Dental Facial Esthetics in New York, a Fellow of the Higher Education Academy and a Fellow of the British Academy of Restorative Dentistry.

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Calcivis launch state-of-the-art imaging system



CALCIVIS will be on stand L48 at this year's Dentistry Show to launch its state-of-the-art imaging system. Through the use of a unique bioluminescent photoprotein, the CALCIVIS imaging system maps active demineralisation on the tooth surface, quickly providing a clear image that serves as the first objective means of identifying active caries at its earliest and, critically most reversible stage.



Professor Nigel Pitts

CALCIVIS is working closely with some of the world's preeminent cariology and dental professionals and is supporting a first rate speaker program at Dentistry Show. This includes a lecture by Amanda Gallie, who will be taking to the stand in the Hygienist & Therapist Symposium to examine key risk assessment plans and current

thinking on how to determine the effectiveness of various approaches in caries detection and monitoring – including the CALCIVIS imaging system.

“Exploring the clinical application of the latest solutions is integral to keeping on top of the early detection and prevention of dental caries,” says Amanda. “By

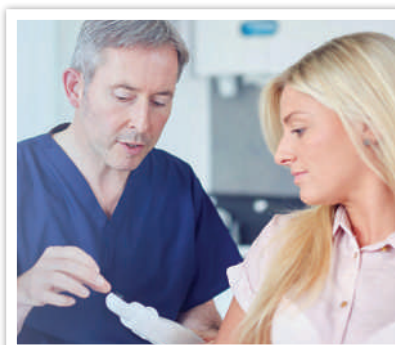
addressing such matters, I hope that delegates attending the lecture leave with not only a better understanding of the technologies that are available to them, but also with improved knowledge of a tried and tested caries index that can be used in practice.”

Amanda's lecture will be reinforced by Professor Nigel Pitts's lecture in the GDP Forum, where he will also be discussing how 21st century methods of caries detection are changing the dental landscape for the better. Nigel is Professor of Dental Health at King's College London, a leader of the ICCMS™ caries management initiative and chair of the ACFF - Alliance for Cavity Free Future. He is an Honorary Consultant in Dental Public Health to Guy's and St Thomas' NHS Foundation Trust and past president of the European Organisation for Caries Research (ORCA). His lecture aims



to discuss the best methods of assessing demineralisation sites and caries activity by using the very latest technologies, such as the CALCIVIS imaging system, to identify caries activity and improve chair side communication in an attempt to facilitate better preventive dentistry.

CALCIVIS is delighted to have Amanda and Nigel on board, for what promise to be enlightening lectures. The CALCIVIS team will be on stand L48 to give delegates a virtual reality tour of the unique CALCIVIS imaging system, as well as to offer an exclusive show promotion for the first 200 trial registrations.



Be sure to visit the Stand L48 for “dental enlightenment” and to see for yourself how CALCIVIS helps make the invisible visible.

CALCIVIS at Dentistry Show 2017, 12th – 13th May, NEC Birmingham.
For more information visit www.CALCIVIS.com

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BES at The Dentistry Show 2017

British
Endodontic
Society

For all dentists and their teams working in endodontics, The Dentistry Show 2017 is delighted to present the EndoLounge, including certain speakers from the British Society of Endodontics (BES).

Mr Mike Waplington, BES President, comments:

"The British Endodontic Society is once again pleased to be a contributor to The Dentistry Show 2017 which gives us the opportunity to meet both members and potential new members and an excellent platform to promote best practice in

endodontology."

Professionals operating at the fore of the field will present clinical case studies and offer a wealth of information and advice to help dental teams deliver outstanding endodontic treatment to their patients.

The trade exhibition will also be the ideal place to discover more about the latest endodontic products and materials in the UK market, with great deals available throughout. What's more, the BES will be on the show floor so you can find out more about the society and membership benefits as well.

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Interview with James Prichard

Q You will be lecturing at the Dentistry Show 'Technologies that Will Transform Your Endodontics'. What are your particular areas of interest and focus within endodontics?

A I have a long standing interest in the effects of developments in materials science on endodontic instrumentation, the emerging uses of technology in endodontic treatment, and their translation from product development to general practice. My current working balance, split between Postgraduate University Teaching, a referral practice, and ongoing education of practicing dentists fits in with this perfectly. I have the opportunity to see new technologies, test and validate them academically and then, when appropriate, help dentists to improve their clinical outcomes by introducing them into practice.

Q As an endodontic teacher and practitioner, how have recent technological advances changed what you do and teach?

A The four tenets of endodontics are access, shaping, irrigation and obturation, although in reality these are intimately related. My practice and teaching on access and irrigation has not changed for the last few years. However, advances in material science over the last couple of years have transformed how we practice and teach shaping and obturation.



Q How do advances in materials science translate into the surgery and the university?

A To a large extent dentistry involves using skill, judgment, knowledge and materials science to solve dental problems.

With regard to shaping root canals, the problem has always been that canal systems are complex,

3-dimensional and irregularly shaped while the instruments that we try to shape them with are symmetrical. Although the flexibility of nickel titanium was a huge improvement on steel files, no symmetrical shaping system could instrument

and help clean most of the canal system without also removing lots of healthy dentine and weakening the tooth.

However, over the last 18 months, a new Max Wire® technology allows for super elastic and flexible Nickel Titanium files that change shape with body heat and so expand within the root canal system. A single XP-endo Shaper file can clean more of the canal, more quickly and effectively, without removing dentine and weakening the tooth structure.

Regarding obturation, rather than relying on GP, we now use a new generation of bioceramic materials with every case. They contribute to the long term success of treatments as their hydroxyapatite formation on sealing, biocompatibility and high pH aid healing, while their zero shrinkage and chemical bond to dentine prevent resorption.

Q How do these new technologies help you in practical terms?

A Perhaps the biggest help is allowing the practitioner to achieve better results for our patients more predictably, without iatrogenic errors, and so reduce stress and increase job satisfaction. A very useful side benefit of the shorter time taken using the single file XP-endo Shaper is that patients can have shorter appointments and now I can fit cups of tea into my working day.

Professor Prichard will be lecturing in the GDP Theatre at 12.45pm on the 12th May and 12.30pm on the 13th May. He uses XP-endo Shaper and TotalFill BC Sealer, regularly teaches with Schottlander and is an International Key Opinion Leader for FKG Dentaire.

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Stand visitors will benefit from both knowledge and entertainment from a series of expert lectures and dentistry personalities throughout the show.

Visit Stand J30. www.philips.co.uk/dentalprofessional

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- Legal defence for GDC complaints or hearings
- 24 hour dental legal helpline (inc. clinical assistance & claims notification)

We can often obtain the peace of mind of insurance backed protection at a lower cost than defence union membership. Isn't it time you reviewed your indemnity protection?

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DENPLOY

Experts in Dental Recruitment, Offering excellent customer service and innovative ways of recruiting any dental staff.

We offer a FREE easy to use downloadable app that allows you to submit and search for vacancies on your phone, whilst on the move. The app has been designed to send you notifications straight to your phone when a CV has been matched for your vacancy. We offer FREE expert advice on candidates, and will only ever send you details of candidates that have been fully verified, referenced and match your requirements. Our pricing strategy is very competitive and we will not be beaten on price, service or quality.

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EXHIBITOR LATEST NEWS



RF HR SOLUTIONS

RF HR Solutions provides tailored services to cover all of the HR related issues faced by Practice/Laboratory owners in managing and running your practice/laboratory.

Whether you are a practice or Lab with a staff of 2 or 60, proper Human Resources fundamentals are essential to the success of your business. Our dental packages give you the freedom to be a Dentist/Lab Owner rather than having to worry about managing your office and allowing you to run your business.

Our bespoke and cost effective packages will support your dental business with a selection of services, including:

- Allowing you more time to treat patients
- Improving performance and morale of staff
- Effectively managing annual leave, absence and disputes
- Improving employee and customer relations
- Ensuring compliancy in employment law
- providing a package of support based on specific needs
- Delivering training for practice managers
- Ensuring policies and procedures meet CQC requirements

VISIT US AT STAND G103



VIISANA

Viisana offers life and health insurance with a difference.

We don't just protect our customer's employees, owners and shareholders with award-winning cover from Vitality, we also specialise in business protection, income protection and health cover for dentists.

We encourage everyone within a practice to lead a healthier life and we reward them for doing this in a variety of ways. We do this because we firmly believe a healthy environment and workforce is happier and more productive - and can have a beneficial effect on every part of the business.

VISIT US AT STAND N38



MC REPAIRS LTD

MC Repairs Ltd. is a family run business with over 35 years' combined experience in the dental industry.

Repairing all types of small dental equipment including handpieces, scalers, couplings, motors, laboratory handpieces, curing lights etc. Covering all major brands such as Anthogyr, Bien Air, Castellini, Kavo, MK Dent, NSK, Sirona, Star, W&H, Woodpecker and many more.

Using only the highest quality components sourced from around the globe we are in a position to offer generic and original manufacturers components.

Free no obligations quotations are offered on all equipment so that you can be sure costs involved are correct before any work is carried out.

We don't just service your equipment and away we go, we provide a personal service of making sure you are aware of any reasons why your equipment is failing or ways we believe you can prolong the life in the future. We are confident that we are the best value repair centre in the UK.

VISIT US AT STAND D72



HL DENTAL

We are an independent Agency specialising in Dental Practice Sales.

We provide a comprehensive assessment of your practice and advise you of the best way to take this to market. This could be by way of sale or merger if this would add value to the business. We would welcome the opportunity to meet and discuss your plans. This would be at a mutually agreed time normally out with practice hours. This ensures complete confidentiality throughout our discussions and beyond, to the conclusion of the sale. Please call us or complete our online enquiry form. We assure you of an outstanding Personal and Professional service. Our team will actively involved in the Due Diligence process making everything less daunting for you.

VISIT US AT STAND F44



THE MORTGAGE EXPLORER

The Mortgage Explorer are specialist mortgage and commercial loan brokers for dentist and health professionals.

We have over 25 years of broker experience, and have helped hundreds of dentists with their residential and Buy to Let properties. With the recent tax law changes for Buy to Lets, investors need quality advice more than ever. We are experts in helping dentist, with practice acquisitions, expansions as well as business protection needs. From simple life cover on their mortgage and commercial loans, through to Group Income Protection, Locum Cover and Death in Service plans for practices with two members or more, we can do it all. The Mortgage Explorer are really your one stop shop for all of your personal and business needs. We will help you from dream to reality, navigating our way through the choppy seas of financial services.

VISIT US AT STAND E105



MEDICSTEEL

MedicSteel manufacture premium dental instruments, with innovation at the heart of all our products. Our instruments are precision designed, engineered and manufactured in the USA.

New technologies such as our Black Diamond Line provide an unrivalled hard and smooth surface. Our modern instruments are multi-functional, doing the job of several traditional tools and removing the need to have numerous instruments.

Designed for enhanced performance, our products are ergonomic, reduce the risk of infection and are easier on the surgeon's hand.

For a demonstration of our products visit MedicSteel at stand H103.

VISIT US AT STAND H103

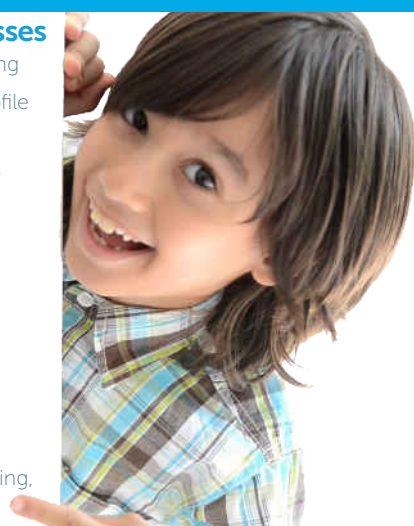


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- Development of the Dentition
- Straightening of the Teeth
- Opening of the Airway
- Correcting Tongue Thrust
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- Eliminating Poor Oral Habits
- Correction of Overbite, Overjet, Crowding, and Cross-Bites



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EXHIBITOR LATEST NEWS

CB12



CB12 makes a debut at The Dentistry Show 2017.

For the first time, a team of experts are taking to Stand M60 to show dental professionals the remarkable CB12 range of products.

CB12 was developed by dentists to enhance oral health and effectively combat unpleasant smelling breath with long lasting effects.

Come and discover:

- CB12 mouthwash with a unique patented formula to target and neutralise odorous gases and prevent unpleasant breath for up to 12 hours.
- The advanced CB12 White mouthwash to enhance oral health, maintain pleasant breath and with whitening effects too!
- The handy new CB12 Mouth Spray in a fresh mint/menthol flavour for convenient, instant freshness anytime, anywhere.

For more information about CB12 visit www.cb12.co.uk

VISIT US AT STAND M60



CREATING SMILES

'Creating Smiles' is a unique communication tool that aids the communication of aesthetics for indirect porcelain restorations and smile design.

The communication between the dentist patient and technician is made seamless by the ability to showcase and communicate, shape, colour, texture, translucency and incisal edge characteristics.

The communication system consists of a patient manual to enable the dentist to show the variations of shape, colour etc. to the patient, a picture laboratory docket to make the communication easy, a CD with all of the lab docket pictures on it so that the images can be used digitally and emailed to the technician and last but not least a 'how to' book to help the dentist and technician use the information to the maximum efficiency.

The CD also contains retracted front and lateral photos of the nine different shapes of teeth depicted in the book. These can be used for digital smile design and imaging so that the patient can preview their desired shape of teeth. This creates a situation where predictable aesthetic restorations can be delivered by both dentist and technician leading to success in the case and a very satisfied patient.

VISIT US AT STAND L110



CLINITECH

Reducing Airborne Bacteria To Acceptable Levels... needn't be impractical nor expensive within practice by installing the "Klean" an air cleaning system from CliniTech Medical.

A user installed, 24/7 operation, desktop technology that uniquely eliminates airborne bacteria and other pathogens indoors. The well proven natural disinfection effects of open out door air are known as the "Open Air Factor" Our atmosphere produces billions of energy particles that clean the air from bacteria, viruses, allergens and pollutants. The small and easy to use device is available for each surgery room, decontamination room and beyond. The patented technology reduces airborne bacteria to very low levels, reducing the number that might be inhaled, land on instruments, patients, high touch points and staff. The device also has a secondary effect on surfaces, helping to improve the overall health and wellbeing of the working environment for both patients and staff. Find out more at stand E76.

VISIT US AT STAND E76



OPTILOUPE

Visit optiloupe at stand G50 to experience the latest in TTL loupe technology and LED illumination systems.

At this years Dentistry show we will be showcasing our BRAND NEW range of high definition lenses and exclusive new frames. All our packages are provided with LED illuminations systems and all prices are fully inclusive of VAT.

Our show TTL loupe and LED illumination light package offers start from £1200 (inc VAT).

VISIT US AT STAND G50



SCOTT RICHARDS

Scott Richards are an independent firm of Solicitors. We fully understand the dental industry, we know how practices are run and the commercial issues they face and can assist with all of your legal needs.

Partner Paul Dyson specialises in dental legal work and acts for many dentists in all parts of the country, ranging from associates and small clinics to large dental practices. He has handled a number of dental sales and purchases spanning both freehold and leasehold properties, and has managed transactions for both private practices and NHS practices under GDS Contracts. In addition, we regularly provide advice on a wide range of employment issues and a variety of disputes.

To ensure transactions are carried out as smoothly as possible, we work closely with accountants, financial brokers and valuers, business sale agents and other professionals dedicated to the dental profession.

As a professional practice ourselves, we understand that you are busy, either in surgery or running your business, so we work around your time pressures and in a way that suits your schedule.

VISIT US AT STAND J24



NARVAL™ CC MRD

The Narval CC is an MRD for the treatment of adult obstructive sleep apnoea and snoring.

Your Narval CC device will be custom made using CAD/CAM technology to suit your unique dental anatomy. The result is a discreet, comfortable, effective solution that's clinically proven to reduce the symptoms of snoring and sleep apnoea improving quality of life.

Ultra-light and flexible, Narval CC is one of the lightest devices on the market with durability guaranteed.

Narval CC is highly effective: in one of the world's largest MRD multicentre clinical studies 84% of patients achieved successful therapy.

Narval CC is comfortable and easy to wear. In a recent clinical study, patients wore their Narval CC 6.7 hours per night for 6.6 nights per week.

Regular use of Narval CC is associated with a rapid improvement on parameters of sleepiness and quality of life.

For more information contact:
David 02082925181, Sean 01915652788

VISIT US AT STAND F57



MEDICAL CARE INSTRUMENTS LTD

Medical Care Instruments Ltd is a UK based company specialising in the supply of Surgical, Dental & Diagnostic Instruments. We provide Premium Quality instruments as per the client's concept & requirement.

We are committed to deliver our products to the Dental Industry in order to help Dental Professionals achieve their desired results.

Our range of Dental Products include Orthodontic Pliers & Cutters, Extraction Forceps, Elevators, Dental Scissors, Endodontic, Scalars, Curettes, Gracey, Instrument Trays, Endodontic Boxes, Restorative Instruments and many more but to name a few.

Our aim is to provide first class instruments manufacturing & supply for maximum Customer Satisfaction with the best After-Sale Service.

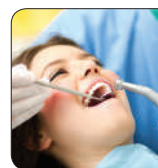
We are currently setting up worldwide distribution network, and are actively looking for business partners globally to promote, distribute, and sell our range of products.

Please come to our Booth or let us come to you to discuss your individual needs. www.mcinstruments.co.uk

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HM REVENUE AND CUSTOMS (HMRC)

Helping you get your tax right.

HM Revenue and Customs (HMRC) looks forward to seeing you at the Dentistry Show. We're on stand C110, come along and say hello and find out how to get your tax right. You'll be able to get tax information on setting up a dental practice, employing staff and managing your business expenses. We can also provide information on tax avoidance schemes and the pitfalls of using them. Remember if a scheme seems too good to be true, it probably is. Entering into schemes could cost you more than you bargained for – you could end up paying additional taxes, penalties and interest. If you're using one of these schemes you should contact HMRC's dedicated team at exitsteam. counteravoidance@hmrc.gsi.gov.uk or phone us on 03000 530 435. For more information go to GOV.UK and search for tax avoidance. We look forward to seeing you at the show.

VISIT US AT STAND C110



SURGISOL

The new HEINE® LoupeLight2 combination of light and loupe delivers the ultimate in performance as high quality illumination with LEDHQ

maximises the image quality of the loupe.

For a perfect view and a precise diagnosis, the LoupeLight2 is now 25% brighter than its predecessor model, with homogeneous edge-to-edge illumination. For intensive use, the LoupeLight2 now features a replaceable connecting cord which connects the device to the mPack mini – the new and compact power source for the LoupeLight2. Complete with a replaceable connecting cord with high-quality splashproof threaded connector for heavy duty use. The new high performance power source HEINE mPack mini for LoupeLight 2, is now approximately 70% smaller and lighter, and offers freedom from cables that tie the users to desk, wall or static power sources and can be charged via USB. See it on the SurgiSol stand no. F78.

VISIT US AT STAND F78

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