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ISSUE 1 • WINTER 2019



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*of dental news*

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*flip to articles on dental  
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# WELCOME TO DENTISTRY CONNECTED

## Hello and welcome!

It's my pleasure to introduce you to **DENTISTRY CONNECTED**. A new magazine which is more than a news round up, it's about keeping you connected and giving your community a voice all year round. We aim to share with you the latest innovations, and trends to make you and your team stronger and drive collaboration that goes beyond your practice walls.

The countdown is now on for May 2020, when the British Dental Conference and Dentistry Show will return to the NEC in Birmingham for another year of first-class education and product discovery. To help you prepare for your visit and to give you greater visibility on who will be available in 2020 for you to speak to, we have created our new magazine. Over the following pages, you'll start to get a sense of what the next event will be about. You will gain insight on how to make the very most of the show and have access to some opinions, clinical cases

and innovations shared by individuals and companies who will be attending the event.

We are delighted to once again be collaborating with the British Dental Association (BDA). Not only does this give the educational programme added kudos with the highly anticipated BDA Theatre, but it also ensures a diverse range of relevant and inspirational lectures across the entire conference. Our work with the BDA has enabled us to turn the show into the huge success that it has become today, demonstrating our utmost commitment to the dental profession.

So too has our work with other professional associations and societies, whom we are so grateful to for continuing to support our show. For those who provide speakers, sponsor lecture theatres or man stands, we'd like to thank you for your input once again for 2020!

At present, we are finalising our speaker line-ups and configuring the programme to make sure we deliver the exceptional



quality that delegates have come to expect from the British Dental Conference and Dentistry Show. We are also working with an array of companies and manufacturers to organise the trade floor and help promote the exciting product launches and innovative technologies that will be on display. We look forward to sharing these details with you in our next magazine issue.

For now, why not take a few minutes to browse our latest editorial on the British Dental Conference and Dentistry Show 2020?

Yours Sincerely,

**Alex Harden**  
Event Director



British Dental Conference &  
**dentistry show**  
15<sup>th</sup> & 16<sup>th</sup> May 2020 | NEC Birmingham  
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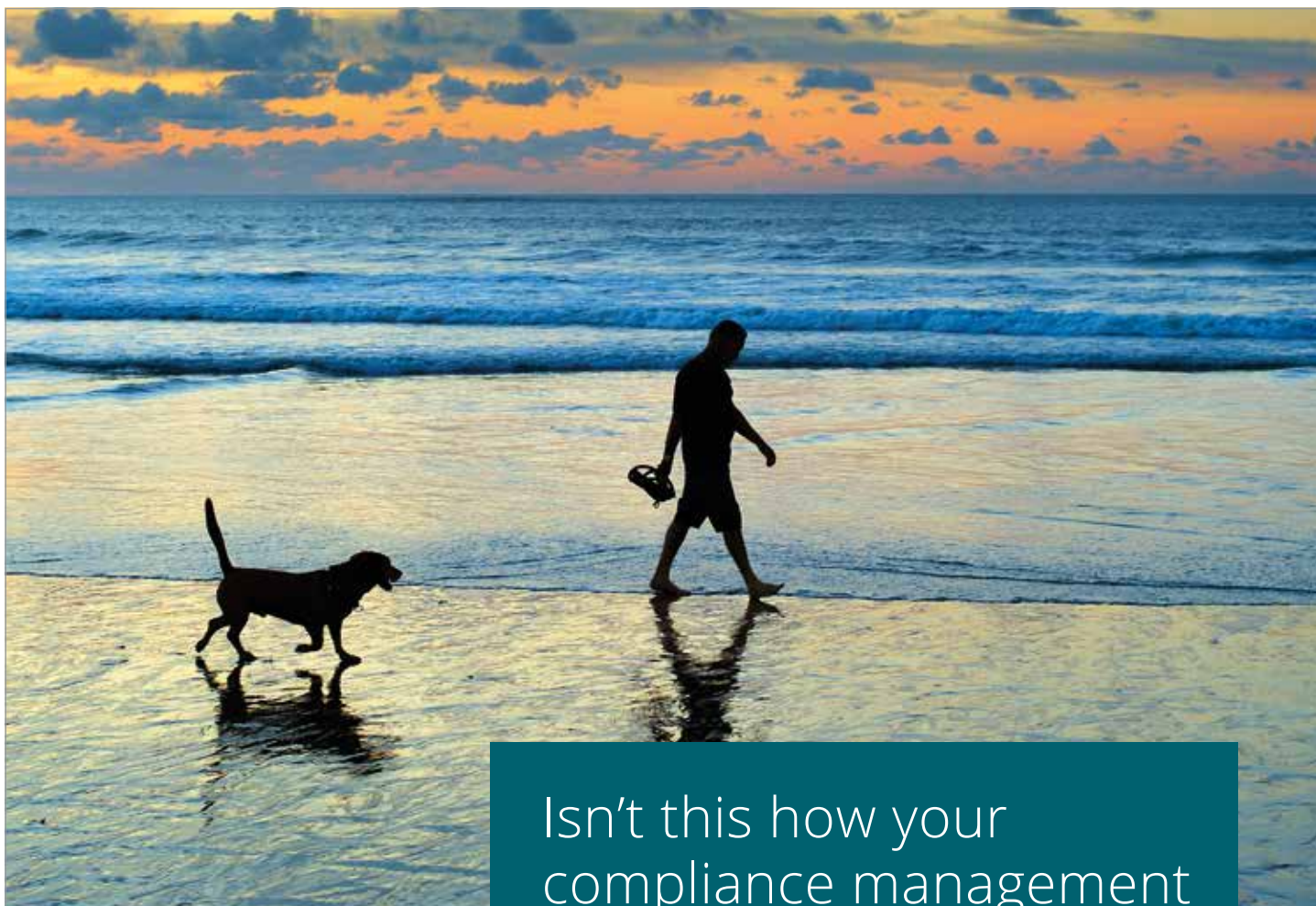
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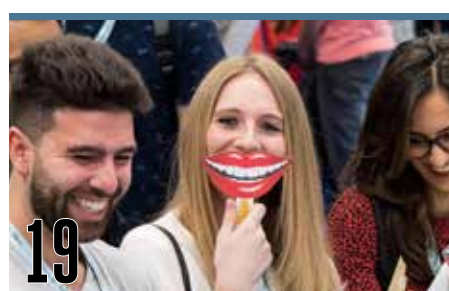
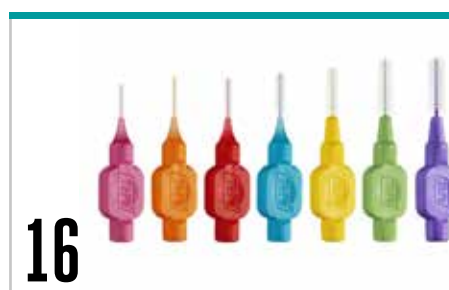
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# COSMETIC DENTISTRY – WHAT'S FUELLING THE GROWTH?



*Britons are notorious for being the butt of jokes about yellow or crooked teeth, but many people in the UK are now challenging this age-old stereotype*

**Today, the British population spends hundreds, if not thousands of pounds each year on dental care. Patients have developed a greater desire for a smile that not only feels healthy but looks good as well, which has driven the increasing demand for cosmetic dentistry in the last few years.**

According to current statistics, the global market for cosmetic dentistry is predicted to grow at an annual rate of 5%, increasing its value to an estimated £21 billion by 2026.<sup>1</sup> With dentists already benefitting significantly from offering the latest treatments, what's fuelling the growth of this booming industry?

## **Millennials, Generation X and Baby Boomers**

It might be stating the obvious, but the British population is aging. This means that Millennials are reaching their peak spending years, and the infamous Baby Boomers of the 1950s and 1960s have greater disposable income than ever before. These two groups of patients understand the importance of looking after their teeth and gums, which is why they are willing to spend more on high quality dental care. Furthermore, their motivations are similar in that both groups seek to enhance the health and appearance of their teeth in order to benefit from improved self-image and self-confidence.

As the generation that is taking much of their natural dentition with them into old age,

Baby Boomers are most likely to suffer from complex dental problems such as tooth loss. They often require comprehensive cosmetic and restorative treatment in order to maintain optimal dental function and aesthetics. On the other hand, Millennials are more likely to invest in quicker, more convenient ways to improve the look of their smile and celebrate their individuality. They make up the largest proportion of patients seeking minimally invasive cosmetic dental procedures, including tooth whitening and orthodontics.<sup>2,3</sup>

## **Celebrity influence**

Ever since Jack Fincham graced our television screens with blinding pearly, white teeth, many young patients have obsessed over cosmetic dentistry and achieving the so-called "Love Island smile". In fact, the age of digital technology and the internet has meant many beloved celebrities, trend setters and beauty bloggers have had a much greater influence

over patients' dental aspirations. This comes down to the fact that social media platforms such as Facebook, Twitter, Snapchat and Instagram have enabled even the most high profile individuals to share intimate details of their personal lives via images and videos, thus giving rise to "selfie culture".

Naturally, as many interactions between people now take place via social media and other forms of digital communication, greater emphasis has been placed on an individual's online image and persona. This has driven the desire for good looking teeth, particularly as a straight, white smile can influence perceptions of success, popularity, intelligence, attractiveness and general health.<sup>4</sup> The demand for cosmetic dentistry has been further endorsed by famous faces like Kim Kardashian and Kylie Jenner, who – like many others – have used their online influence to promote cosmetic dental products and treatments they value.

## **Improved treatment**

New technology, materials and procedures have also played a major role in the cosmetic dental boom. "Same-day smiles" have become a reality, as cutting-edge CAD/CAM systems, advanced intraoral scanners and sophisticated 3D imaging software have been combined to facilitate improved diagnostics and treatment.



*"The age of digital technology and the internet has meant many beloved celebrities, trend setters and beauty bloggers have had a much greater influence over patients' dental aspirations"*





This technology can also demonstrate to patients what can be achieved through treatment with regard to dental function and aesthetics. In fact, highly accurate restorations – including crowns, veneers, onlays and inlays – can be fabricated onsite within a single appointment, ensuring reduced chair time and improved patient compliance.

Restorative materials have also improved significantly over the last decade. For instance, professional tooth whitening solutions enable patients to effectively brighten their smile, with minimal risk of tooth sensitivity. Additionally, hybrid materials have been created by combining the beneficial features of glass ionomers with those of composites to achieve enhanced aesthetics without any compromise on strength. Moreover, dental implants have become a more desirable alternative to dentures. Many state-of-the-art implants can be placed and restored in one surgery for a more stable and aesthetic outcome. Most implant systems are now indistinguishable from natural teeth – not only in appearance, but also in terms of function.

Improvements in cosmetic dental treatment concepts and techniques emphasise the importance of continued education. Joining a dedicated organisation like the British Academy of Cosmetic Dentistry (BACD) could be of huge benefit to practitioners looking to develop their cosmetic and restorative services. As a highly inclusive group of dental professionals, the BACD provides unlimited access to a variety of social and educational



*“Joining a dedicated organisation like the British Academy of Cosmetic Dentistry (BACD) could be of huge benefit to practitioners looking to develop their cosmetic and restorative services”*

events, including Recommended Meetings led by some of the profession's most renowned individuals. These sessions present an ideal opportunity for practitioners to enhance their cosmetic dental knowledge and skills.

Modern advances ensure the high quality and longevity of treatment, so it's no wonder cosmetic dentistry continues to grow in popularity. Keeping up-to-date with the latest industry trends and developments is essential in order for practitioners to be better prepared to meet future patient demands.

**For further enquiries about the British Academy of Cosmetic Dentistry, visit [www.bacd.com](http://www.bacd.com)**

## References

<sup>1</sup> Credence Research. (2018) *Cosmetic Dentistry Market By Product (Dentistry Systems And Equipment, Dental Implants, Dental Bridges, Dental Crowns, Bonding Agents, Orthodontic Braces, Inlays And Onlays, Dental Veneers, Charge-Coupled Device (CCD) Detectors) – Growth, Share, Opportunities & Competitive Analysis, 2018 – 2026*. Link: <https://www.credenceresearch.com/report/cosmetic-dentistrymarket>. [Last accessed: 29.01.19].

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# A NEW WAY OF APPROACHING IMPLANTS

*Dr Chris Navarro BDS MFGDP is the Principal Dentist at Beeston Dental Practice and Implant Clinic*

**Dr Chris Navarro BDS MFGDP, Principal Dentist at Beeston Dental Practice and Implant Clinic, discusses his experience using Planmeca's Promax 3D Classic and how it has helped him to efficiently manage and plan his dental implant surgeries.**

**Q. Why did you decide to invest in Planmeca ProMax 3D Classic?**

**A.** My journey with digital imaging started with the Planmeca Promax 2D OPG machine, which we had installed in 2006. As my experience with implant dentistry grew I realised I wanted to invest in a 3D cone beam CT machine. I wanted to be able to plan my cases virtually before I touched my patients, in order to give me the peace of mind that I am doing my upmost to provide safe, prosthetically driven surgery.

**Q. How is the Planmeca ProMax 3D Classic enhancing imaging procedures?**

**A.** It allows me to see the patient's anatomy in three dimensions - so that I can virtually place an implant in the right place for the prosthetic tooth away from vital structures, before I

perform the surgery for real. Using the CBCT scan and I/O scan together from the Emerald, I can then create a surgical guide to aid my implant placement when it comes to placing the implant for real - giving me extra peace of mind that I have done all I can to get the implant in the right place.

**Q. How has Planmeca ProMax improved the patient's experience?**

**A.** The patient gets peace of mind too - they are often amazed by what they see when I show them their scan, the planning software and their potential new teeth on a screen before we've even performed any surgery. They are reassured that we are using the latest technology to provide them with a safe and reliable treatment.

**Q. How has Planmeca ProMax improved efficiency within the practice?**

**A.** I no longer have to refer patients for a CBCT scan, which I did before - I know this has put some patients off. Having the ability to give patients answers more quickly and efficiently without having to inconvenience them with

referrals to a third party has definitely helped the Practice and my patients.

The planning workflow and software is intuitive and allows me to plan what stock I need, how I should approach the case and what potential difficulties I might encounter before I see the patient, so my surgery is more efficient. The surgical guides that I have been able to design using my Scanner and the Romexis software has improved the quality and efficiency of my surgery also.

**Q. How has it improved the way you and your team work?**

**A.** Our team love placing implants so anything that helps us do that is a bonus for us.

**Not only are the Promax and Romexis great planning tools, they are great communication tools too - it is far easier to communicate to teams, lab technicians and patients what is planned and why.**

**To find out more about Planmeca products visit stand J42 at the The British Dental Conference and Dentistry Show.**

## CASE STUDY

# HARNESSING DIGITAL TO CAPTURE MORE DETAIL



*Dr Kunal Shah from LeoDental describes a case where he used the innovative CS 3600 intraoral scanner from Carestream Dental to treat a case of chronic apical periodontitis.*

**A 60-year-old male patient presented after receiving a recommendation from another patient. He was a regular attendee to his usual practice and had a clear medical history with no significant issues.**

He had pain in his lower right quadrant, and his LR6 was experiencing pain on biting, sensitivity to hot and cold temperatures and tenderness to percussion. The diagnosis was chronic apical periodontitis.

## Treatment options

Multiple treatment options were discussed to ascertain how best to move forward. The first option was to have no treatment at all, and to let the condition remain how it is. The second option was to extract the tooth and to restore the space using an implant/partial denture/bridge. The third option was to save the tooth with root canal treatment and place a crown. It was also stated that regardless of the course of action chosen, the patient would need to improve oral hygiene and attend appointments with a dental hygienist to manage the periodontal condition effectively.

The patient was provided with information about multiple options for restoring the space if extraction was chosen, and the different options for crowning too.

In the end, the patient opted for the most conservative solution of root canal treatment and subsequent crowning of the tooth.

## Treatment

The first step was to perform the root canal treatment. This was a highly complex case that required three appointments to complete effectively. After the successful root canal was performed, a core was built up. Following this, a digital workflow was used rather than traditional analogue methods.

The CS 3600 intraoral scanner from Carestream Dental was used to scan the crown preparation and the entire quadrant. Taking impressions this way and with a system like the CS 3600 is truly fantastic. The best workflow with the scanner is to start by scanning the jaw you worked on. The occlusal surfaces should be scanned first and then the lingual and buccal aspects should be recorded – by

following this order you capture all possible data, first time. Following this, the opposing jaw and then the bite should be scanned.

The scan was then refined in order to get the clearest possible image. The patient was showed this image, and because it was so accurate he was very impressed with the standard of technology we used. The CS 3600 intraoral scanner is superior for this type case as it provides high quality scans in a quick and easy way. The imaging software allows you to extract still images from the continuous scanning as well, making it simple to identify any areas that need to be scanned again for clarity. This also means that clinicians can easily identify any prep designs that need adjustment.

The impression was then uploaded to CS Connect and sent to the laboratory within minutes, prescribed with a normal lab docket (in a digital format). This means that laboratory technicians can start to create the restoration immediately. A number of crown types are available, but we decided on a zirconia crown due to both personal preference and because it has superior material strength.

The laboratory designed and milled the crown, which was sintered overnight. It was then glazed and polished and sent back with a turnaround time of just slightly over 24 hours. This meant we could work within any time constraints and also complete treatment for the patient without a long wait.

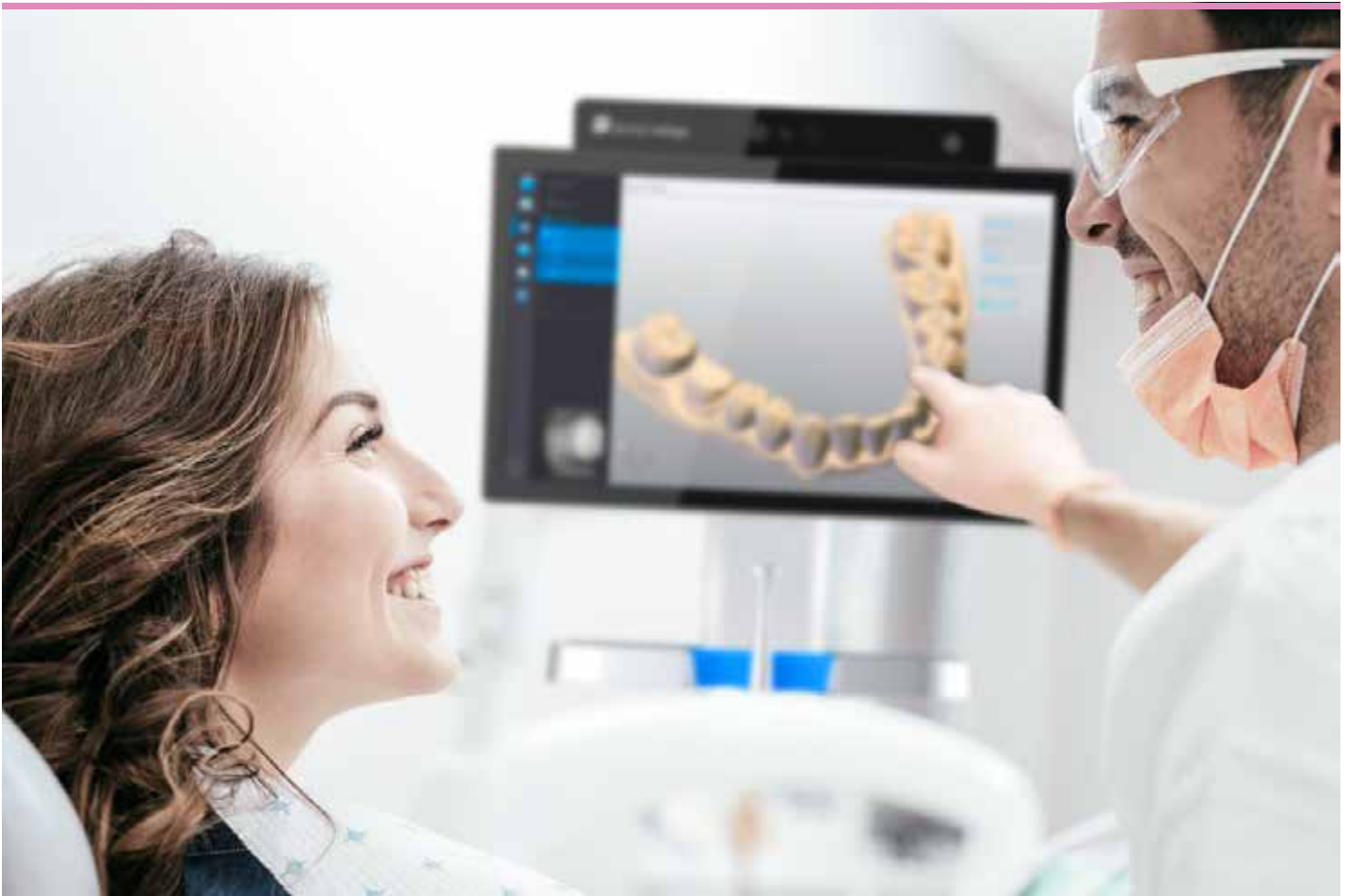
At the next appointment the crown was seated, tried in and fitted for marginal integrity. The crown was an exact fit, had good



*“It’s a convenient, small piece of kit that requires little space, is extremely user-friendly, and has no after care cost”*



## CASE STUDY



interproximal contacts and ideal occlusion. The patient was very happy with the fit and the aesthetics. The crown was cemented using RelyX Ultimate adhesive resin cement (3M Oral Care) and any excess was removed. The occlusion was then checked and, due to the non-operator sensitive, digital workflow, it was spot on.

#### Final thoughts

Using an intraoral scanner instead of analogue impression materials offers many advantages.

Traditional impressions for crown preparations are typically achieved using an addition-cured silicone or a polyether. These can present certain challenges as understanding the product is incredibly important. The working and setting time of these products vary, and drags in the impression are common unless you know exactly how to use them. Polyether tends to be more accurate than addition cured silicone, but it's also important to consider dimensional stability as analogue impressions may also morph during delivery to the laboratory, compromising accuracy.

The dental nurse and dentist must work

in total harmony when using analogue impression materials, otherwise outcomes may be compromised through human error.

On the other hand, digital methods are far more reliable as they overcome these challenges. There is no chance of drag so impressions are more accurate, and as digital acquisition isn't technique sensitive, it makes for far more predictable results. The workflow is streamlined from surgery to lab, and time is maximised.

There are some limitations to intraoral scanners, however, and the initial investment is off putting to some. Subgingival margins can also be difficult to scan, but the CS 3600 from Carestream Dental has a hybrid aspect that overcomes this limitation.

The main benefit of the CS 3600 intraoral scanner from Carestream Dental is that it is an open system so it can be used alongside and communicate with a vast array of other technologies. It's a convenient, small piece of kit that requires little space, is extremely user-friendly, and has no after care cost.

**Visit the Carestream Stand D30 at The British Dental Conference and Dentistry Show.**

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#### Author Biography

Kunal Shah is the Principal of LeoDental in London. He graduated from Birmingham, was selected as a Finalist for 'Best Young Dentist South' 2018 at The Dental Awards, and also has the accolade of 'Best Implant and Imaging Clinic 2018 in London'. Having published several articles in the professional press and lectured internationally on the topics of digital dentistry and implantology, Dr Shah is also a clinical mentor for students on the Postgraduate Implant Course at LeoDental in conjunction with SmileTube.tv.

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# WHEN PATIENTS SAY NO



## Why patients say no

Formulating a treatment plan that provides your patient with the most effective, convenient and accessible care for them is important. But why do some patients still say no?

Treatment acceptance is a necessary step towards helping patients receive the care they require, but they don't always understand this. As such, it's a good idea to explore why some patients may be resilient to your advice and make changes so that they are more likely to accept first time.

## A feeling of trust

It is thought that roughly 85% of case acceptance comes from patients trusting their dentist and their ability to relate to them, as opposed to the 15% inspired by technical proficiency.<sup>1</sup> As such, it's clear to see that building trust is imperative if you want your patients to accept your treatment plans.

A good way to do this is to ensure that you take an active interest in your patients' lives. Do you chat with them during their appointments? Do you know what they do for work or whether they have any exciting plans coming up? Just communicating with patients on this level quickly helps to build a bond of trust. It's also a good idea to explore their feelings regarding their oral health. Do they have any questions? Are there any improvements they want to make to their smiles? Make the time to talk and you will quickly see that trust, in most cases, is easily gained.

## Education and misinformation

Another reason that patients may be apprehensive about agreeing to treatment plans is because of their knowledge surrounding dentistry and whatever treatment you suggest. These people fall into two camps – the underinformed and the misinformed.

Some people may not be able to grasp why a particular treatment is beneficial for them,

and in turn will reject your proposal as they believe they will be fine without it. To tackle this stance, you need to make sure that you are giving your patients as much information as possible about the treatment, as well as taking the time to state not only how it will help improve their lifestyle (in terms of aesthetics, function etc.) but also the risks they take by rejecting treatment, such as the eventual need for a dental implant, for example.

On the other hand, those who are misinformed have likely gathered information about their oral health online or have set ideas about the treatment they want supported by their own opinions. There is a lot of bad information out there, and it can be difficult to make the correct treatment seem like the best option. For example, if a patient is set on getting veneers, they may be resilient to simply straightening and bleaching their dentition, even if this is a more suitable and conservative option. In these cases, you need to do your best to banish any misinformation while alerting these individuals to the real benefits your treatment plan can bring.

## Break down those barriers

Another huge barrier to treatment acceptance is that people may simply not understand your treatment plans. It's easy to forget that your usual patient may not comprehend some of the more technical terms in dentistry, but this can be a huge discouragement if they feel like you've been too technical and therefore can't understand what treatment will involve. No one likes to feel stupid.

Language or communication barriers may also exist if your patient speaks English as a second language or has learning difficulties or any other impediment. Therefore, one of the best ways to ensure that patients do understand your plans is to present the information in a different way.

Visual information is easier to understand

for a lot of people, and it can help to bypass language barriers and remove the confusion that technical jargon can create. The CS R4+ practice management software from Carestream Dental is a particularly good choice if you're looking to boost treatment acceptance. This software has special Communicator Patient Software which is preloaded with over 200 treatment topics. This software walks patients through the proposed treatment in simple terms, accompanied by easy-to-follow animations and pictures to ensure they fully understand what will happen if they accept.

## Change no to yes

When it comes to boosting treatment acceptance it really comes down to exploring why a patient may say no in the first place. By building trust, giving them the correct information and ensuring they understand the next steps, you're likely to see that more patients agree with your proposed plans.

**For more information, contact Carestream Dental on 0800 169 9692 or visit [www.carestreamdental.co.uk](http://www.carestreamdental.co.uk). For the latest news and updates, follow us on Twitter @CarestreamDentl and Facebook**



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<sup>1</sup> Dentistry IQ. Communicating Trust – The Key To Dental Case Acceptance. Link: <https://www.dentistryiq.com/practice-management/patient-relationships/article/16350433/communicating-trust-the-key-to-dental-case-acceptance> [Last accessed June 19].



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# A MULTIDISCIPLINARY AND HOLISTIC APPROACH

*Despite the best efforts of dental professionals, oral health product companies and various charitable and professional organisations, periodontal disease remains rife throughout the UK.*

**It's crucial that we all continue to do what we can with regards to raising awareness of the condition among the general population, while also providing tried and tested solutions that we can rely on to help patients improve their oral health.**

## A new classification system

Announced at EuroPerio9 in Amsterdam, June 2018, a new classification of periodontal and peri-implant diseases has been introduced to the global dental community. The result of a joint workshop held by the European Federation of Periodontology and the American Academy of Periodontology, the new system provides clarity on the different severity levels of the condition.

Mirroring the classification system used throughout the medical industry that defines the stage of a condition and its risk of progression, this method of categorising periodontal disease is designed to standardise treatment approaches throughout the global dental profession. It describes periodontitis in four stages of severity – Stage 1 (least severe)

to Stage 4 (most severe) – and three grades determining the risk of development – Grade A (lowest risk) to Grade C (highest risk). In this way, it provides a universal language that can be easily translated not only across geographic borders, but also between professionals in dental and medical fields for more seamlessly integrated patient care pathways.

At the time of writing, the new system is in the process of being rolled out across the UK dental profession and the British Society of Periodontology (BSP) has announced its aim to consider the consensus carefully before reviewing its own guidance in the near future. How this new classification system will affect your daily practice life is yet to be determined, but you can expect changes on the horizon, if they haven't already been implemented.

## A holistic approach

However you evaluate and classify periodontal disease, the most important thing remains that you assess it regularly and record it for every patient under your care. The associations

between periodontitis and many systemic diseases demonstrate a clear need for prevention and early identification in order to help patients maintain good general, as well as dental health.

Diabetes mellitus is the example often cited given that research has found a bi-directional relationship between the condition and periodontitis. Those with poor glycaemic control are at high risk of developing periodontal disease, while treatment of periodontal inflammation is believed to improve glycaemic control.<sup>1</sup>

Other health conditions linked with periodontitis include cardiovascular disease (CVD) – studies have suggested up to a 90% increase in risk for CVD among those with severe periodontal disease, possibly due to mutual risk factors.<sup>2</sup> Periodontitis is also associated with pneumonia – although a causal relationship is not yet established<sup>3</sup> – while a stronger case can be put together to support the link between periodontal disease and rheumatoid arthritis.<sup>4</sup>

When it comes to cancer, various different types have been associated with poor periodontal health. For example, a 2017 study found that women with periodontitis had a two-three times higher risk of developing breast cancer than those without.<sup>5</sup> Another study found associations between a history of periodontal disease and lung, kidney and pancreatic cancer among men in the US.<sup>6</sup> As would be expected, a significant correlation between periodontal disease and oral cancer has also been proven.<sup>7</sup>

Preventing periodontal disease can therefore have a huge influence over one's general wellbeing. As such, the merits of taking a holistic approach to managing a patient's periodontal health cannot be overstated. The new periodontal classification system may well aid in doing this as it bridges the gap between medical and dental professionals and facilitates easier communication and collaboration for improved patient care.

## Start with the basics

Of course, the prevention and management of periodontitis starts with an effective oral care routine at home. Patients should be educated on the potential connections between gingival disease and systemic health conditions, so that they understand the risks they take by not adequately brushing or cleaning interdentally.

Regular appointments at appropriate recall intervals are essential, during which times the patient's oral health can be reviewed. Development or progression of any periodontal disease should be accurately assessed and recorded every time. Evidence-based products and techniques should also be suggested to help support daily regimes. For example, the Wisdom Clean Between Rubber Interdental Brushes are clinically



proven to reduce gingival disease<sup>8,9</sup>, and feature a tapered, flexible stem with micro-fine rubber filaments that glide easily between the teeth for a gentle but effective clean. An ideal introduction to interdental cleaning, they are easy to use and suitable for continued everyday use. Being wire-free they are gentle on the gingiva minimising the potential for gum trauma and ideal for efficient and are safe use around orthodontic appliances, implants, metal fillings and crowns. Available in three sizes and latex-free, they are suited to a wide range of patients, including those who have found using wire interdental brushes difficult

or uncomfortable in the past.


Effective management of periodontal disease – or better still prevention – remains an essential part of every dental professional's remit. A multidisciplinary approach that involves both dental and medical professionals offers various benefits for the quality of patient care, so utilising tools such as the new classification system may well help make this a reality in everyday practice.


**To find out more, please visit  
[www.wisdomtoothbrushes.com](http://www.wisdomtoothbrushes.com)  
or call 01440 714800**

## References

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**Awesome Technology provides for Digital dentistry by supplying 3D dental printing machines as well as instruments for 3D scanning and dental design software along with much sought after advice and training. As dental scanning has become faster and more accurate so too are the printers more able to produce the full range of dental components needed in modern dentistry.**

The latest component is the brand new Sprintray Pro 3D printer that combines an elegant exterior with some highly practical new features. The free software combines STL checking and editing facilities in an easy to use package that combines both a large print platform with a high resolution UV projector for finely focussed results.

Following on from the successful MoonRay range this printer adds a

volume production model and a new SprintRay Curing box to simplify the post printing procedure. The new high technology resin tray provides a low wear and tear solution and faster print speeds. The SprintRay Pro includes a large touchscreen to monitor printing and allow up-dating.

Dental models, aligners dentures, surgical guides, indirect bonding trays guards, splints, crowns and bridges are all within reach using the latest bio-compatible resins. Cleverly designed for occupying the minimum space in a dental practice or lab the Pro fits well with the modern approach to dentistry.



# ARE YOU A REFLECTIVE PRACTITIONER?



**There are many ways to better yourself as a dental practitioner. The obvious route is to seek further training and education, enhancing and expanding clinical skills in order to continue delivering the highest quality, evidence-based dentistry. To get the very most from your learning, it's important to review your progress and tailor future education accordingly.**

You will no doubt have seen the joint statement released by the GDC and eight other healthcare regulators about the benefits of being a 'reflective practitioner'.<sup>1</sup> Among the key advantages stated are improved multi-disciplinary teamwork, enhanced practices and services, and assurance for patients that their healthcare professionals are continuously learning.

## Becoming a reflective practitioner

So, what does it take to be a 'reflective practitioner'?

The idea of reflection is simply the review and analysis of one's actions, processes and outcomes. The aim is to evaluate the efficiency and effectiveness with which a task is completed. In dentistry, this could involve reflecting upon the clinical treatment provided and the products and technologies used, as well as the method and quality of patient communication, among other factors. Where successes were enjoyed, this should be noted in order to replicate similar results in the future. Where potential areas of improvement are identified, changes should be implemented

for the next patient or treatment.

The concept of reflection was also introduced into the Enhanced CPD scheme.<sup>2</sup> This focuses on a 'plan, do, reflect, record' concept, whereby professionals evaluate the impact of their CPD activity and adjust their Personal Development Plan (PDP) as needed. While there are no strict guidelines on how reflection should be recorded, it is important to state that it took place in the CPD activity log. It is then necessary to make changes to your plan for future CPD training to incorporate any new ideas or advancement of specific skills as identified.

## Implementing in practice

The key is to proactively engage in reflection on a regular basis. A structured approach should be taken each time so that outcomes can be compared and progress monitored. It might be a solo reflection or performed as a whole team, once a week, once a month or on a yearly basis. Regardless of how you proceed, it's about learning from experience and enriching your learning for the future.

Perhaps you realise that a few endodontic cases have caused concern in the past couple of months because you weren't confident in the best treatment options and chose to refer. You could add endodontic training courses or seminars to your PDP over the next year to improve your knowledge and gain further experience. Alternatively, you may have started to offer dental implants after undergoing initial training. In order to capitalise on the opportunities presented by

increasing patient demand, you might choose to focus your training over the next couple of years in this field so that you can take on more complex cases. Transferring the findings of your reflections into your PDP is not just a tick box exercise - it can have significant benefits for both your professional development and your business success.

## Get the right training

No matter which discipline you're most interested in, finding high quality, CPD certified training is crucial. That's where the British Dental Conference and Dentistry Show can help.

Offering two days of enhanced CPD across a dynamic range of topics, the event provides the ideal platform from which to learn from some of the best speakers in the business. With key features such as the BDA Theatre Lecture, you'll be able to learn about some of the very latest techniques, materials and technologies in your chosen field, with practical advice offered from those at the cutting-edge of dentistry. You can also gain insight into the various postgraduate training courses available and discover which training providers might cater best your needs.

Further still, with plenty of opportunities to catch up with friends and colleagues, you'll be able to discuss and reflect on the subjects you've heard about and decide which areas to pursue. The extensive trade floor will host more than 450 training providers, manufacturers and suppliers, so you can source new products, equipment and courses at the same time as boosting your CPD.

## The best that you can be

Anyone who is passionate about what they do will constantly strive to improve. In dentistry, continuous learning is part of the job description, but it is also a way to excel in your career and really enjoy what you do. Reflecting on your work and your CPD activity is a great way of refining your learning pathway for more targeted development.

**The British Dental Conference and Dentistry Show 2020 - 15th and 16th May - Birmingham NEC, co-located with DTS.**

**For all the latest information, visit [www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk), call 0207 348 5263 or email [dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)**

## References

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# MAKING THE MOST OF IT ALL

The British Dental Conference and Dentistry Show now offers a wide spectrum of learning and networking opportunities for all members of the dental team. As a two-day event, it often requires only one day out of practice and it brings a variety of dental professionals, speakers, companies and associations to the one place. Whether you are looking to update your CPD, gain fresh business ideas, hear from world-leading experts or research the market for a new CBCT machine, we have you covered!

In order to really make the most of your time at the event, here are our top tips...

## #1. Take your whole team

One of the most unique benefits of the British Dental Conference and Dentistry Show is that it caters to all professionals within the dental team. As such, it's a great event to bring your whole team, including dentists, dental nurses, dental hygienists and therapists, practice managers and treatment coordinators. This not only enables you to optimise any time spent out of the practice – as all professionals are learning at the same time – but it also provides an opportunity for teambuilding and bonding.

Colleagues will be able to get to know each other outside the practice environment – they can also relax and have fun together. Whether discussing a lecture, grabbing some lunch or enjoying the prestigious Dental Awards on Friday night (hosted by Purple Media Solutions), - learning together with on-stand training and trying out new products – there are plenty of chances to socialise. The benefits of this include a stronger team when you return

to practice, with better communication and understanding, ultimately facilitating better patient care and improved daily efficiency. What's more, you could use this as an ideal opportunity to thank your team for their hard work over the past year – why not take them out to dinner or cover their travel expenses to show your appreciation?

## #2. Plan ahead to maximise learning

All delegates attending the show will have the opportunity to gain up to 14 hours of enhanced CPD- Verified by the British Dental Association. However, there will be a lot more than this available to choose from, meaning everyone can select the most relevant topics for them. As such, planning ahead for your visit will help to make sure you get the most out of your time at the event. The lecture programme is always available in the weeks leading up to the conference, so why not have a look at the line-up and prioritise who you want to see?

This is a great way of aligning your learning experience with your CPD goals, too. You can

consult your Personal Development Plan (PDP) and then plan to visit lectures that cover the subjects you've identified as priorities for next year. There will be a huge range of seminars presented by leading clinicians, providing educational opportunities for those new to the profession, those with extensive experience and everyone in-between. It doesn't matter if you're looking to get involved with dental implants, wish to build your confidence in endodontics or are already a specialist in periodontology, there will be something designed for you. If you know where to go and when, you can make sure you don't miss anything important to you while maximising on your learning time.

## #3. Have fun!

Every learning experience is made all the better if you enjoy yourself. There will be lots of exciting new materials and technologies to try out, so make sure you get involved and have a go! There will also be chances for debate and discussion in the lecture theatres, with fresh approaches and interactive sessions ensuring an entertaining time for all. Plus, the various social events will be perfect for a drink or two with friends.

**Register Today**



British Dental Conference &  
**dentistry show**  
15<sup>th</sup> & 16<sup>th</sup> May 2020 | NEC Birmingham  
[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk)




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**References.** 1. Jones CG. Periodontology 2000. 1997; 15: 55-62. 2. Gomes BP et al. Int Endod J 2001; 34(6): 42-48.

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**CORSODYL**







# ASCEND TO PROMOTE FULL RANGE OF SERVICES AT THE BRITISH DENTAL CONFERENCE AND DENTISTRY SHOW 2020

*Dental management consultants, Ascend, will be promoting their full range of services at The British Dental Conference and Dentistry Show 2020 from 15th to 16th May at the NEC, Birmingham.*

**Providing all-compassing services to the dental sector, Ascend's extensive experience of director-level NHS commissioning, tendering, finance and contract management will be reflected in their comprehensive range of services.**

Emma Childs, Director, Ascend, states: "The British Dental Conference and Dentistry Show 2020 is an ideal platform for us to promote our range of services and talk directly to Clinicians, Practice Managers, Dental Nurses, Administrative Staff etc. about the issues impacting their businesses."

Emma continues: "With first-hand experience of the NHS dental commissioning process, we

understand the intricacies of tendering as well as the compliance challenges faced by many practices. As such, we have worked exclusively within the dental sector over many years to develop a suite of services to meet their specific requirements. Working in close partnership with our clients to understand their unique business requirements, our tailored and experience-led approach has ensured success."

Ascend's range of services includes Tender Writing, CQC Compliance, Data Security and Protection (DSP) Toolkit Accreditation and Practice Management Support as well as Annual Health Checks, Staff Appraisals and HTM 01-05 Reporting, and overall business development for

both NHS and private practices.

Emma concludes:

"We're really looking forward to meeting visitors at the The British Dental Conference and Dentistry Show next year and learning more about their business needs as well as sharing best practice ideas."

Ascend was established in 2013 to meet the compliance and business needs of dental and orthodontic practices in a sector undergoing legislative transformation. Providing a wide range of services, Ascend's unique approach has seen the company win 90%+ NHS tender submissions in the last eighteen months and achieve a 100% CQC Compliance pass rate following mock its CQC Inspections.



# WE ARE HERE TO SUPPORT EXHIBITORS

*The British Dental Conference and Dentistry Show is here just as much for the trade as it is for the profession. We do as much as can to help ensure our exhibiting companies get maximum benefit from attending the event.*

## Growing pool of potential customers

We strive to present the highest quality education, CPD and world-class speakers for delegates to benefit from, attracting as many individuals as we possibly can. The more professionals in attendance, the more people will be browsing your stand and the more potential buyers we'll have in the house. We are proud to have seen a consistent increase in the number of dental professionals attending the show over the years. Following our partnership with the British Dental Association (BDA) two years ago, delegate numbers have risen even further and we are looking forward to welcoming more than 10,000 professionals in 2020! There will certainly be plenty of people for you and your team to talk to.

## Website listing

A great complement to your own pre-event marketing, we offer various promotional

opportunities to help get your company seen. One of these is a listing on the event's website within the dedicated Exhibitor Zone. This enables you to present a summary about what your company does, along with your logo, product images and stand number. You can highlight key categories that your products or services fall into for easy searching by dental professionals and upload press releases to provide more product-specific information. It's important to complete this listing as the website is often where individuals will go in the run up to the show to see which suppliers will be attending.

## Other marketing support

Our Launchpad UK is another great promotional tool that you can use to market any new product launches at the upcoming event. We also produce a Show Guide for exhibitors to include a press release or information about what they're doing at the

show. In addition, there are publications such as this magazine – which offers an opportunity for advertising and articles – and we announce exhibitors on our social media platforms too.

## Support with lead follow up

Giving you an easy way to collect and store contact information for all the delegates who visit your stand, we provide optional scanners. Your team need only scan individuals they speak to and you will gain to their registered contact information to create your own database. This can be used during your follow-up marketing activities after the conference, ensuring you have all the information you need to reach the right people.

**Look below to see some of the show's must-see exhibitors...**

## Apolline

Apolline provides a total dental compliance management solution to meet current and future standards of safety and compliance.

Our aim is to simplify the way practices integrate compliance management into their day-to-day business processes, so that the dental team can concentrate on patient satisfaction and high standards of clinical care.

We believe in partnering with our clients to achieve the best compliance outcomes. Whatever your compliance needs, Apolline offers a flexible solution that is always tailored to your specific requirements.

### Our unique compliance management solution comprises:

- ApollineBASIL® – easy-to-use, task-based compliance management software application, storage and reporting
- ApollineSERVICES® – practical compliance audits, practice support, practice policy and procedures templates
- ApollineTRAINING® – trusted online and in-practice verifiable ECPD compliance training
- ApollineCONSULTING® – valuable bespoke consulting, clinical due diligence, new practice start-up and relocation, emergency CQC support
- ApollineCORPORATE® – unique solution of software, corporate dashboard, compliance audits and clinical due diligence services for larger and multiple-location clients.

## 3Shape

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## Aidite

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Dental Protection protects and defends the career and reputation of dentists around the world, providing members with expert advice and tailored support to keep them safe throughout their entire career.

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- They can always ask for help from our team, which includes experienced dentists and lawyers.
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- Our in-house claims team can help them at every step, never acting without their agreement.
- Our discretionary approach means we have the flexibility to offer assistance where a tightly worded contract might not.



**EnvisionTEC**

EnvisionTEC is a global 3D printer manufacturer that offers a full range of desktop, full-production and high-speed continuous 3D printers for dentists, orthodontics and dental labs. EnvisionTEC machines are known throughout the industry for extreme accuracy, high throughput and a smooth surface finish.

The EnvisionTEC series of 3D printers deliver tight-fitting crowns and orthodontic models with a best-in-class smooth surface that results in crystal-clear thermoformed aligners. Paired with an industry-leading materials library, featuring a variety of FDA and CE-approved materials, EnvisionTEC machines offer unmatched flexibility and a complete solution that delivers reliable, proven results.

Clinicians are rapidly adopting EnvisionTEC technologies to lower costs, provide more convenient chairside care and have tighter control over treatment plans. Dental labs, meanwhile, are finding 3D printing technologies are allowing them to increase competitiveness and re-shore production.

**Read more about EnvisionTEC dental solutions:** <https://envisiontec.com/3d-printing-industries/medical/dental/>

**To talk to our team please contact: Mike Lemaic, UK Sales Manager – sales@envisiontec.co.uk**

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Henry Schein Dental is an innovative dental specialist & laboratory supplier that has been in the business for 86 years. Ordering your premium laboratory & dental supplies online is quick and easy, with over 50,000 dental products all over the UK, including merchandise, equipment, surgical, laboratory equipment, orthodontics and oral hygiene.

With our team of knowledgeable experts, you can rely on us to help take care of your business so that you can focus on the delivery of superior patient care. We can help a dentistry professional on every step of their dental journey from starting their career as a dental student through to selling their dental practice or laboratory. Henry Schein offers digital solutions to help you integrate dental technology seamlessly into your practice or laboratory from intra-oral scanning, in-house milling to 3D Printing.

**Contact us on 0800 023 2558 or info@henryschein.co.uk**

**LavaDent**

The aim of LavaDent is to offer a high quality, friendly and accessible service to all general dental practitioners and their team in the UK. Our range of products includes products from leading manufacturers and suppliers as well as economy ranges of products at incredibly low prices.

Our range of high quality dental products offer outstanding value and are second to none in terms of quality and value for money. With our Pay Less Price Commitment you know you will always get great value for money.

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We are Iso 9001 Registered company. This means that we are able to consistently provide products and services that meet our customers and regulatory requirements.

**teeth4life**

Download the free teeth4life App to help educate the public to make all our working lives less stressful. Using modern technology this eHealth product can easily be customised and modified by the profession and the user. It can be shared via social media to help engage the 48% of adults who avoid us. Collectively, we can encourage the public to improve their general health and improve dentists' moral. We need to reverse the slide of bullying from lawyers, UDA targets and unqualified managers as we all perform better in a non-threatening environment.

No win no fee lawyers did not exist when I took the Hippocratic oath in 1982, and in those days the service the general public received was better. The GDC, defence organisations and successive governments have let us, and the general public, down.

*"The best way to predict the future is to create it" - Peter Drucker.*

**VSSAcademy**

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

The courses offered by VSSAcademy aim to help fellow practitioners learn new dental skills and treatments whilst protecting and not disrupting their ongoing dental practice time and work. Most courses are offered over the weekend. VSSAcademy now boasts a large pool of alumni dentists and many amazing visiting lecturers flank Fadi in delivering academic and practical hands-on training as well as personalised coaching and mentoring.

Since 2018 VSSAcademy have worked in association with UCLan to deliver their 2-year part-time MSc in Clinical Implantology. This popular course is ideal for the novice implant dentist wishing to introduce implant treatment into their practice and any dentist who wishes to formalise their further education with a recognised Masters Degree.

The Academy also offers a Cadaver course for Complex Surgical Implant Procedures, for the more experienced dentist looking to expand their capabilities and complete more complex implant cases, thereby building business by referring less out.

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Cadaver course for complex surgical implant procedures - November 2019

**To learn more or to book your place on any of these courses, please contact us:**

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|----------------------------|-------|--|-------|--|-------|
| 360 Visualise              | C60   | Care Quality Commission                        | Q01   | Digimax Dental                               | D65   |
| 3M Oral Care               | G40   | Carestream Dental Ltd                          | D30   | DMG Dental UK                                | K55   |
| A-Dec Dental UK Ltd        | B40   | Cattani Esam                                   | N50   | Dominic Hassall Training Institute           | D99   |
| Acquisition Aesthetics     | A40   | CB12   | Q60   | DP Medical Systems                           | N55   |
| Acteon UK                  | B54   | Cephtactics                                    | F72   | DPAS Dental Plans                            | E60   |
| Acumag Ltd                 | E63   | Christie & Co                                  | B62   | ECLIPSE LOUPES                               | D66   |
| Ad Valorem Group           | E92   | Clinitech Medical                              | E64   | Edenta                                       | J01   |
| Advanced Dental Laboratory | P55   | Cloud 4 Dentists                               | H64   | Edinburgh Dental Institute                   | P72   |
| Aerona Software Ltd        | J44   | Colgate  | K40   | EMS  | D48   |
| Ai Dental                  | J17   | College of Medicine and Dentistry              | P20   | ESM Digital Solutions                        | C67   |
| Albert Waeschle Veterinary | E95   | Colosseum Dental                               | Q30   | Evident                                      | H30   |
| Anglian Dental             | N18   | Coltene Ltd                                    | L30   | F2 Medical Supplies Ltd                      | A49   |
| Ansell Healthcare          | J93   | CryoPen  | F98   | FDI World Dental Federation                  | A62   |
| Anthogyr                   | E32   | CTS Dental Supplies                            | B65   | FMC & Independent Seminars                   | F70   |
| Apolline Ltd               | K04   | Curaprox UK                                    | H32   | FooCo Video and Marketing                    | B94   |
| Arc Interior Solutions     | N78   | Custom Dental & Medical, Furniture & Equipment | L40   | Frank Taylor & Associates                    | F60   |
| Ascend Contract Management | H66   | DB Dental Equipment                            | Q22   | FTA Finance/FTA Mortgages                    | E65   |
| Aspiration Training        | F84   | DD   | G66   | GAMA Healthcare Ltd                          | E50   |
| Aspired Finance            | D68   | Denmat UK                                      | J14   | GB Accountancy & Finance                     | B78   |
| Attenborough Direct        | B59   | Denplan part of Simplyhealth                   | C40   | GC UK Ltd                                    | A32   |
| Aura Infection Control     | P10   | Dental Compliance Made Easier                  | I20   | General Dental Council                       | K90   |
| AWB Textiles               | D64   | Dental Defence Union                           | L52   | GlaxoSmithKline                              | C30   |
| Awesome Technology Ltd     | H12   | Dental Directory                               | H50   | Greater New York Dental Meeting              | H05   |
| BA International           | D62   | Dental Elite                                   | D60   | Hague Dental                                 | A38   |
| Bambach                    | E90   | Dental Focus                                   | D72   | HAp+   | J13   |
| Belmont                    |       | Dental Monitoring                              | J40   | happythreads.co.uk                           | Q70   |
| BLM                        | C90   | Dental Protection                              | Q40   | Henry Schein Dental                          | J20   |
| Blue Sky People            | D80   | Dentally                                       | G44   | Hilliers Vision                              | N17   |
| Blueprint Dental           | H16   | Dentex   | K50   | HL Dental Estate Agents                      | F80   |
| Botulinum Toxin Club       | G95   | Dentists Provident                             | B90   | ICE Postgraduate Dental Institute & Hospital | Q20   |
| Braemar Finance            | H65   | DG Mutual                                      | L19   | IceConnect                                   | D58   |
| Bryant Dental              | E55   | DHB Oral Healthcare Ltd                        | J58   | iComply                                      | P15   |
| Cannon Hygiene             | H98   |  |       |  |       |

# EXHIBITORS LIST

| EXHIBITOR                                  | STAND | EXHIBITOR                              | STAND | EXHIBITOR  | STAND |
|--|-------|--|-------|--|-------|
| IDS Spa                                    | D54   | Orasoptic                              | N20   | Spire Instruments                                    | L90   |
| Invisalign iTero                           | G30   | Ortho-Care UK Ltd                      | H72   | Stoddard Manufacturing Co Ltd                        | K60   |
| iSmile                                     | E48   | Pacific Smiles Group                   | H68   | Straumann  | F40   |
| Isopharm Ltd                               | Q10   | Parnell Pharmaceuticals Limited        | A44   | Straumann  | F30   |
| J&S Davis Limited                          | K91   | Patient Plan Direct Ltd                | E45   | Support Design AB                                    | J60   |
| JW Hinks                                   | C92   | Performance Finance Ltd                | F68   | Survival-32  | B60   |
| Kerry Dental Ceramics                      | H09   | PFM Dental                             | F65   | Swish Dental   | P09   |
| Komet Dental                               | H92   | Pharmatechnology                       | H88   | Systems for Dentists (SFD)                           | P50   |
| Kulzer                                     | L99   | Phoenix Instruments Ltd                | L01   | Taboom Shanghai precise Abrasive Tool Co.Ltd         | A66   |
| Lemonchase                                 | J90   | Planmeca                               | J42   | TDS E&W Ltd  | A60   |
| Lily Head Practice Sales                   | B48   | Portman Dental Care                    | J50   | The Crown Fits                                       | J65   |
| Lloyd & Whyte                              | Q31   | Practice Plan Ltd                      | H60   | The Dr Bob Khanna Training Institute                 | G90   |
| Lloyds Bank                                | F74   | Premier Dental Products Co.            | J62   | The Orthodontic Company                              | H75   |
| Lockton Companies                          | D56   | Professional Dentistry Indemnity - PDI | G65   | Tri Hawk Dental Burs                                 | L65   |
| Luke Barnett Dental Ceramics               | C65   | Promisee Dental Co.                    | H80   | Trycare  | D32   |
| MDDUS                                      | P70   | Public Health England                  | L24   | Turn Key Dental Supplies                             | J64   |
| Mediholdings                               | L22   | QED Ltd                                | G67   | UCL Eastman Dental Institute                         | H90   |
| MIAB                                       | B45   | Quicklase Quickwhite                   | A70   | ultraDEX   | N57   |
| Micro Minder                               | L12   | Rodericks Dental                       | J68   | Unilever UK  | K70   |
| Morris & Co                                | Q41   | RPA Dental Equipment Ltd               | K65   | University of Central Lancashire School of Dentistry | P65   |
| Myofunctional Research Company             | K92   | S4S Dental Laboratory                  | P50   | Vatech UK Ltd  | D23   |
| NASDAL                                     | F95   | Safe Hearts Training                   | K01   | Vibrant Wealth Management                            | E69   |
| National Examining Board for Dental Nurses | H81   | Salli Systems                          | C56   | VOCO - THE DENTALISTS                                | G60   |
| Nationwide Dental Construction Ltd         | A65   | SCiA Trafalgar                         | L80   | VSDent   | H62   |
| Neodent                                    | E30   | Septodont                              | G42   | VSSAcademy   | E68   |
| NHS Business Services Authority            | N60   | Shenzhen Rogin Medical Co.,Ltd         | B64   | Waterpik   | D40   |
| Nichrominox                                | L67   | Shofu UK                               | H24   | Waters Edge Ceramics                                 | J15   |
| Nuview                                     | L54   | Six Month Smiles LLC                   | H76   | Wired Orthodontics                                   | J67   |
| NUVOLA BY GEO                              | L50   | Smart Dental Care                      | P71   | Wisdom Toothbrushes                                  | P80   |
| On Hold Communications LTD                 | J19   | Smilecare                              | L70   | Work-in-Style  | Q50   |
| Opatra                                     | F62   | Snowbird Finance Ltd                   | D82   | Yilong   | A42   |
| Oral-B                                     | B30   | Software of Excellence                 | K20   |  |       |
|  |       | Solvay Dental 360                      | J55   |  |       |



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# MEET OUR NEW EVENT MANAGER

*Vision 2020 – The role of the Dental Technology Showcase in the labs of the future.*

As our industry changes, so must our dedicated platforms. Dental Laboratories are facing a number of challenges as we transition towards full digital dentistry, Laboratory owners now need more information than ever on how technology can bring a new generation of profit and returns and we are making some significant changes to ensure that the DTS remains the forum for this discussion and helps drive forward industry development.

Rather than purely focusing on how technology operates, we will be exploring its actual value to laboratories and how it can bring in additional revenue as well as

cost effective ways to implement technology. Wherever you are in your digital journey, the DTS and its lecture theatres are here to help you and your laboratory.

We will also be closely examining the latest materials available and there will be a number of leading demonstrations from the manufacturers themselves on the latest trends. This includes the international manufacturers of CAD/CAM materials as well as other ground-breaking solutions for your dental laboratory.

We will also be exploring major themes in the industry such as how we go about inspiring the next generation of dental



technicians, how we increase the industries profitability and how we ensure that the industry that we work in is as safe to our staff as possible.

2020's Dental Technology Showcase is your opportunity to join together with the industry and show that through collaboration, there is no challenge too large for the Dental Laboratories of the UK. We look forward to welcoming you to the show.

For now, why not take a few minutes to browse our new magazine Dental Community?

**Harry Norman, Event Manager**  
**The Dental Technology Showcase**



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# ADJUSTING TO NEW TECHNOLOGIES

**The modern dental laboratory is almost unrecognisable from the same environment of ten years ago. With digital innovations becoming the norm, changes in workflows and technology have reformed the way that these businesses work.**

However, unlike technology – which continues to update and improve – people cannot learn in an instant, and therefore adjusting to the digital age and any new systems can bring some difficulty. As such, it's worthwhile exploring options that can help technicians to embrace these systems and workflows so that your laboratory can continue to innovate and look to the future.



*“By seeking out training courses, demonstrating the benefits of new systems and encouraging dentists to choose technology which means that new systems will not have to be invested in often, you can help your team to embrace new solutions quickly”*

## A tricky transition

In many ways, it seems odd that changing systems within the workplace can cause problems for people, especially as new technology tends to come with so many benefits. The reason behind this is likely due to emotions.

There are a number of ways that people react to change. Whilst some emotions, such

as excitement, can be beneficial, there are also inevitable feelings such as threat, fear and anxiety that may cause people to react badly to any new systems or technology.

## Try before you buy

As with all innovations, digital technologies have a learning curve that is necessary for technicians to master. Every system is unique, and equipment such as a new milling machine or a new design software can take time to truly get to grips with.

This raises the quandary of how to ensure that the technology you invest in will be intuitive to the needs of your technicians. Some software providers will have free trials available, and many pieces of technology will have a return guarantee if it isn't fitting in well with your workflows. This is the perfect opportunity to experiment with different options, finding one that suits the majority of your team. This may delay the process at first, however, it will be worth it in the long run if it keeps your team motivated and doesn't cause them constant frustration.

Once you have settled on a piece of equipment, it's also worthwhile seeing whether the manufacturer hosts any training courses related to how the technologies work. These courses are a fantastic way to quickly master the basic functions of any new design software or milling machines, and also ensure that every team member understands the equipment fully, allowing them to start using it right away without any guesswork.

## Demonstrate the benefits

It's likely that one of the biggest hurdles you'll have to overcome when introducing new technology is the pervasive attitude that the old system was somehow better.

One way to overcome this is to

demonstrate the benefits of the system to them in person. If training courses for the equipment are not readily available it makes sense to show people the capabilities of the system and how these will directly benefit them. Does the new milling machine have the capability to work with new materials? Or does the new design software have more powerful CAD/CAM tools to help improve design accuracy? By pointing out how these features can help make things easier for your team, they are likely to be far more accepting, even if they have been using the previous equipment for years.

## A two-way technological relationship

Of course, one way to ensure that your team continue to benefit from new technology is to ensure that the equipment used by collaborating dentists is compatible. Technicians know how frustrating it is to have to find new design software to cope with the different file types sent by various digital intraoral scanners, and therefore it's worth recommending open systems to dentists such as the CS 3600 from Carestream Dental.

As this scanner sends files in an open STL format, this means that technicians can use the design software of their choice, so you won't have to continuously introduce new systems and go through the learning curve each time.

## A learning process

Investing in new systems is always going to cause some difficulties in the time it takes for staff to adapt to them. However, by seeking out training courses, demonstrating the benefits of new systems and encouraging dentists to choose technology which means that new systems will not have to be invested in often, you can help your team to embrace new solutions quickly and, most importantly, start to get the most out of them straight away.

**For more information, contact Carestream Dental on 0800 169 9692 or visit [www.carestreamdental.co.uk](http://www.carestreamdental.co.uk). for the latest news and updates, follow us on Twitter @CarestreamDentl and Facebook**

## Author Biography

David Claridge is currently the UK CAD/CAM Specialist at Carestream Dental. He began his career as a dental technician at The Briars Dental Centre, Newbury, before starting Claridge Dental Laboratory, and then Claridge Mouthguards. David has been closely involved in the digital impressing/CAD/CAM world, through his role.





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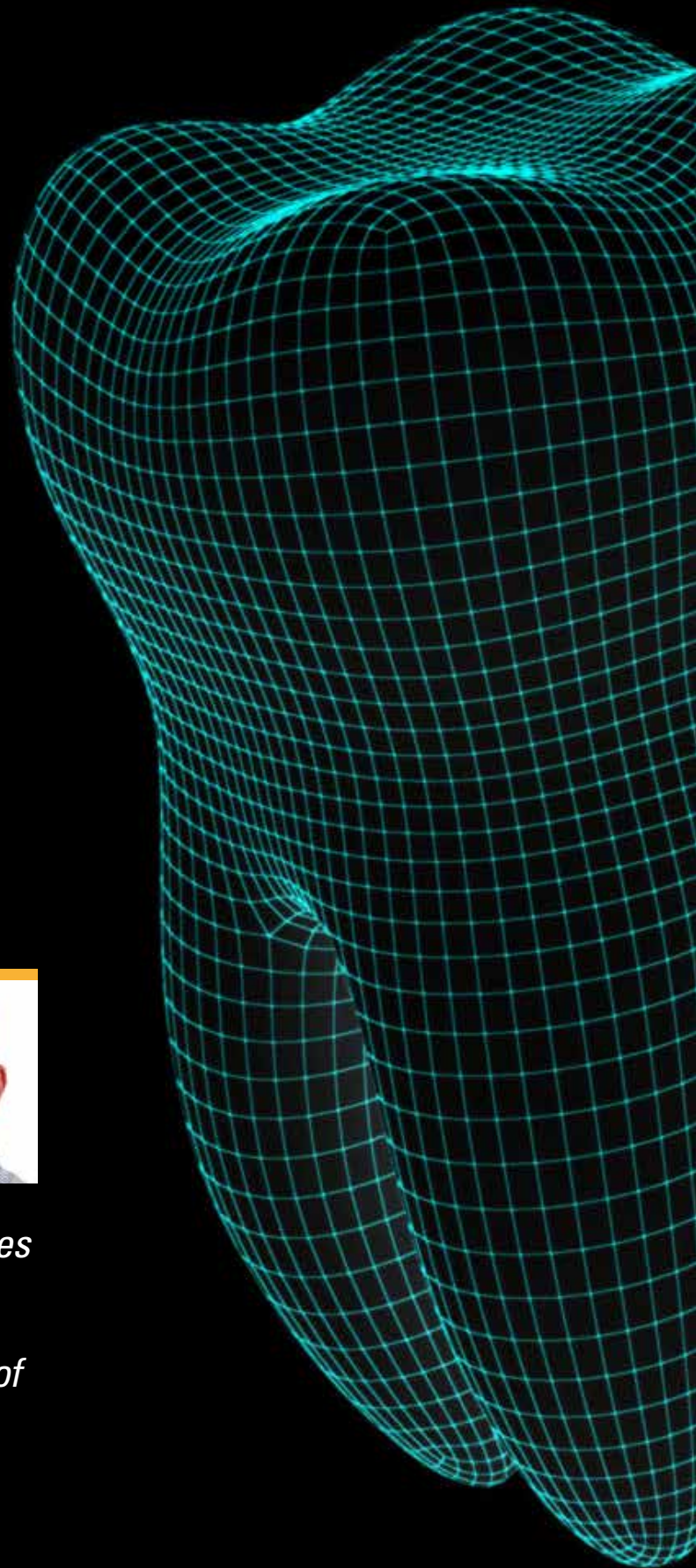
Dental Technology Showcase





# DIGITAL DOESN'T HAVE TO BE DAUNTING

*Dr Gulshan Murgai will be discussing the topic at the Dental Technology Showcase (DTS) in May 2020. He is the owner of 4D Ceramix Dental Lab, Clinical Director and CEO of Skin & Smiles Ltd and Managing Director of Implant Solutions Direct. Here he summarises what he feels are the main advantages of digital dentistry.*





*“Despite the multiple potential advantages of digital, there are still some barriers that may prevent some dental professionals from investing in the field.”*

Digital technologies offer many benefits to dental professionals in their everyday lives. The latest solutions available on the market are designed to simplify routine tasks, ultimately enhancing the quality of service provided – whether that is from practice to patient or from laboratory to practice.

“It’s fast, easy and more accurate than traditional methods,” he says. “It also adds a wow factor for patients, is more comfortable for them and is kinder on the environment. In terms of the standard of service that can be provided to patients, digital allows same-day dentistry. Dental laboratories can often fabricate products and devices in less time than they once could, enhancing the service to dentists and patients. It also improves record keeping with documents that are easier to find and don’t degrade. In addition, businesses benefit from tax efficient purchases when investing in the digital workflow.”

Despite the multiple potential advantages of digital, there are still some barriers that may prevent some dental professionals from investing in the field. Dr Murgai goes on to explain how to overcome some of these:

“The learning curve is one possible barrier to digital, so it is important for professionals to ensure that they have access to sufficient training and on-going support. The upfront cost of equipment can also prove difficult for some businesses but utilising one of the many finance options now available can help significantly. Thirdly, the amount of NHS work completed in a lab or practice may influence decisions about digital solutions. There is a perception that the time required for learning and data acquisition may eliminate the possibility of introducing digital. However, as already mentioned, there are some simple solutions that make investment in digital viable for all dental businesses.”

Dr Murgai will be presenting at DTS 2020 on “VITA – Chairside Solutions”, sponsored by VITA. He will discuss the digital workflows involved in different clinical scenarios, covering the capabilities of intraoral scanners and CAD options now available. He will also explore the differences between open and closed digital systems, as well as the various material choices currently on the market. He says:

“If delegates only take one thing home with them, I hope it is that you must get involved with CAD/CAM and digital workflows, if you are going to benefit from them! These processes and technologies have been around for over 30 years now and the material options are growing.”

DTS 2020 will offer a dynamic educational programme, with sessions designed for all members of the team from dental technicians to clinical dental technicians, orthodontic technicians and lab owners. One of the key themes of the event will be focused on digital technologies – what they can do, how they can benefit the profession and who provides which products. The show has also partnered with MediFinance to provide finance options for equipment purchases, helping more labs invest in solutions that will drive their businesses forward.

Despite the comprehensive learning opportunities, DTS 2020 won’t be all work and no play. It offers the ideal place to catch up with friends and colleagues throughout the industry, meet new people and strengthen existing working relationships. The extensive trade floor will be the perfect platform from which to put faces to names, meet your local reps and gain advice from like-minded professionals.

“It’s a place where the extended dental team can go and learn, mingle with colleagues, network and see their suppliers all in one place,” adds Dr Murgai. “It’s a place where a technician can show his clients what technology they are willing to invest in and where they can gain education by way of lectures with their extended team.”

“Trade shows in the UK will remain useful for the profession if the profession attends. Patients won’t be impressed if their dentist hasn’t invested in the technology and services that another clinic has. Similarly, dentists won’t be impressed if their lab team hasn’t made time to educate themselves with the latest technology and materials.”

To make sure you don’t miss Dr Murgai and several other highly esteemed speakers at DTS 2020, get the dates in your diary today!

**DTS 2020 – Friday 15th and Saturday 16th May – NEC in Birmingham, co-located with the British Dental Conference and Dentistry Show. Visit [www.the-dts.co.uk](http://www.the-dts.co.uk), call 020 7348 5270 or email [dts@closerstillmedia.com](mailto:dts@closerstillmedia.com)**





*“The relationship between depression and tooth loss may be bidirectional – with depression increasing the likelihood of poor oral health and the results of this further deepening the patient’s depression.”*

# EDENTULISM, DENTURES AND PSYCHOLOGICAL WELLBEING

*Dentures have unfortunately been a source of comedy for decades, with countless gags in cartoons, films, television shows and stand up routines using them for cheap laughs.*

Usually associated with the elderly, cultural stereotyping like this can make younger wearers in particular anxious to avoid their dentures being revealed. This is despite the fact that wearing either partial or complete dentures is comparatively common, with nearly a fifth of the United Kingdom’s adult population doing so.<sup>1</sup>

Significant risk factors for edentulism include being over 50 years of age, smoking, disabilities, various chronic conditions (arthritis, asthma, uncontrolled diabetes), and socioeconomic background. Sex and education level may be associated, but the effect of these is contested in literature and may be more of a cultural variable.<sup>2,3</sup> Some risk factors carry a level of social stigma in

themselves, with society generally looking more favourably on young, healthy people and being more prone to discriminate against older, poorer people and those perceived to have health problems. Studies report that around a third of older people in the UK experience some level of age discrimination.<sup>4</sup> Edentulism is generally regarded as contributing to an ageing appearance, not just the lack of the teeth themselves, but from the effect this can have on the individual’s facial features. Any form of discrimination can have acute effects on a person’s physical, mental and material wellbeing.

While most edentulous individuals are older, among those under fifty, depression is strongly associated. This can impair oral

health in a number of ways. Behaviourally, those with depression are less likely to utilise dental services and maintain an adequate oral hygiene regimen (such as being less likely to brush twice daily). Biologically, depression can cause and contribute to immune system dysregulation and increase inflammation in the body, which can increase the risk of periodontal disease. Furthermore, some antidepressants can cause hyposalivation, which by itself can have a substantial impact on oral health, increasing the risk of caries, demineralisation, mucositis, ulcers, tooth sensitivity and oral candidiasis.<sup>5,6</sup>

Figures suggest that around 18% of the population experience some level of depression or anxiety, with a general pattern that younger people report noticeably higher levels of mental health issues than those over 55.<sup>7</sup> It is understood that depression (as with other mental health issues) is widely under-reported and under-diagnosed and it is thought that only around a quarter of adults with the condition in the UK are receiving treatment.<sup>8</sup>

The relationship between depression and tooth loss may be bidirectional – with depression increasing the likelihood of poor oral health and the results of this further deepening the patient’s depression. Beyond basic function the measure of a person’s satisfaction with their teeth or oral prosthetics



is their willingness to show them when smiling.<sup>9</sup> When we consider how important the smile is in interpersonal communication, self-image, confidence and identity – dissatisfaction or psychological stress over one's smile may have significant effects on one's quality of life.

Edentulism and denture use can also have effects on diet. Most notably, individuals that have difficulty chewing may avoid certain foods, including many fruits and vegetables, which in turn may adversely affect their nutrition and long-term health. Research has shown that patients' self-perception of their own chewing ability plays a greater role than their dentist's assessment.<sup>10</sup> This would indicate that the patient's psychology is a greater factor in this behaviour, than the perhaps more objective assessment from a professional.

Whether by choice or necessity, many patients are precluded from having dental implants. But this shouldn't prevent them from a subtle, aesthetically pleasing solution. Quality dentures can restore function and aesthetics, but unfortunately many patients still receive poorly fitting appliances. Where the fit is poor function can be inhibited and further oral health complications can occur, such as sores or abrasion caused by movement of the device. This is an all too common problem and frequent consequence of this is that the patient removes the denture in order to eat. Obviously this is a suboptimal outcome and one that can result in a



***“Quality dentures can restore function and aesthetics, but unfortunately many patients still receive poorly fitting appliances.”***

worsening of their oral condition along with the potential for social ramifications.<sup>11</sup>

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A well-fitting prosthetic helps to maintain the structure of the face and a more youthful appearance; it aids function and in the best cases, becomes a natural part of the patient's life. With careful material selection, manufacture and fitting, patients no longer need to fear the social embarrassment associated with dentures.

**To book a Solvay Dental 360® Professional Lunch and Learn or to find more information Ultaire® AKP and Dentivera® milling discs, please visit [www.solvaydental360.com](http://www.solvaydental360.com)**

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# 2020 VISION FOR THE DENTAL LAB COMMUNITY

The dental industry is changing and it's important for educational platforms designed to support dental lab teams evolve as well. As such, the Dental Technology Showcase (DTS) has researched the current market to create an event that encourages and facilitates positive change throughout the industry in 2020.

## Value, vision and investment

As technology evolves, dental technicians and lab owners need to understand the tangible benefits of new equipment. They need to know how products work, as well as how they boost efficiency and profitability in the lab. The focus at DTS 2020 will therefore be value rather than cost. We'll consider what's important for businesses now and what the labs of the future will need to ensure the greatest value in investments made today. There will be panel discussions among lab owners and presentations from practice principals about what might bring greatest value for laboratories in the long-run.

So, why is DTS such a great place to inspire and drive change? It attracts almost 50% of dental lab owners in the UK in two



*"In 2019, the event welcomed more than 1,600 dental lab professionals – including around 700 lab owners – with even more anticipated for 2020."*

days. In 2019, the event welcomed more than 1,600 dental lab professionals – including around 700 lab owners – with even more anticipated for 2020. Consequently, it provides an ideal opportunity to catalyse industry change and really demonstrate the value of investing in cutting-edge technology to the largest possible audience.

## Themes of 2020

So that DTS 2020 can live up to the high expectations we have set for the event, we have selected four key themes to focus on.

### Digital Dentistry

The adoption of digital equipment like CAD/CAM technologies and 3D printers within dental labs is essential for a modernised, streamlined and efficient workflow. It also ensures a quality service for clinicians, in turn boosting business reputation. At DTS 2020, we will be exploring the relationship between labs and practices, and analysing how the transition to digital dentistry can drive profit for both. In this way, we will highlight the true value of the technology and explore why it should be implemented.

### Inspiring the next generation

The next generation of dental technicians and lab owners is integral for the continued provision of quality patient care and for the future of the dental profession. With changes to apprenticeship schemes, entry pathways and Brexit leading to a shortage of dental technicians in the UK, it is up to us to attract and inspire the next generation. DTS will offer a forum for conversation about how we do just this.

### Indoor Air Quality

The dental lab is the fourth most dangerous profession for indoor air quality. To help

improve the safety of dental technicians in the workplace, we will be dedicating time this topic at DTS 2020. We will discuss what we can do to enhance air quality and what solutions can be implemented to aid the transition.

### Financial Infrastructure

Radical implementation of technology is required for many dental labs, but sufficient cashflow is often not available. We have partnered with trusted finance group, MediFinance, to give delegates access to bespoke payment plans that make capital investments more easily affordable. More lab owners will be incentivised to purchase innovations that will truly accelerate their businesses. For the trade, this means a more engaged audience and more potential clients for a highly productive time at the show.

### Embracing change

For 2020, DTS will provide a platform to help dental laboratories accelerate their development and fully embrace new technology. It will present the perfect opportunity to create conversation between lab owners and innovators, inspiring and driving the changes that are necessary for a bright future in the profession.





## DENTAL TECHNOLOGY SHOWCASE

15th & 16th May 2020,  
NEC Birmingham  
[www.the-dts.co.uk](http://www.the-dts.co.uk)



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