

BDCDS

17-18 MAY, NEC BIRMINGHAM

STEVEN BARTLETT

ANNOUNCED AS HEADLINE SPEAKER

BEYOND THE SMILE: THE IMPACT OF CLEAR ALIGNERS

DR CAMILLA MORRISON

NEURODIVERSITY AND ITS RELEVANCE TO DENTISTRY

SARAH HASLAM & JOYCEE REBELO

16 PAGE EXCLUSIVE PRODUCT SHOWCASE

DISCOVER WHAT THE TRADE ARE BRINGING TO DENTISTRY FOR 2024

STRESS IN DENTISTRY: A TOOLKIT FOR SURVIVAL

JEREMY COOPER

FIRST LOOK AT THE FULL FLOORPLAN AND EXHIBITOR LIST!



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A NOTE FROM ALEX HARDEN, PORTFOLIO DIRECTOR...

As we prepare to gather once again for the British Dental Conference & Dentistry Show 2024, we celebrate not only the progress made but also the collective spirit that continues to drive our profession forward.

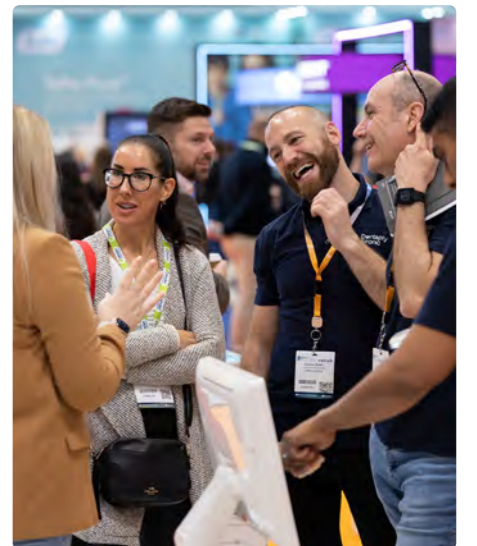
Within these pages, you will find invaluable insights into the conference programme, featuring a diverse array of sessions tailored to meet the evolving needs of dental professionals at every stage of their career. Whether you are seeking clinical expertise, business acumen, or inspiration for innovation, our carefully curated programme promises to deliver enriching experiences and transformative knowledge.

Moreover, our exhibitor list showcases the industry's leading suppliers, showcasing cutting-edge products, technologies, and solutions that are shaping the future of dentistry. From the latest advancements in dental equipment to innovative practice management software, you will have the opportunity to explore a vast array of offerings designed to enhance the efficiency and patient experience within your practice.

As you peruse this magazine, I encourage you to immerse yourself in the wealth of information and resources it provides. Take note of the sessions that pique your interest, mark your calendars for must-visit exhibitors, and prepare to embark on a journey of discovery and professional growth.

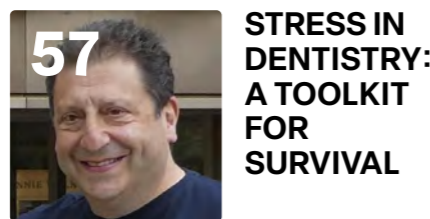
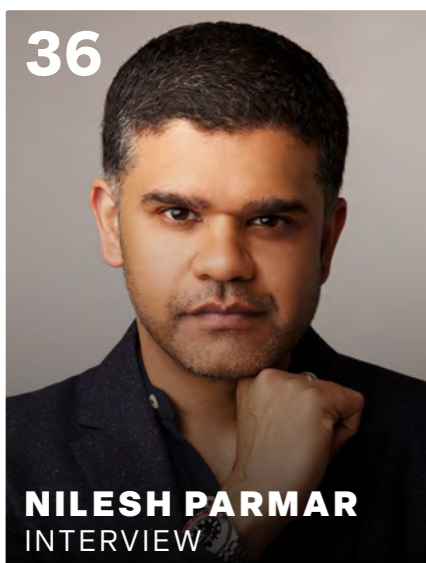
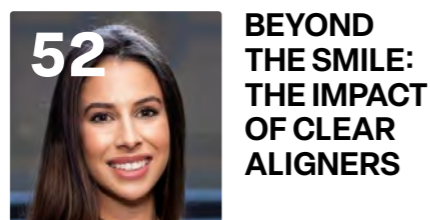
I eagerly anticipate the privilege of welcoming you to the British Dental Conference & Dentistry Show 2024, where together, we will inspire, innovate, and elevate the practice of dentistry to new heights.

Warm regards,
Alex Harden
Portfolio Director



CONTENTS

07 Programme introduction	39 Product categories
09 Conference programme	47 Distributors wanted
22 Speakers	48 Exclusive show offers
28 Floorplan	51 Product launches
30 Exhibitor list	



← Scan to register

WHAT'S BACK/ WHAT'S NEW?

The British Dental Conference & Dentistry Show continues to advance and grow to reflect the changes in the dental industry. Not only are your favourite features returning for 2024, BDCDS has taken in your feedback to provide new and improved experiences for all our delegates.

NEW FOR 2024

The Dürr Dental VIP Lounge

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Next Generation Conference: DSO Stream

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BACK BY POPULAR DEMAND

Highly respected BDA Theatre

11 theatres, each dedicated to a sector of the dental industry

An unmatched speaker line-up

400+ exhibitors

Special thanks go to our event sponsors and industry supporters

PROUDLY SUPPORTED BY...



GETTING TO BDCDS

Travelling to the NEC, Birmingham couldn't be easier. The NEC is at the heart of the country's transport network, with excellent access by road, rail and air. The British Dental Conference & Dentistry Show takes place in Hall 5.

BY ROAD

There is easy access to the NEC from the M6, M1, M40 and the M42 motorways. The venue is well signposted.

SATNAV

If you are using a satellite navigation system, please enter the postcode B40 1NT. For information on parking, at the venue, please visit thenec.co.uk/visitors/parking

BY TRAIN

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



WHERE TO STAY NEAR NEC

The British Dental Conference & Dentistry Show's official accommodation provider is Event Express, which have negotiated special deals on nearby accommodation to suit all budgets and within easy reach of the show. Email reservations@eventexpressuk.com or call 01905 732737.



GENTING HOTEL

From £185.00 per room per night - incl. Breakfast
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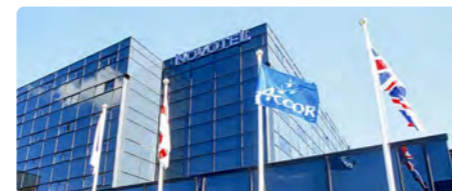
ARDEN HOTEL

From £145.00 per room per night - incl. Breakfast
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IBIS BIRMINGHAM AIRPORT

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CONFERENCE PROGRAMME 2024



This year's conference programme at BDCDS was put together after thorough consultation with the dental profession. We listened to your feedback and created a programme with the topics that will best support your ongoing professional development. With 11 different theatres, the educational content at the event has been designed for every member of the dental team.

This year is already promising to be a pivotal one for dentistry in the UK. With a general election just around the corner and access to NHS dentistry a key concern for many voters, the government has recently published its long-awaited NHS dental recovery plan laying out how it aims to solve the crisis in NHS dentistry. The programme at BDCDS tackles this key issue with a keynote panel discussion on the future of dentistry featuring Eddie Crouch and Shawn Charlwood taking place in the BDA Theatre.

We're also delighted to be welcoming Steven Bartlett to BDCDS as our Saturday headline speaker. Being interviewed by dentistry's own Dr Nilesh Parmar, bringing a wealth of knowledge in social media, digital marketing, business growth, leadership and team culture, this fireside chat is set to inspire and motivate attendees no matter what their personal or professional goals.

Top quality clinical content has and always will be the cornerstone of the British Dental

Conference & Dentistry Show. Working once again in close collaboration with the British Dental Association, the BDA Theatre is back again for 2024 with an impressive speaker line-up and a range of unmissable clinical lectures with topics ranging from the oral microbiome to dental implants.

The programme for the BACD Aesthetic & Digital Dentist Theatre has been designed in collaboration with the British Association of Cosmetic Dentistry to equip delegates with the tools and knowledge needed to provide beautiful smiles for their patients. With speakers including Paul Tipton, Simon Chard and Millie Morrison, it's a line-up you certainly won't want to miss.

We've once again worked with a number of specialist associations to create the Specialty Interest Theatre, bringing you in-depth specialist lectures ranging from endodontic treatment planning, to treatment of periodontitis, to achieving successful prosthodontics. Also back by popular demand is

the Enhanced CPD Theatre, covering all relevant updates in dentistry standards, helping you to stay up to date and compliant in your dental practice.

We recognise that dental care professionals are a core part of the dental team. We've worked with a number of societies to create the Dental Nurses' Forum and the Dental Hygienist & Therapist Symposium. With input from the BADN, SBDN, BSDHT and BADT, respectively, these theatres feature education programmes specifically designed to meet the professional development requirements of dental nurses, hygienists and therapists.

We are so fortunate to be able to work with such an incredible range of partners and speakers, and we'd like to thank all of them for their contribution to the programme at this year's conference. We're so pleased to be able to share our conference programme with you so that you can begin planning your time at the show, and we look forward to seeing you in one of our conference theatres at BDCDS in May.

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BDA THEATRE

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British Dental Association

FRIDAY 17 MAY

09:15 - 10:15 **Digital protocols for treatment planning the restorative-aesthetic interface**
Dr Matthew Brennand Roper, Consultant and Specialist in Restorative Dentistry, Specialist in Prosthodontics, Bristol and London

10:40 - 11:40 **Strategies to improve the longevity of endodontically treated teeth**
Professor Shanon Patel, King's College London and Private Practice, London


12:00 BDA HEADLINE SESSION

13:00 **Panel discussion: In an election year, what's the future for dentistry?**

Speaking: Dr Eddie Crouch, Chair, BDA
Panellists:
Dr Nadia Ahmed, Consultant Orthodontist and Chair, Central Committee Hospital Dental Services, BDA
Dr Natalie Bradley, Consultant in Special Care Dentistry and Chair, Young Dentist Committee, BDA
Dr Sarah Canavan, GDP and Chair, GDPC Associates, BDA
Dr Shawn Charlwood, Chair, General Dental Practice Committee (GDPC), BDA

13:30 - 14:30 **Treatment planning discussion with multi-disciplinary panel: complex cases in primary care – what are your options?**

Dr Fadi Barrak, Senior Clinical Lecturer in Implantology, University of Central Lancashire
Dr Peter Dyer, Senior Clinical Lecturer in Oral Surgery, UCLAN
Dr Tomasz Janicki, Senior Clinical Lecturer in Prosthodontics, UCLAN
Dr Shalini Kanagasingam, Senior Clinical Lecturer Consultant in Endodontics, UCLAN
Dr Flavio Pisani, Senior Clinical Lecturer in Periodontology, UCLAN
Professor Kathryn Taylor, Chair/Hon Consultant in Oral Surgery, UCLAN/Liverpool Hospitals Foundation Trust

14:50 - 15:50 **Aesthetic crown lengthening: when, why and how?** 
Dr Azim Malik, Specialist Periodontist and Implant Surgeon, London

16:10 - 17:10 **Layered composite veneers: exquisite, lifelike and full of character**
Dr Charles Brandon, Cosmetic Dentist, Kent

SATURDAY 18 MAY

09:10 - 10:05 **The modern management of tooth wear in practice when should we monitor? When and how to restore?**
Dr Andrew Barber, Specialist in Prosthodontics, Periodontics and Restorative Dentistry, Cheltenham

10:25 - 11:20 **The mouth body connection and the oral microbiome: what can be done to improve patient outcomes?**
Dr Victoria Sampson, Dentist with Special Interest in Periodontology, London

11:50 - 12:50 **A fireside chat with Steven Bartlett**
Steven Bartlett, Entrepreneur, speaker, investor, bestselling author and the host of Europe's No.1 podcast 'The Diary of a CEO'
Nilesh Parmar, Implant and Cosmetic Dentist

13:15 - 14:15 **Navigating dental implants: essential insights for dental professionals**
Dr Ulpee Darbar, Consultant in Restorative Dentistry and Director of Dental Education, Eastman Dental Hospital

14:35 - 15:35 **Providing better quality dental care for older people with disabilities – are you prepared?** 
Dr Mili Doshi, Consultant in Special Care Dentistry, Surrey and Sussex Healthcare Trust

15:55 - 17:05 **BDA CDS Group: special care tips for everyday dentistry**
Dr Kizzy Kukreja, Senior Dental Officer, Gloucestershire Community Dental Service
Dr Heather Lundbeck, Clinical Lecturer in Paediatric Dentistry, Cardiff University
Dr Sol Sadaghiani, Consultant Psychiatrist/Older adult Medical Lead, Gloucestershire

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Educate your patients Promote your treatments Boost practice revenue



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at the

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Dentistry Show
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our latest
reviews



BACD AESTHETIC & DIGITAL DENTIST THEATRE



FRIDAY 17 MAY

- 09:30 - 10:30** **Aesthetic and predictable indirect posterior restoration**
Ferdí Chum, Associate Dentist, Trinity Dental Courses
Dr Ajay Dhunna, Associate Dentist, Trinity Dental Courses
- 10:45 - 11:30** **ClearX: redefining the Clear Aligner experience in its 4th dimension** CLEARX
Sherif Kandil, CEO, K Line Europe
- 12:45 - 13:30** **Treatment options for the bruxist and wear patient** Tipton Training
Professor Paul Tipton, Specialist in Prosthodontics, Tipton Training Ltd
- 15:00 - 16:00** **No Stress Veneers: use technology to maximise your portfolio with minimal stress**
Dr Chris McConnell, Dental Surgeon, Past President British Academy of Cosmetic Dentistry (BACD), Director & Co-Founder Real Dentist Academy
- 16:15 - 17:15** **Dental Growth Protocol: an evidence-backed guide to unlocking a more fulfilling, resilient and productive career in dentistry**
Dr Simon Chard, Cosmetic and Implant Dentist, Co-Owner of Rothley Lodge Dental and PÁRLA

The BACD does not endorse any of the sponsored sessions in this theatre.

SATURDAY 18 MAY

- 09:15 - 10:15** **Beyond the smile: the impact of clear aligners**
Dr Millie Morrison, Dentist, BACD
- 10:30 - 11:30** **Optimising yourself to optimise your dentistry**
Dr Payman Sobhani, Principal Dentist, Dental Beauty Bromley
- 12:45 - 13:30** **Universal Adhesives – How to stick it to your Patients** VOCO
Gregor Connell, North American Director of Clinical Education, VOCO North America, VOCO Canada/America & GmbH
- 14:00 - 14:45** **Beyond teeth straightening: 4D Clear Aligners innovating eco-orthodontics** CLEARX
Déborah Martínez, Clinical Education Manager, K Line Europe
- 15:00 - 16:00** **Single central resin bonded bridges: producing optimal aesthetics through modern surgical and restorative techniques**
Dr Imi Nasser, Cosmetic & Implant Dentist, Owner, Cheltenham & Cotswold Dental
- 16:15 - 17:15** **Indirect veneer workflow with Invisalign Smile Architect: an end-to-end case study**
Dr Mark Hughes, Cosmetic Dentist, Align Technology

ENHANCED CPD THEATRE

FRIDAY 17 MAY

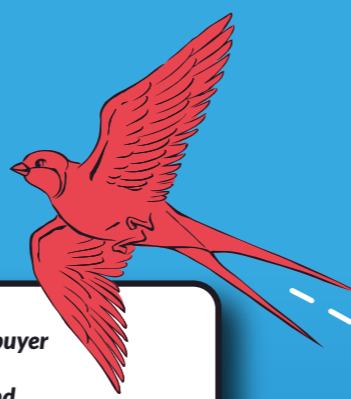
- 11:15 - 12:00** **Dental Sleep Management - Sleep better, live better!** OADS
Sleep Better. Live Better!
- 12:15 - 13:00** **Both sides of the fence: the reality of head and neck cancer treatments for patients and professionals** Mouth Cancer Foundation
Jocelyn Harding, Dental Hygienist, Mouth Cancer Foundation
- 13:15 - 14:00** **Consent and medico-legal update** BRITISH ASSOCIATION OF PRIVATE DENTISTRY
Simon Thackeray, Principal Dentist and Clinical Director, British Association of Private Dentistry
- 15:15 - 16:00** **Record-keeping in the real world of general dental practice** College of General Dentistry
George Wright, Deputy Dental Director, Dental Protection
- 16:15 - 17:00** **Complaints: how to deal with them and how not to stress about them** College of General Dentistry
Helen Kaney, Dental Adviser, MDDUS

SATURDAY 18 MAY

- 09:15 - 10:00** **An update on mouth cancer** Mouth Cancer Foundation
Dr Tripat Mahajan, Dentist, Mouth Cancer Foundation
- 12:15 - 13:00** **Why is dentistry stressful? A toolkit for survival**
Dr Jeremy Cooper, Principal Dentist, Confidential
- 13:15 - 14:00** **Safeguarding in dentistry: principles and practice** College of General Dentistry
Preetee Hylton, President-Elect, British Association of Dental Nurses
- 14:15 - 15:00** **Oral health and the menopause: supporting patients throughout the menopause and beyond** Oral Health Foundation
Juliette Reeves, Dental Hygienist, Oral Health Foundation
- 15:15 - 16:00** **A practical guide to endodontic access** BRITISH ASSOCIATION OF PRIVATE DENTISTRY
Dr Rachel Derby, Clinical Director, Chapel Dental
- 16:15 - 17:00** **Managing medical emergencies in the dental practice** College of General Dentistry
Sukhvinder Singh Atthi, Dentist with Special Interests in Oral Surgery, Dental Sedation and Orthodontics, Atthi Academy

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Jonny Swift, principal of Crescent Lodge Dental Practice (CLDP) in South London, approached Dental Elite for a practice valuation when he began thinking about selling.



Jonny Swift's Soaring Success with Dental Elite!

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There were a few stages of negotiation along the way - which is not unusual - one of which was a much lower offer compared to their initial figure. The prospective buyer had reviewed the documentation and calculated a different valuation to the asking price. However, Phil Kolodynski (Director of Practice Sales) and Luke Moore (Co-founder of Dental Elite) engaged with them directly to successfully negotiate the figure almost back to the original valuation.

Dental Elite provided a lot of support throughout the entire process, and after completion. This helped to ensure that I

"The prospective buyer had reviewed the documentation and calculated a different valuation to the asking price. However, Phil Kolodynski and Luke Moore engaged with them directly to successfully negotiate the figure almost back to the original valuation"

received the full payment. Now that I am feeling less stressed, I am also able to continue ensuring a smooth transition for my team.

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DENTAL NURSES' FORUM

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FRIDAY 17 MAY

10:00 **'Climbing the career ladder' - for dental nurses**
10:45 Hannah Grieves, Dental Nurse Development Manager, {my}dentist

11:00 **Delivering Better Oral Health Toolkit in general practice**
11:45 Lisa Andrews, Senior Dental Nurse - Special Care, Society of British Dental Nurses Charity Lead



12:00 **An introduction to dental nursing for dental implants**
12:45 Natalie Marucci, Dental Nurse, British Association of Dental Nurses

13:00 **An update from the GDC**
13:45 Kristen Bottrell, Policy Manager, GDC

14:00 **Conflict resolution in dental practices**
14:45 Lisa Bainham, Practice Manager /ADAM Chairperson/ Director of Practice Management Matters, ADAM
Rebecca Silver, Dental Nurse, Dental Nurse Guru

15:00 **Practical methods to deal with anxiety**
15:45 Karin Barnes, Certified Silva Method Instructor (CSMI), The Silva Method G.B.

16:00 **BrightBites: the role of volunteering in improving children's oral health**
16:45 Kelly James

SATURDAY 18 MAY

09:45 **An introduction to dental nursing for dental implants**
10:30 Natalie Marucci, Dental Nurse, British Association of Dental Nurses

10:45 **The four pillars of dental nursing advocacy**
11:30 Fiona Ellwood, Executive Director, Society of British Dental Nurses



11:45 **Practical methods to deal with stress**
12:30 Aktar Chowdhury, Certified Silva Method Meditation Instructor, Silva Method GB

12:45 **What is neurodiversity and what is my role as a dental nurse?**
13:30 Sarah Haslam, Mouth Care Nurse, Dartford and Gravesham NHS Trust/BADN
Joycee Rebelo, BADN Education Committee Member, British Association of Dental Nurses

13:45 **Understanding career progression pathways for dental nurses**
14:30 Dr Deborah Reed, Reader (Associate Professor) in Faculty Development, Kings College London - Faculty of Medicine and Bioscience

14:45 **The crucial partnership: fostering trust between dental colleagues for optimal patient care**
15:30 Rebecca Silver, Dental Nurse, Dental Nurse Guru

15:45 **The future of oral health: the role of oral health practitioners in enhancing holistic patient wellness**
16:30 Darja Taravski, General Dental Practice, Dental Health Practitioner
Ella Evans

FACIAL AESTHETICS THEATRE

FRIDAY 17 MAY

10:30 **How I Grew My Aesthetics Practice with EMFACE**
11:15 Dr Hayley Travers, Dentist & Clinical Director & Founder of Oakham Aesthetics Clinic, Oakham Aesthetics Clinic



12:30 **Facial aesthetics: getting started and making it a success**
13:15 Dr Bob Khanna, Clinical Director, Dr Bob Khanna Training Institute, Principal of DrBK clinic



13:30 **How To Introduce An Aesthetic Laser Into Your Dental Practice**
14:15 Dr Tanja Phillips, Director, Fotona UK



SATURDAY 18 MAY

12:30 **Facial aesthetics: getting started and making it a success**
13:15 Dr Bob Khanna, Clinical Director, Dr Bob Khanna Training Institute, Principal of DrBK clinic



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17-18 MAY
BIRMINGHAM DENTISTRY SHOW

LISTERINE

SPEAKERS



Iain Chapple
Head of Periodontology and Consultant in Restorative Dentistry, University of Birmingham.



Benjamin Tighe
Dental therapist tutor at the prestigious Eastman Dental Hospital.

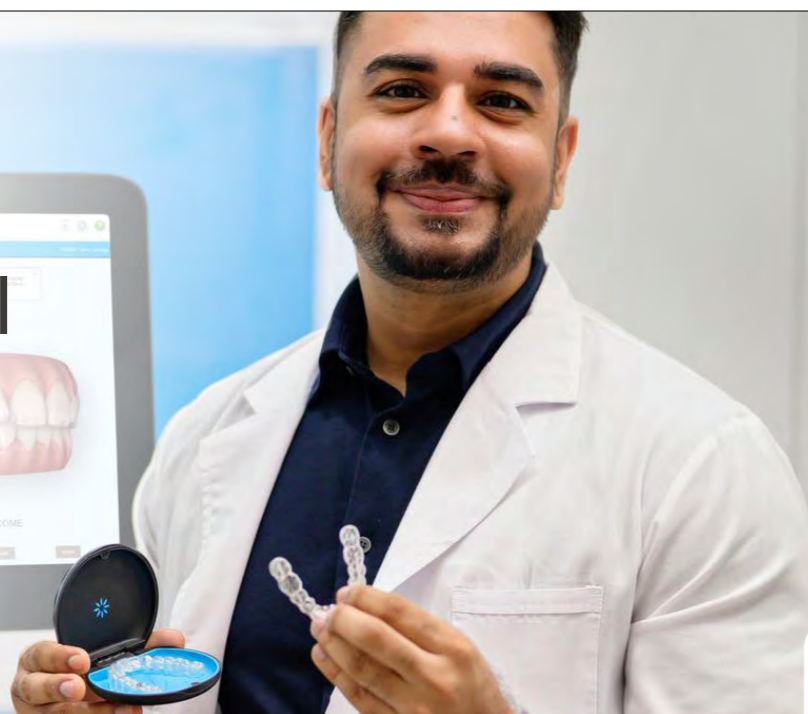


Laura Bailey
Practising dental therapist based in London.



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PROGRAMME

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FRIDAY 17 MAY

- 10:00 - 10:45** **Integrating Invisalign Personalised Plans into your workflow**
Dr Mohsen Tehranian, Principal Dentist, DreamSmile Dental Clinic
- 10:50 - 11:30** **Navigating Complexity in Class 2 cases using Invisalign Clear Aligners**
Dr Colm O'Loughlin, Principal Dentist, Bridge Place Dental Practice
- 11:40 - 12:20** **Unlocking the 5 core strategies for expanding your Invisalign business**
Dr Barry Buckley, Aligner Dental Academy Founder and Managing Director
- 13:20 - 14:00** **Stop Surviving, Start Thriving**
Dr Sandeep Kumar, Founder and CEO, MiSmile
- 14:10 - 14:50** **Integrating Invisalign Personalised Plans into your workflow**
Dr Mohsen Tehranian, Principal Dentist, DreamSmile Dental Clinic
- 15:50 - 16:30** **Navigating Complexity in Class 2 cases using Invisalign Clear Aligners**
Dr Colm O'Loughlin, Principal Dentist, Bridge Place Dental Practice

SATURDAY 18 MAY

- 09:10 - 09:50** **Stop Surviving, Start Thriving**
Dr Sandeep Kumar, Founder and CEO, MiSmile
- 10:00 - 10:40** **Demystifying Class 3 Malocclusions: Predictable management using the Invisalign System**
Dr Gina Vega, Principal Dentist, Bishopsgate Dental Care
- 10:50 - 11:30** **Embrace the future of treatment monitoring: Using Invisalign Virtual Care AI**
Dr Millie Morrison, Cosmetic Dentist, BACD
- 12:30 - 13:10** **Navigating Complexity in Class 2 cases using Invisalign Clear Aligners**
Dr Colm O'Loughlin, Principal Dentist, Bridge Place Dental Practice
- 13:20 - 14:00** **Orthodontic Expansion: How Invisalign clear aligners can predictably make space**
Dr Martina Hodgson, Principal Dentist, The Dental Architect and The Dental Studio
- 14:10 - 14:50** **Embrace the future of treatment monitoring: Using Invisalign Virtual Care AI**
Dr Millie Morrison, Cosmetic Dentist, BACD
- 15:00 - 15:40** **Demystifying Class 3 Malocclusions: Predictable management using the Invisalign System**
Dr Gina Vega, Principal Dentist, Bishopsgate Dental Care
- 15:50 - 16:30** **10 common mistakes to sidestep with your Invisalign cases – insights gained from over 100,000 case posts**

NEXT GENERATION CONFERENCE

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FRIDAY 17 MAY

- 09:30 - 10:30** **Posterior composites made simple**
Dr Nikhil Sethi, Director of Elevate Education and principal dentist, Square Mile Dental Centre and Dental Beauty Basildon
Dr Elaine Mo, Associate Dentist and Elevate Educator, Square Mile Dental Centre and Elevate-Dent education
- 11:00 - 12:00** **NEXT GEN DSOs: Think big: how to scale up your dental practice or dental group** **agilio SOFTWARE**
Dev Patel, Chief Executive Officer and Founder, Dental Beauty Partners DSO
- 12:15 - 13:15** **To infinity and beyond with implant restorations**
Dr Sanjay Sethi, Director of Education and principal dentist, Square Mile Dental Centre
- 13:30 - 14:30** **Elevate your quadrant direct and indirect dentistry**
Dr Nikhil Sethi, Director of Elevate Education and principal dentist, Square Mile Dental Centre and Dental Beauty Basildon
Viraj Patel
- 16:00 - 17:00** **Black triangle closure with Bioclear**
Dr Elaine Mo, Associate Dentist and Elevate Educator, Square Mile Dental Centre and Elevate-Dent education

SATURDAY 18 MAY

- 09:45 - 10:45** **How do you convert problems into opportunities?**
Dr Dhru Shah, CEO And Founder, Dental Tubules
- 12:15 - 13:15** **Simplified endodontic protocols for practice**
Dr Kunal Patel, Specialist in Endodontics, Dental Beauty Group
- 13:30 - 14:30** **Recession coverage procedures: minimising root exposures in orthodontic treatment**
Dr Azim Malik, Specialist Periodontist & Implant Surgeon, London
- 14:45 - 15:45** **Pink aesthetics: management of gummy smiles and gum recession**
Dr Reena Wadia, Specialist Periodontist, RW Perio

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PROGRAMME

SPECIALTY INTEREST THEATRE

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FRIDAY 17 MAY

09:30 - 10:15 Endodontic treatment planning and planning treatment in a digital world

Dr Alyn Morgan, Specialist Endodontist, President British Endodontic Society, British Endodontic Society



10:30 - 11:15 Treatment of stage IV periodontitis: going beyond the pocket

Dr Devan S Raindi, Specialist in Periodontics, British Society of Periodontology and Implant Dentistry



11:30 - 12:15 Contemporary use of Fibredontics in Practice

Dr Wynn Jenkins, Dental Practitioner, Robina Dental



13:30 - 14:15 Fluoride champions in orthodontics

Esme Warren-Westgate, Post-CCST Orthodontic Registrar, Royal Derby Hospital



15:30 - 16:15 Successful prosthodontics: from expectation to satisfaction

Dr Upen Patel, Associate Clinical Professor & Honorary Consultant in Restorative Dentistry, BSSPD President Elect, University of Birmingham, British Society of Prosthodontics



16:30 - 17:15 Implant invasiveness tiers: a concept for the efficient treatment of patients in the practice setting

Viraj Patel



SATURDAY 18 MAY

09:30 - 10:15 Benefits and risks of orthodontic treatment

Sanjana Sudarshan, Specialist Orthodontist, British Orthodontic Society



10:30 - 11:15 Endodontic decision-making: to re-treat or not?

Dr Maria Lessani, Specialist in Endodontics & Practice Partner, Endoclinic



11:30 - 12:15 How To Introduce An Aesthetic Laser Into Your Dental Practice

Dr Tanja Phillips, Director, Fotona UK



13:30 - 14:15 The cracked tooth pandemic

Dipti Mehta, Specialist in Endodontics, British Endodontic Society



15:30 - 16:15 The intertwining journey of diabetes and periodontal health

Professor Philip Preshaw, President, British Society of Periodontology & Implant Dentistry



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DENTAL HYGIENIST & THERAPIST SYMPOSIUM

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FRIDAY 17 MAY

10:30 - 11:15 Working alongside chronic conditions

Emily Banks, Lecturer in Dental Therapy and Hygiene, Cardiff University



11:30 - 12:15 Introducing dental therapy into private practice – it's trigonometry

Ibrahim Numan, Dental Therapist, British Association of Dental Therapists



12:30 - 13:15 Inside out: shaping sustainable oral health strategies

Mário Rui Araújo, Professor, Portalegre Health School



16:30 - 17:15 Unravelling the rules around dental radiography

Bev Littlemore, Course Director for Dental Hygiene and Therapy and Professional Lead for Dental Programmes, BANGOR UNIVERSITY



SATURDAY 18 MAY

10:30 - 11:15 Transgender inclusion in dentistry: small changes make a big difference

Benjamin Marriott, Dental Hygienist, General Practice



11:30 - 12:15 An introduction to Guided Biofilm Therapy

Dr Faye Donald, Dental Hygienist, Andrea Ubhi Dentistry York



13:30 - 14:15 Unlocking the secrets of saliva

Professor Mike Lewis, Emeritus Professor of Oral Medicine, Cardiff University



14:30 - 15:15 Child protection in dentistry: what you need to know

Gulab Singh



16:30 - 17:15 An introduction to iTOP

Diane Rochford



17-18 MAY | BIRMINGHAM.DENTISTRYSHOW.CO.UK 17

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FRIDAY 17 MAY

- 10:00 **Building a practice team for the future**
10:45 Sarah Buxton, Director And Solicitor, Buxton Coates Solicitors
Dr Ritesh Aggarwal, Managing Director, Psynergy Mental Health
Lucie Simic, Founder, Lucie Simic Healthcare Consultancy
- 11:00 **How women are shaping the future of Dentistry**
11:45 Dr Cerise Harriss, Principal Dentist, Appletree Dental Surgery
Dr Sarah Canavan, GDP and Chair, GDPC Associates, BDA
Hannah Grieves, Dental Nurse Development Manager, [my]dentist
- 12:15 **The future landscape of practice ownership**
13:00 Tom Coates, Managing Director & Solicitor, Buxton Coates Solicitors
Jonathan Watson, Director, Christie & Co
- 13:30 **The future of NHS dentistry**
14:30 Nigel Jones, Sales and Marketing Director, Practice Plan
Dr Eddie Crouch, Chair, BDA
- 14:40 **Building a future outside the NHS**
15:20 Josie Hutchins, Regional Support Manager, Practice Plan Group
Jane Mead, Finance Director, Elegant Smiles group
Anju Jairath, Dentist, Allestree Dental Practice
- 15:30 **AI and the future of dentistry**
16:15 Hannah Burrow, CEO & CoFounder, Kiroku
Zoe Close, Head of Sales, Practice Plan
Jay Shah, CTO & Cofounder, Kiroku

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16:00 Hannah Burrow, CEO & CoFounder, Kiroku
Chris Barrow, Dental Business Coach, The Extreme Buisness 100
Dr Dhru Shah, CEO And Founder, Dentina Tubules



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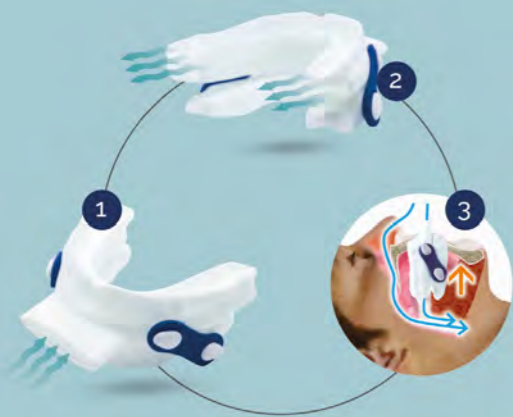
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FRIDAY 17 MAY

- 09:15 - 10:00 **Pulp Friction: managing conflict and drama with your team and patients** **ADAM**
Lisa Bainham, Practice Manager /ADAM Chairperson/ Director of Practice Management Matters, ADAM
- 10:50 - 11:20 **Successfully migrating from capitation to membership plans in only three months** **Patient PlanDirect**
Simon Reynolds, Managing director, Patient Plan Direct
Alan Clarke, Founder and Clinical Lead, Paste Dental
- 12:10 - 12:40 **Validate to appreciate. Don't speculate to accumulate** **LILY HEAD**
Abi Greenhough, Managing Director, Lily Head Dental Practice Sales
- 14:50 - 15:20 **Occupational Skin Disease & The Role Of Medical Gloves** **Ansell**
Vicki Higginbotham, UK Clinical Consultant, Ansell Healthcare UK
- 15:30 - 16:00 **Three online megatrends deciding your business growth** **Birdeye**
Tim Elman, Managing director, Birdeye UK
- 16:15 - 17:00 **Tackling misdemeanours and managing mischiefs: the correct and legal way** **ADAM**
Lisa Bainham, Practice Manager /ADAM Chairperson/ Director of Practice Management Matters, ADAM
Sarah Buxton, Director And Solicitor, Buxton Coates Solicitors

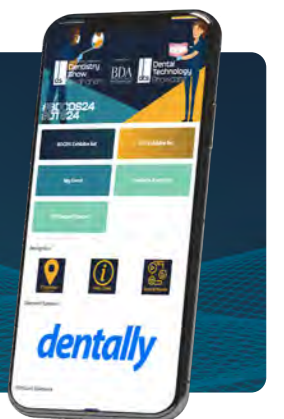
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- 10:10 - 10:40 **Three online megatrends deciding your business growth** **Birdeye**
Tim Elman, Managing director, Birdeye UK
- 12:50 - 13:20 **Tax efficiencies in dental practices** **UHY**
David McIver, Chartered Accountant, UHY Hacker Young Chartered Accountants
- 14:50 - 15:20 **4 essential tax savings strategies for dentists** **BLACK SWAN TAX ADVISERS**
Shoaib Khan, Principal - Black Swan Tax Advisers
- 16:15 - 17:00 **Pulp Friction: managing conflict and drama with your team and patients** **ADAM**
Lisa Bainham, Practice Manager /ADAM Chairperson/ Director of Practice Management Matters, ADAM































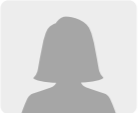






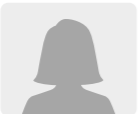






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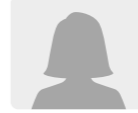






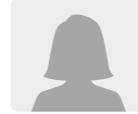




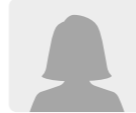


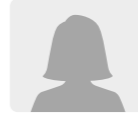























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STEVEN BARTLETT SET TO INSPIRE AS BDCDS HEADLINE SPEAKER

DON'T MISS
STEVEN BARTLETT'S
EAGERLY ANTICIPATED
FIRESIDE CHAT
SATURDAY 18TH MAY
AT 11:50AM IN THE
BDA THEATRE

Steven Bartlett, a figure synonymous with transformative thinking and entrepreneurial success, is set to take centre stage as the headline speaker at the British Dental Conference & Dentistry Show (BDCDS).

Steven Bartlett's eagerly anticipated fireside chat is scheduled for Saturday 18th May at 11:50am in the BDA Theatre.

Responding to the dental profession's continuous quest for innovation and inspiration, the British Dental Conference & Dentistry Show's (BDCDS) announcement acts to give outside insights for dental practices in the UK.

Indeed, Steven Bartlett's involvement signals a fresh outlook for dental professionals seeking to navigate the complexities of modern business strategies, digital marketing, and team culture in their practices.

Bartlett's journey from a university dropout to a celebrated entrepreneur, speaker, investor, and author is a testament to the power of resilience, innovation, and the ability to leverage social media and digital platforms for business growth.

As the youngest dragon in the history of BBC's 'Dragon's Den', Bartlett brings a fresh, authentic perspective to the entrepreneurial narrative, especially within the health and wellness sector. His investments in WHOOP and ZOE exemplify his knack for identifying and nurturing ventures that align with contemporary consumer needs and wellness trends, an approach immensely relevant to the evolving dental profession.

INFLUENTIAL INSIGHT

The significance of Bartlett's session at the BDCDS cannot be overstated. Bartlett's emphasis on team culture resonates deeply within the dental profession. The challenge of instilling a cohesive and motivated ethos in dental practices and achieving a balance between clinical excellence and business acumen is well-known. Bartlett's experiences in building and leading successful teams offer invaluable lessons in creating a workplace environment that thrives on collaboration, innovation and shared goals.

Moreover, dental professionals operate in an

increasingly competitive and digitally driven marketplace.

Bartlett's insights into digital marketing and social media are essential for dental practices aiming to enhance their visibility, engage with a broader audience, and, ultimately, expand their reach. His success stories and strategies provide a blueprint for integrating digital innovation into traditional dental practice models, fostering growth and enhancing patient engagement.

The BDCDS, renowned for being a hub of learning and innovation, takes a significant leap forward by featuring Bartlett. The event, co-located with Dental Technology Showcase (DTS) and set to take place at the NEC Birmingham, promises to be an unmissable opportunity for dental professionals to gain insights from one of the most influential thinkers in the business world today.

CONNECTING THE DOTS

Bartlett's session is poised to delve into the critical intersection of entrepreneurship, technology and healthcare, offering a perspective that is both relevant and forward-thinking. His track record, including co-founding Thirdweb and his achievements as a best-selling author, speaks to his ability both to foresee and shape trends.

His work, particularly with underrepresented communities and in partnership with His Majesty's Prison Service, underscores a commitment to leveraging his success for broader social impact, a principle that

resonates well with the healthcare profession's foundational values.

As the dental profession and industry continue to grapple with rapid technological advancements and shifting consumer expectations, Bartlett's narrative offers a beacon of inspiration and a roadmap for innovation.

A TRANSFORMATIVE EXPERIENCE

Bartlett's session at the BDCDS is more than a talk; it's a call to action for dental professionals to embrace change, leverage digital tools, and foster a culture of innovation within their practices.

His insights promise to inspire a new generation of dental professionals to rethink their practices, cultivate a winning team culture, and harness the power of digital marketing.

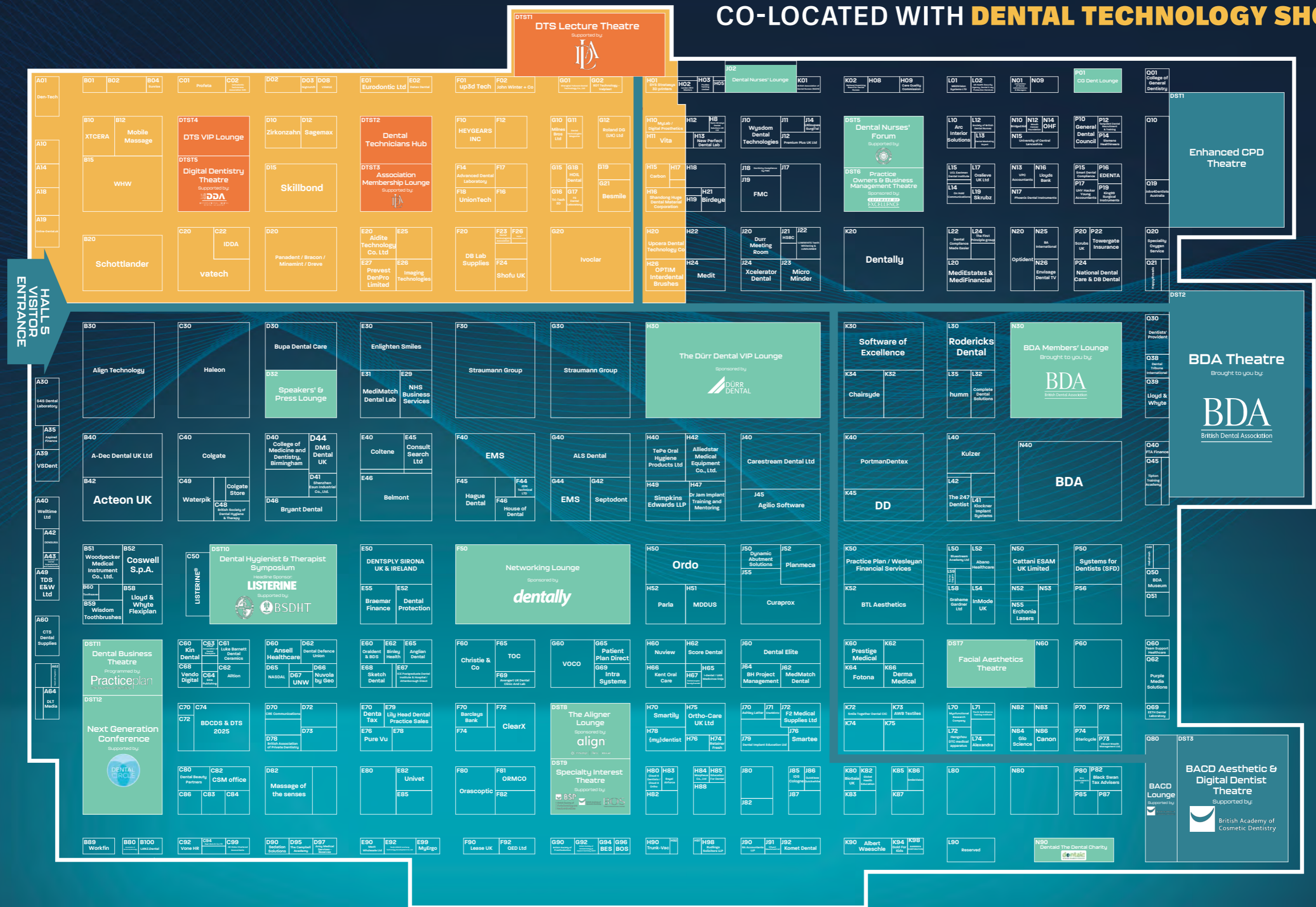
This event is not just about witnessing the fusion of dental expertise and entrepreneurial brilliance; it's about being part of a transformative movement that redefines what it means to be a leader in UK dentistry.

“Bartlett's narrative offers a beacon of inspiration and a roadmap for innovation.”



BRITISH DENTAL CONFERENCE & DENTISTRY SHOW FLOORPLAN 2024

CO-LOCATED WITH **DENTAL TECHNOLOGY SHOWCASE**



Floorplan is correct at the time of print.

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Acteon UK	B42
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Association of Dental Administrators & Managers	N01
Association Of Dental Anaesthetists and Sedationists	A43
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BDA Museum	Q50
Belmont	E46
Besmile	G21
BH Project Management	J64
BINLEY HEALTH	E62
BioGaia UK	K80 ✓
Birdeye	D55
Black Swan Tax Advisers	P82
Blueprint Dental	J17
Bluestream Academy Ltd	L50
Bracon	D20
Braemar Finance	E55
Bridge2Aid	N10
British Association of Dental Nurses (BADN)	K01
British Association of Dental Therapists	C63
British Association of Private Dentistry	D78
British Dental Association	N40
British Endodontic Society	G94
British Orthodontic Society	G96
British Society of Dental Hygiene & Therapy	C48

COMPANY	STAND
British Society of Periodontology & Implant Dentistry (BSP)	G92
British Society of Prosthodontics	G90
Bryant Dental	D46
BTL Aesthetics	K52 ✓
Bupa Dental Care	D30
Canon	N86
Carbon	H15
Care Quality Commission	H09
Carestream Dental Ltd	J40
Cattani ESAM UK Limited	N50
Chairsyde	K34
Christie & Co	F60
ClearX	F72 ✓
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College of General Dentistry	Q01
College of Medicine and Dentistry, Birmingham	D40
COLTENE	E40 ✓
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DB Lab Supplies	F20
DD	K45
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Dentaid The Dental Charity	N90
Dental Beauty Partners	C80
Dental Compliance Made Easier	L22
Dental Defence Union	D62
Dental Elite	J60
Dental Implant Education Ltd	J79
Dental Marketing Expert	L13
Dental Protection	E52 ✓
Dental Technologies Magazine	G11
Dental Technologists Association	F23
Dental Tribune International	Q38
Dentally	K20
Den-Tech	A01
Dentistry Compliance by FMC	J18
Dentists' Provident	Q30
DENTSPLY SIRONA UK & IRELAND	E50
Derma Medical	K66
DLA Association Membership Lounge	DTST3
DLT Media	A64
DMG Dental UK	D44
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Dreve	D20
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EDRA PUBLISHING	C64
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EMS	F40
EMS	G44
Enlighten Smiles	E30
Envisage Dental TV	N26
Erchonia Lasers	N55
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Fotona	K64
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KIN Dental	C60
Klockner Implant Systems	L41
Komet Dental	J92
Kulzer	L40

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Lease UK	F90
Lily Head Dental Practice Sales	E79
LISTERINE®	D50
Lloyd & Whyte	Q39
Lloyd & Whyte Flexiplan	B58
Lloyds Bank	N16
London Seo Masters	H02
Luke Barnett Dental Ceramics	C61
LUMIWHITE Teeth Whitening & LUMILIGNER	J22 ✓
MDDUS	H51
MediStates & Medifinancial	L20
MediMatch Dental Lab	E31
MEDIT	H24 ✓
MEDIVision Systems LTD	L01
MedMatch Dental	J62
Merit Wholesale Ltd	E90
Micro Minder	J23
Milnes Bros Ltd	G10
Morpheus Co., Ltd	H84 ✓
Mouth Cancer Foundation	N12
MyErgo	E99
Myofunctional Research Company	L70
NASDAL	D65
National Dental Care & DB Dental	P24
National Examining Board for Dental Nurses	K02
New Perfect	H13
NHS Business Services	E29
Nightshift	D03
Nuview	H60 ✓
NUVOLA BY GEO	D66
On Hold Communications	L14
Online-Dental.uk	A19
Open Airways Dental Solutions UK Ltd	H8 ✓
Optident	N20
OPTIM Interdental Brushes	H26
Oral Health Foundation	N14
Oraldent & BDS	E60
Oralieve UK Ltd	L17
Orascope	F80
Ordo	H50 ✓
Ormco	F81
Ortho-Care UK Ltd	H75
Orthodontic Technicians Association (UK)	C02
PANADENT LTD.	D20
Patient Plan Direct	G65
Parla	H52
Phoenix Dental Instruments	N17
Planmeca	J52
PortmanDentex	K40

COMPANY	STAND
Poultec Training Limited	H03
Practice Plan	K50
Premium Plus UK Ltd	J12 ✓
Prestige Medical	K60
Prevest DenPro Limited	E27
Profeta	C01
Pure Vu	E76
Purple Media Solutions	Q62
QED Ltd	F92
Quickase Quickwhite	J86
RA Accountants LLP	J90
Rachel Coggins	L59
Raei Alvin & Co LTD	C94
RDT Technology - Valplast	G02
Reitel Feinwerktechnik	F26
Retainer Fresh	H74 ✓
Rodericks Dental	L30
Royal Air Force	H83
Rudlings Solicitors LLP	H98
S4S Dental Laboratory	A30
Sagemax	D12
Schottlander	B20
Score Dental	H62
Scrubs UK	P20
Sedation Solutions	D90
Septodont	G42
Shandong Huge Dental Material Corporation	H16
Shanghai Toboom Dental Technology Co., Ltd	G01
Shenzhen Esun Industrial Co., Ltd.	D41 ✓
Shofu UK	F24
Siemens Healthineers	P14
Simpkins Edwards	H49
Sketch Dental	E68
Skillbond	D15
Skrubz	L19
Smart Dental Compliance	P15
Smartee	J76
Smartily	H70
Smile Together Dental CIC	K72
SmileVision	K86
Society of British Dental Nurses	L12
Software of Excellence	K30
Speciality Oxygen Service	Q20
StarMintz	J71 ✓
Stericycle	P74
Straumann Group	F30
Straumann Group	G30
Sunrise Dental Laboratory Ltd	B04
SwissLoupes SandyGrendel	H67 ✓
SYS Stratasy 3D printers	H01

COMPANY	STAND
Systems for Dentists (SFD)	P50
TDS E&W Ltd	A49
Team Support Healthcare	Q60
Tempdent Dental Recruitment & Training	P12
TePe Oral Hygiene Products Ltd	H40
The 247 Dentist	L42
The Campbell Academy	D95
The Dentistry Club by FMC	J19
The Dr Bob Khanna Training Institute	L71
The First Principle Group	L24
Tianjin RENHE Juncheng Technology Development Co. LTD	E92
Tipton Training Academy	Q45
TOC	F65
Toothsaver	B60
Towergate Insurance	P22
Tri-Tech 3D	G16
Trunk-Vac	H90
UCL Eastman Dental Institute	L15
UHY Hacker Young Accountants	P17
UK Health Security Agency, Dental X-ray Protection Services	L02
UKloupes SurgiTel	J14
UnionTech	F18
University of Central Lancashire	N15
Univet	E82
UP3D TECH	F01
Uppera Dental Technology Co	H20
UNW	D67
vatech	C20
Vendo Digital	C68
Vibrant Wealth Management Ltd.	P73
VITA	H11
VOCO	G60
Vone HR	C92
VPC Accountants	N13
VSDent	A39
VSMILE	D08
W.A. INSTRUMENTS LTD	P80 ✓
Waterpik	C49
Welltime Ltd	A40
Wesleyan Financial Services	K50
WHW	B15
Wisdom Toothbrushes	B59
Woodpecker Medical Instrument Co., Ltd.	B51
Workfin	B89
Wysdom Dental Technologies	J10
Xcelerator Dental	J24
XTCERA	B10
Zirkonzahn	D10

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NEURODIVERSITY AND ITS RELEVANCE TO DENTISTRY

Neurodiversity is a subject which has been gaining more traction in recent years as different ways of learning and processing information are starting to be recognised and celebrated in the mainstream.

At this year's British Dental Conference & Dentistry Show, dental nurses Sarah Haslam and Joycee Rebelo will be discussing neurodiversity and what the dental team need to know about it in order to effectively support patients. Covering a variety of conditions such as autism, ADHD, dyslexia and dyspraxia, it is estimated that around one in seven people are neurodivergent, meaning that neurodiversity is a highly relevant topic for dental professionals who are likely to see neurodivergent patients on a daily basis.

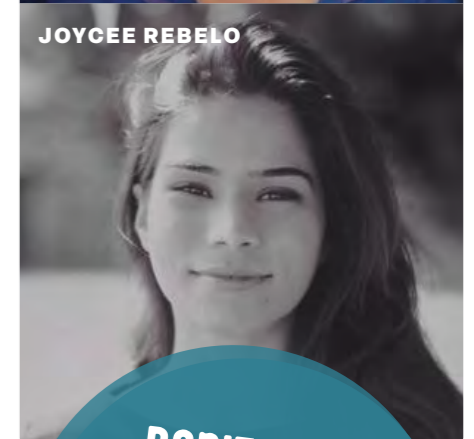
Both Sarah and Joycee have a special interest in providing care for neurodivergent patients and are passionate about raising awareness of neurodiversity among dental professionals. Sarah and Joycee explain that "neurodiversity is a term that describes the unique ways people's brains work. While everyone's brain develops similarly, no two brains function identically. Being neurodivergent means having a brain that works differently from the average – or 'neurotypical' – person."

While neurodiversity has often been misunderstood in the past, Sarah and Joycee are keen to dispel myths surrounding these conditions and remove any stigma that exists. "When it comes to neurodiversity, we should be celebrating the variety of cognitive processes that exist, similar to how we celebrate the diversity found in culture, language and appearance. These variations, including conditions such as autism, ADHD, dyslexia and Tourette's, aren't disorders but natural expressions of human cognition. Just as we value cultural and linguistic diversity, embracing neurodiversity enhances our understanding and appreciation of the different ways in which individuals experience the world."

Sarah and Joycee believe that a greater understanding of neurodiversity among dental professionals would massively increase the quality of patient care. "As dental professionals, we interact with diverse patient populations on a daily basis, and it is important that we are able to recognise what neurodiversity is. Dental professionals play a crucial role in providing fair and objective oral healthcare to all patients, including those with neurodivergent traits. Recognising and embracing neurodiversity in patients will help promote holistic and patient-centred care, which in turn enhances the overall quality of dental care services. In addition, understanding neurodiversity will also help us to support our fellow neurodivergent colleagues."

During their speaking session at the British Dental Conference & Dentistry Show, Sarah and Joycee will share a number of simple measures that can be put in place to help neurodivergent patients feel more at ease during their dental appointments. Sarah notes that "one example could be time management. A neurodivergent patient who is given an appointment time of 15:00 may be expecting to be seen by the dental team at exactly that time. It has happened to me in the past that a patient has walked out of the practice when there has been a slight delay, so one suggestion to manage this might be to book that patient in at the beginning of the day as the first patient to be seen."

Sarah and Joycee also recommend a number of useful resources to help dental professionals learn more about neurodiversity and how to support neurodivergent patients. "BDJ Team offer an exclusive series on neurodiversity in dentistry, providing valuable insights and information for dental professionals. Additionally, various national organisations and

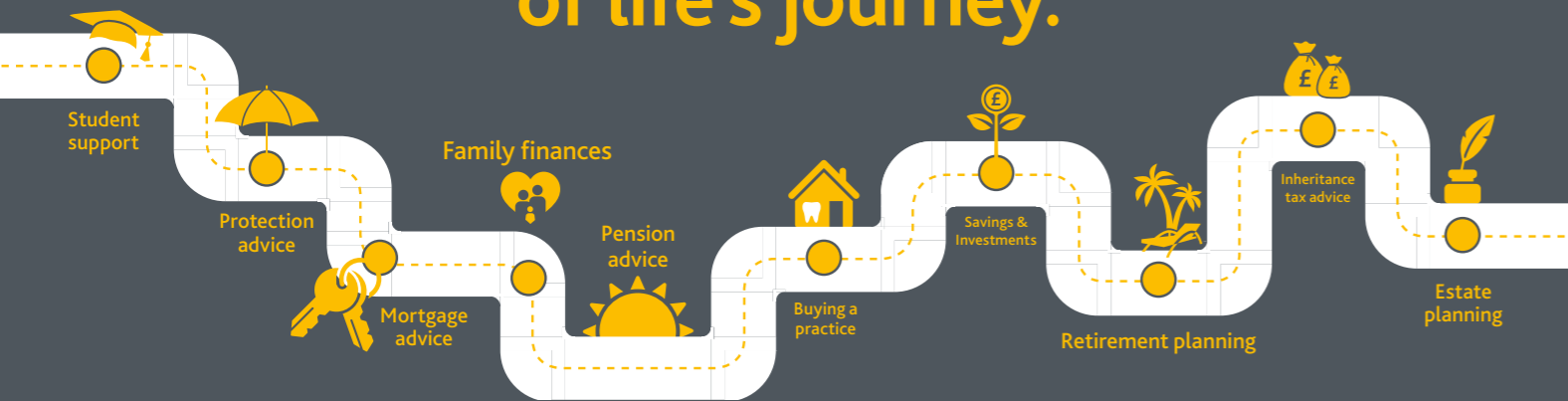


DON'T MISS
SARAH AND JOYCEE'S SESSION, 'WHAT IS NEURODIVERSITY AND WHAT IS MY ROLE AS A DENTAL NURSE?' ON SATURDAY 18TH MAY AT 12:45-13:30 IN THE DENTAL NURSES' FORUM.

charities such as The Brain Charity, National Autistic Society, ADHD Foundation, ADHD UK, British Dyslexia Association, Tourettes Action, and British Society for Disability and Oral Health offer resources and guidance on the subject."

Ultimately, when it comes to neurodiversity, Sarah and Joycee note that "we, as dental professionals, have a duty of care to support our patients no matter what their background. The first step to providing better care for neurodivergent patients is to learn more about what neurodiversity is and what it isn't. We hope that our session at the British Dental Conference & Dentistry Show will help equip dental professionals with the tools they need to effectively support neurodivergent patients and colleagues."

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FUTURE FOCUS AT THE DENTAL BUSINESS THEATRE

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The Dental Business Theatre is the place to be at this year's British Dental Conference and Dentistry Show 2024. Programmed by Practice Plan, the focus of the theatre this year will be on what the future of dentistry could look like. Some of the best-known figures in the dental industry will share their views and opinions on how a few of the biggest topics currently affecting dentistry, may play out in the future.

COME VISIT PRACTICE PLAN ON STAND K50

Among the topics under discussion will be how women are shaping the future of dentistry. In a session led by Practice Plan's Creative Director, Les Jones, he will be joined by dentists Cerise Harriss and Sarah Canavan, and Dental Nurse Development Manager at My Dentist, Hannah Grieves, who will help attendees to understand how women are influencing and shaping the future of dentistry in the UK. They'll also share their experiences of being women in dentistry and touch on the challenges women still face in what once was a male dominated profession.

In what promises to be a lively and informative session, industry heavyweights, BDA Chair, Eddie Crouch, and Practice Plan's own Nigel Jones, will come together to discuss what the future really holds for NHS dentistry. Dental deserts, the still undelivered new contract and the Government's recent Dental Recovery Plan

will all be under the microscope as Eddie and Nigel make their predictions.

For those who would like to know more about building a future outside the NHS a Practice Plan expert will talk to two people, Anju Jairath and Jane Meade, about their own different experiences of leaving the NHS for private practice. Dentist, Anju, followed in the footsteps of her colleagues at her Derbyshire practice in early 2022 when she converted her own list from NHS to private. As she admits, it was a decision that caused her great heartache. However, she's now reaping the benefits, both personally and professionally, of being able to spend more time with her patients. She has a list full of people she regards more as friends than simply patients, no longer worries about targets and is learning to overcome her imposter syndrome.

Finance Director of Elegant Smiles dental group in the East Midlands, Jane Meade, will also share her experiences of converting as a small group. She'll explain how Practice Plan supported them to do this and how they made a complicated process seem simple and straightforward (NB it's not!).

As well as the Dental Business Theatre, the Practice Plan team will be on Stand K50 eager to say hello to our lovely existing customers as well as talk people through the processes of either introducing a plan for the first time, converting from NHS to private practice or switching from another provider. So, if you'd like Practice Plan to show you how you could create a brighter future for you and your practice why not come along for a chat. As always there will be a fizz bar and a warm friendly welcome!

THE DYNAMIC INTERVIEW SET TO SPARK INSPIRATION AT BDCDS

With the British Dental Conference & Dentistry Show rapidly approaching and excitement growing around this year's guest speaker – Steven Bartlett – we introduce you to Nilesh Parmar, who will be interviewing Steven live on stage.



Steven Bartlett, the renowned entrepreneur and influencer, will be speaking at this year's British Dental Conference & Dentistry Show (BDCDS), co-located with Dental Technology Showcase (DTS) at the NEC Birmingham.

Steven Bartlett, known for his inspirational journey and impact in the business world, will take part in a captivating fireside chat. His session promises to ignite new ideas and strategies among dental professionals.

Joining him on stage will be Dr Nilesh Parmar, a renowned dentist with a flair for the extraordinary, tasked with the pivotal role of interviewing Steven Bartlett.

Parmar's selection not only reflects his distinguished career in dentistry but also his passion for education and entrepreneurial spirit.

A DENTIST WITH A MISSION

Nilesh Parmar is no ordinary dentist. With two thriving dental clinics in Essex and a rich background in implant dentistry, oral surgery, and restorative work, his professional credentials speak volumes.

However, what truly sets Parmar apart is his insatiable thirst for knowledge and his commitment to pushing boundaries, both personally and within the dental community.

'I think one of the key things I was always known for is doing lots and lots of postgraduate courses, more than any sane person should do in their life,' Parmar shares.

His journey through every dental school in London and an MBA to boot underscores a relentless pursuit of excellence and a deep-seated belief in continuous learning.

AN UNPRECEDENTED OPPORTUNITY

The upcoming BDCDS marks a significant milestone in Parmar's career, as he prepares to interview Steven Bartlett, a figure renowned for his entrepreneurial success and insightful perspectives on life and business.

Parmar's excitement is palpable, a testament to the respect he holds for Bartlett's achievements and the unique opportunity this interview presents.

'It's an exciting and somewhat unexpected opportunity,' Parmar admits.

'I've been a fan of Steven's work, his entrepreneurial journey, and his insights into business and personal growth.

'Interviewing him is not only an honour but also a unique chance to bring fresh perspectives to the dental community.'

CHALLENGES AND TRANSFORMATIONS IN DENTISTRY

The world of dentistry is ever evolving, with challenges and opportunities emerging at a rapid pace.

As a practice owner, Parmar is acutely aware of the pressures and responsibilities that come with the territory.

From the relentless demands of managing a clinic to navigating the complexities of the business side of dentistry, it's a role that requires resilience and strategic thinking.

'The business of dentistry is very dynamic,' Parmar reflects.

'We are now getting back to more of the grassroots bits of dentistry... But in the UK, private practices are getting a bigger slice of the pie.

'Something needs to change.'

A CONVERSATION WITH BROADER IMPLICATIONS

Parmar and Bartlett's conversation is expected to resonate with a wide audience.

From young dentists carving out their career paths to experienced practitioners looking to innovate and expand, the insights shared on stage promise to be invaluable.

'I think whatever we talk about will be valid for everyone,' Parmar states confidently.

'This is one which is really eye-opening; it's original. And kudos to the whole team for getting him on board and having the courage to get somebody like this to come and speak at a dental event – I think it's fantastic.'

ENGAGEMENT AND COLLABORATION

Ahead of the show, Parmar is eager to engage with his peers and the dental community at large.

Open to questions and discussions, he sees this as an opportunity to foster a collaborative environment where ideas can flourish.

'If readers want to message me on Instagram@drnileshparmar, they'll get to me. I'll have a look at them,' he offers, inviting participation and dialogue.

LOOKING AHEAD WITH OPTIMISM

As the fireside chat approaches, Parmar reflects on the significance of the event and the broader impact it may have on attendees.

His advice to those planning to attend is to

DR NILESH PARMAR

Implant and cosmetic dentist, regular guest on leading TV shows, mentor to clinicians and racing car enthusiast.



come with an open mind and be ready to absorb the wealth of knowledge and experience Bartlett brings to the table.

'I think for people who have probably not heard of Steven Bartlett, there's a lot out there to read up on, watch some of his podcasts,' Parmar suggests.

'And also, his book is very good; I got a lot from his book.'

A MOMENT OF INSPIRATION

The BDCDS is more than just an event; it's a gathering of minds and a celebration of the dental profession's potential.

With Nilesh Parmar at the helm of one of its most anticipated segments, attendees are in for an experience that promises to enlighten, inspire, and perhaps even transform.

In a world that often emphasises the end result over the journey, Parmar and Bartlett's conversation is a timely reminder of the importance of passion, perseverance, and the courage to venture beyond the familiar.

It's an encounter that encapsulates the spirit of innovation and the unyielding pursuit of excellence that defines the best of the dental profession.

“Interviewing him is not only an honour but also a unique chance to bring fresh perspectives to the dental community,”

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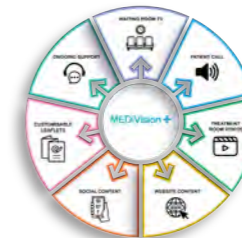


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BEYOND THE SMILE THE IMPACT OF CLEAR ALIGNERS

The popularity of clear aligner therapy with patients is undeniable. It is therefore not surprising that more and more dental practices in the UK are offering this treatment option. However, while we often associate clear aligners with better aesthetic outcomes, there is much more that can be achieved with clear aligner therapy.



DON'T MISS

MILLIE MORRISON'S LECTURE, 'BEYOND THE SMILE: THE IMPACT OF CLEAR ALIGNERS', AT 09:15 ON SATURDAY 18TH MAY IN THE BADC AESTHETIC & DIGITAL DENTISTRY THEATRE AT THIS YEAR'S BRITISH DENTAL CONFERENCE & DENTISTRY SHOW.

Dr Camilla (Millie) Morrison is a dentist with a special interest in aesthetic dentistry and clear aligner therapy. Passionate about teaching clinical techniques and mentoring her peers on clear aligner therapy, Millie will be speaking at this year's British Dental Conference & Dentistry Show about the impact of clear aligners, both in terms of aesthetics and function.

"What I tend to find is that when we think about clear aligner therapy or orthodontics, a lot of the time we think very much about the aesthetic outcomes," says Millie. "We'll often think about how it can improve the smile, what the patient looks like, and what they see when they're taking photos or looking in the mirror. However, we can actually do so much more with clear aligners."

There are a number of ways that clear aligners can have an impact aside from pure aesthetic outcomes. According to Millie, "we need to think about things like function and the occlusion – both static and dynamic. And then there's also the way that having straighter teeth impacts oral health in terms of the manually dexterity the patient needs to get around straight teeth versus crowded teeth." What's more, Millie notes that seeing patients more often during a course of clear aligner treatment can also positively impact their oral health. "When we're doing prolonged treatments and we have lots of touchpoints with the patient, we can have so much more impact than if we just see them once a year or once every six months. This can really go a long way in improving patients' perception of their ability to keep their teeth clean and choose better diets."

Millie feels that it's important for dentists to



be confident talking to patients about the full range of benefits of clear aligner therapy as this can build trust and a better relationship with patients. "Obviously, aesthetics are important, but we need to remember the other elements too so we can talk to our patients in a very clinical way. What I tend to find is that a lot of dentists don't want to talk about teeth straightening or clear aligner therapy because they feel that they're going to come across as a salesperson and they don't want to be a salesperson. But actually, if we do spot something with the function or the occlusion, if we think about tooth wear anteriorly, then it's our duty of care to bring that up and tell the patient that clear aligner therapy is an option that they have."

Millie knows that starting out in clear aligner therapy can be overwhelming but highlights that the ongoing benefits of offering this treatment massively outweigh any initial teething problems. "I think it's just a case of starting. I know it can be a little daunting and I certainly didn't get off to the smoothest start. I flipped between clear aligners and fixed appliances while I was trying to find my groove. But then I landed on clear aligners for numerous reasons. Some of these were the patient

comfort aspect, ease, and the ability to do all the planning away from the patient. So actually my days in clinic are really stress-free, and there's not that fire-fighting that I used to have to do with fixed appliances."

Practice makes perfect, and Millie recommends starting off with simpler cases and finding a mentor who can help you progress. "My advice for getting started would be to find those low-hanging fruits. These are the easy, simple cases where you can practice putting attachments on, taking attachments off, doing IPR if you need to. It's also important to work with someone more experienced, whether that's somebody within your practice or an external mentor. Surround yourself in it and be curious. When I first started working with clear aligners, I honestly did think it was just a tooth-straightening appliance purely for aesthetics. It's only when I became more curious and I really started to fall in love with what clear aligners can give patients that I realised that there is actually so much more to it. And then it brought me so much more joy in terms of the work I was doing."

One piece of technology that has revolutionised the provision of clear aligners and many other dental treatments in recent years is the intraoral

scanner. Millie states that "I think everyone will agree that intraoral scanners have made a huge difference. I always say that it's a really bad day if the scanner's not working! From a digital dentistry point of view, thinking about ease of use, comfort for the patient, and time efficiency, these intraoral scanners really have been fantastic."

Millie is also excited about how AI is transforming dental practice. "If we think about all the ways that AI is able to simulate outcomes almost immediately with the patient in the chair, it means we're able to communicate with the patient so much more easily. And while my aim is always to create very trusting relationships with my patients, patients often naturally don't trust us. So actually having that AI technology with us to support what we're saying makes a big difference for the patient as well."

As well as sharing her tips for clear aligner therapy with delegates during her speaking session at the British Dental Conference & Dentistry Show, Millie is also looking forward to catching up with friends and colleagues at the event. "I really enjoy going to these sorts of events and getting to see my dentistry family. We all spend most of our time working in between our four white walls but what I really enjoy about going to conferences is seeing other people speak, hearing their ideas, listening to different points of view, and getting new updates. Spending time around other dentists in a more relaxed environment is so important because otherwise it becomes a very lonely profession."

"It's important for dentists to be confident talking to patients about the full range of benefits of clear aligner therapy,"

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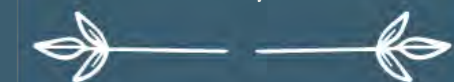
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STRESS IN DENTISTRY A TOOLKIT FOR SURVIVAL

Stress is something that most working people are likely to feel at some point during their professional lives. However, the levels of stress, burnout and anxiety being reported within the dental profession are alarming, with 52% of dental professionals seeking support for their mental health in 2023, and only 30% finding that their work makes them regularly happy.¹

Jeremy Cooper, Founder of Confidential charity which provides a helpline for dentists in distress, is passionate about helping fellow dental colleagues struggling with their mental health. In a lecture at this year's British Dental Conference & Dentistry Show, Jeremy will be addressing the increasing levels of stress being reported in dentistry and will share some tips to help dental professionals cope with the pressures of the job.

During his presentation, Jeremy will examine why dentistry is regarded as one of the most stressful professions. "Suffice it to say, there is not just one reason that dentistry is stressful; it is multifactorial and complex. Dentists often suffer from stress-induced illnesses such as IBS, insomnia or panic attacks, and alarmingly, many have had dark thoughts, even contemplating a one-way ticket out of here. The high level of stress among dental professionals explains why many dentists are either retiring early or giving up dentistry soon after qualification."

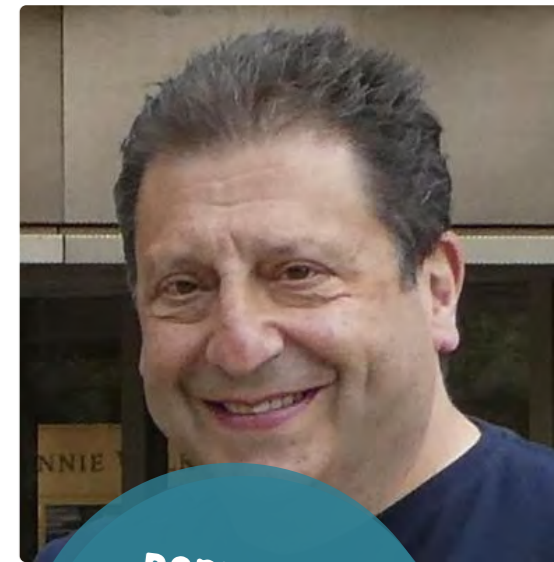
Jeremy has noticed a shift in people's stress levels over recent years, which he attributes to modern lifestyles becoming more hectic. "Life has become more frantic and stress levels among dentists have increased over the past few decades. The pressures placed upon dentists by numerous bureaucratic organisations is ever increasing. Trying to achieve a good work/life balance is becoming ever harder. Financial pressures on the younger members of the profession are at an all-time high. Paying back student loans, decreasing

remuneration and difficulties in getting on the property ladder are just a few examples of the extra pressures placed on recent graduates. Throw into the mix the economic crisis in a post-Covid world, it is hardly surprising that many are feeling stressed."

In his presentation at the British Dental Conference & Dentistry Show, Jeremy will share some practical ways that dentists can manage stress. "While there is no magic formula, the importance of taking time out and relaxation is obvious, but many fail to take this seriously. Burnout, or even complete meltdown, can happen to just about anyone. Above all else, my advice to everybody is share your worries and problems. Whether it be with colleagues, friends or family, do not bottle it up."

This is where Confidential comes in, a confidential listening ear and signposting helpline available for all dental professionals. "If ever you feel the need to talk anonymously to someone, you can call Confidential 24/7, 365 days a year and speak in confidence to a member of the profession. It does not matter what it is about – professional or personal – Confidential is there to listen to you, help you focus your thoughts, and signpost you in the right direction for extra help."

Jeremy is looking forward shedding light on the important subject of stress at the UK's largest gathering of dental professionals. "I have been coming to the British Dental Conference & Dentistry Show annually from the very beginning and have seen it increase in size year



DON'T MISS
JEREMY'S LECTURE, 'WHY IS DENTISTRY STRESSFUL? A TOOLKIT FOR SURVIVAL' ON SATURDAY 18TH MAY AT 12:15-13:00 IN THE ENHANCED CPD THEATRE AT THIS YEAR'S BRITISH DENTAL CONFERENCE & DENTISTRY SHOW, TAKING PLACE ON 17-18 MAY AT THE NEC IN BIRMINGHAM.

on year. There is no doubt that it is the UK's premier dental conference and exhibition, and is a must attend for every member of the dental team. This year, I'm looking forward to meeting colleagues, looking around the exhibition and viewing the enormous range of products and services on offer, attending lectures and obtaining CPD points, enjoying a meal and a drink with friends, but most importantly, spreading the word about Confidential."

Reference
1. https://dentistry.co.uk/app/uploads/2024/02/Dentistry_Census_2024_White_Paper.pdf

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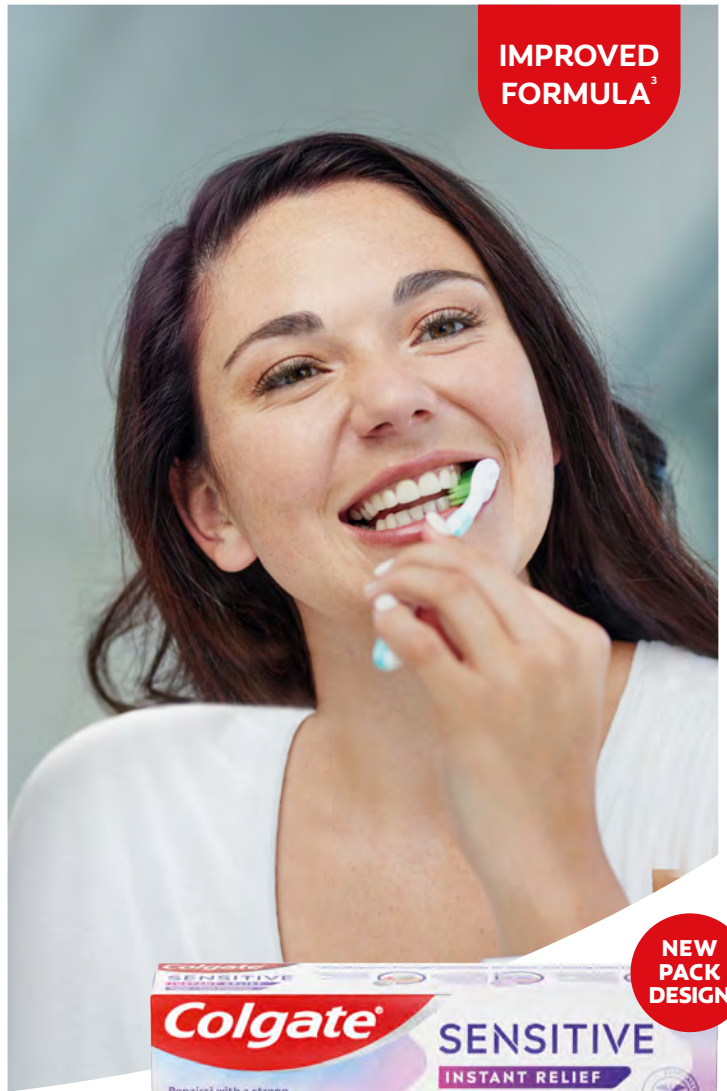
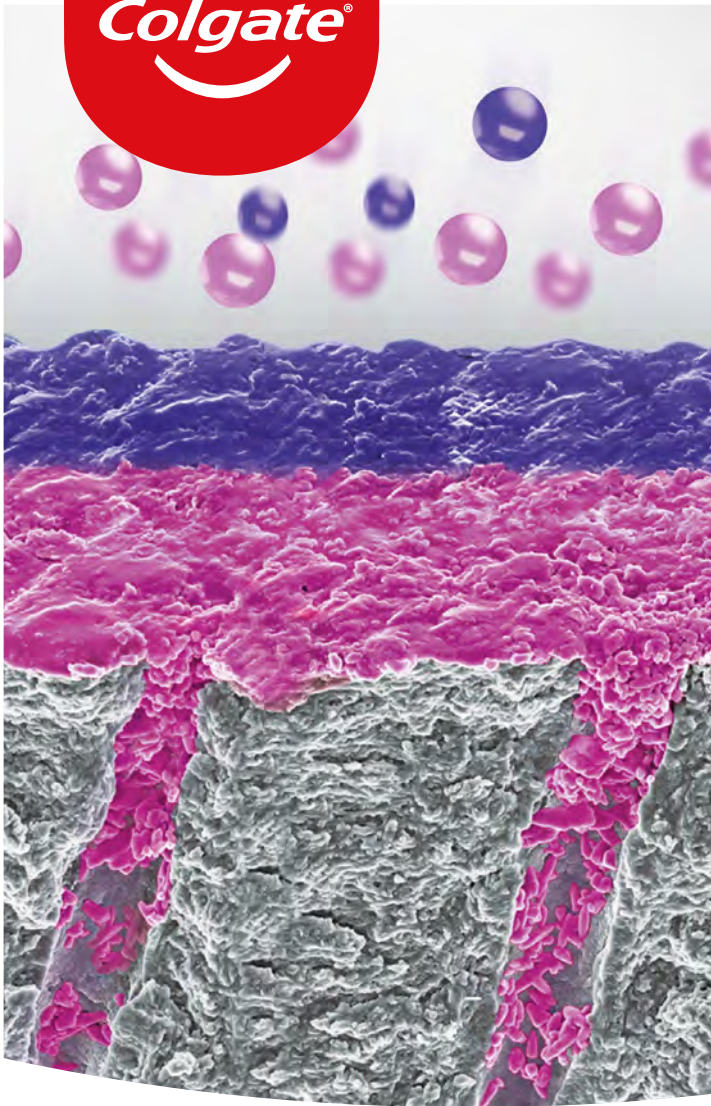
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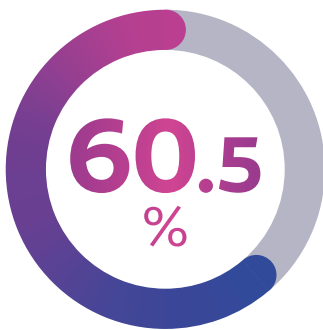


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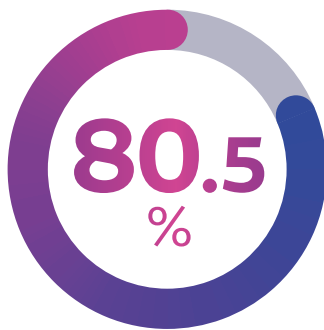


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References: 1. Vs baseline, Nathoo et al. J Clin Dent. 2009;20 (Spec Iss):123 -130 (when toothpaste is applied directly with a finger tip to each sensitive tooth for one minute.) 2. With continued use, Docimo et al. J Clin Dent. 2009;20 (Spec Iss):17- 22. 3. Vs previous formula, in vitro acid resistance after 5 brushings, report by Hines 2021, Data on File, Colgate-Palmolive Technology Center (2021). 4. Pro-Argin technology vs Stannous fluoride / sodium fluoride technology. Liu et al. J Dent Res. 2022;101(Spec Iss B):80.

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