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**An astounding success with record attendance!**

## DENTISTRY SHOW LONDON 2023: AN ASTOUNDING SUCCESS WITH RECORD ATTENDANCE!

**Dentistry Show London (DSL), one of the most anticipated events in the dental industry calendar, held its highly successful two-day show on 6-7 October 2023. This year's show surpassed all expectations, hosting a record-breaking number of attendees, exhibitors, and thought-provoking speakers.**

With enthusiasm and excitement filling the exhibition hall, Dentistry Show London 2023 proved to be a must-attend event for dental professionals from across the south and beyond. Over the course of the weekend, more than 4,000 delegates flocked to the ExCeL London, making it the largest gathering of dental professionals in the capital.

The exhibition floor was abuzz with innovation as over 150 exhibitors showcased their cutting-edge products, services, and technologies. Attendees had the opportunity to explore the latest advancements in dental equipment, materials, and software, gaining valuable insights into the industry's future.

One of the highlights of Dentistry Show London 2023 was the broad lineup of speakers who delivered thought-provoking presentations on a wide range of topics in the dental field. Over 100 speakers,

including experts, dental practitioners, and industry leaders, shared their knowledge and expertise, inspiring attendees with their insights and groundbreaking research.

DSL were thrilled to welcome Eddie Crouch, Chair of the British Dental Association, who delivered his presentation, 'Addressing the latest developments affecting the dental profession' to a packed theatre. Tripat Mahajan also presented 'An update on mouth cancer', which saw hundreds of keen delegates taking their seat in the Enhanced CPD Theatre for this important topic.

"Every year, Dentistry Show London aims to raise the bar for the dental industry, and this year was no exception," said Alex Harden, Portfolio Director. "We are thrilled to see such an overwhelming response from our attendees, exhibitors, and speakers. The show's continued growth and success are a testament to

the unwavering dedication of the dental community to providing top-notch oral care and advancing the industry. It reaffirms our commitment to providing a platform for networking, learning, and innovation within the dental community."

Dentistry Show London also facilitated numerous networking opportunities, fostering connections among dental professionals, suppliers, and educators. Attendees were able to engage in meaningful discussions, exchange ideas, and forge new partnerships that will undoubtedly contribute to the continued growth and advancement of the dental field.

For those who missed out on this year's event, mark your calendars for Dentistry Show London 2024, taking place on 4-5 October at the ExCeL London, which promises to be even more exceptional.



4-5 October 2024



# NHS DENTISTRY: AN UPDATE FROM THE BDA

**After years of turmoil in dentistry, NHS contract reform, increasing access, and improving the population's oral health remain key priorities for the BDA.**

This year's Dentistry Show London saw Eddie Crouch, Chair of the BDA Principal Executive Committee, deliver a keynote speech in which he addressed the latest developments affecting the dental profession.

Eddie's interest in dental politics was sparked in the early 2000s as the government was preparing for the 2006 NHS Dental Contract. After the Dental Contract was published, the flaws became immediately apparent to Eddie. "I was handed a contract, like many people were, about three days before I had to sign it. The orthodontic contract I was given had a termination clause in it that allowed the NHS to terminate the contract for no reason at all. And I thought to myself, 'that can't be right.' I ended up going to the high court in a judicial review, and thanks to the support of the profession and people who helped contribute to my legal fees, that clause was taken out of the Personal Dental Services Agreement."

This experience left Eddie wondering what role the BDA should play in disputes like these in the future. "At that particular time, my relationship with the BDA wasn't particularly great. People were calling for the BDA to give me some support for the judicial review. After that, I thought to myself that I would like to see the BDA support people in those situations in the future. I started getting more involved with the BDA because the BDA is our voice. We take a lot of criticism, and I gave them some criticism at that time too, but without the BDA there are many things that we wouldn't be able to do."

## NHS contract reform

Eddie's tenure at the BDA has come at a difficult time for NHS dentistry, with NHS dental activity significantly decreasing during the pandemic, and yet to fully recover. "We know from the NHS England figures that there are about 500 fewer NHS dentists than there were at the start of lockdown,



and many colleagues who remain are significantly reducing the amount of NHS work they are doing on a regular basis."

A year into the BDA's current three-year strategy, working towards meaningful contract reform remains a key priority. "We're doing an awful lot at the moment around NHS contractual reform. I don't think I've ever had a point in my career where such serious contractual talks are going on in all four nations. We've got a fantastic team of around 150 people at the BDA who are providing support to the negotiators. In Wales especially things are beginning to ratchet up. We've had people at the Labour and Conservative Party conferences, and we're trying to put the case over. Dentistry is suddenly an issue on the doorstep at election time, with debates happening in parliament and the press. It's certainly not just the BDA that are worried about NHS Dentistry. But without the BDA, none of that would happen."

Eddie goes on to detail the recent report on NHS dentistry produced and submitted to government by the Health and Social Care Select Committee on 14 July 2023. "Shawn Charlwood, Chair of the General Dental Practice Committee at the BDA, did the profession a great service by the way that he delivered his evidence there. And we believe that the recommendations of the committee represent a road map for future NHS development if it is to survive."

So what were the committee's recommendations for improving NHS dentistry? Among other things, notable



recommendations were fundamental contract reform away from Units of Dental Activity (UDAs) in favour of a system with a weighted capitation element, a return to patient registration to better enable those patients who currently can't access a dentist to be able to do so, the reintroduction of NHS commitment payments in order to retain dentists in the NHS, and a larger representation of the dental profession on Integrated Care Boards (ICBs) to ensure they have the necessary expertise to inform decision-making around contracting and flexible commissioning. Eddie highlights that, "all of these things chime very well with the BDA policy." While many of the recommendations would no doubt go a long way in improving the NHS dental contract, Eddie emphasises that at the time of his speech, the government is yet to respond to the conclusions of the report.

Another landmark document published this year was the long-awaited NHS Long Term Workforce Plan. Although the plan seeks to address the current workforce crisis in NHS dentistry, Eddie is sceptical and notes that, "one thing they are talking about is increasing the number of dental school places by 40%. That will be really interesting because at the moment we're struggling with the workforce to actually teach these students. No one has seen an actual costing plan for some of these ideas. It's a great soundbite: they're talking about 40% more dentists and 500 more hygienists and therapists, but the detail is not there." As well as the proposed increase in dental school places, another way the plan proposes to address the lack

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of NHS dentists is to oblige new graduates to work in the NHS for a certain amount of time as a condition of receiving taxpayer-funded tuition. "That's going to have a fantastic morale boost for our younger colleagues, isn't it?" quips Eddie.

However, NHS contract reform is not the sole focus of the BDA. Improving support for private practice is another key concern for the next three years. "One thing that we received a lot of criticism for during the pandemic is that we didn't give enough support to private practice. In reality, we provide a lot of services for private practice, but I don't think anyone knows about that. So in our strategy for the next three years, we are also working on further support that we can give to colleagues who are looking at their practice profiles and seeing their futures outside of the NHS."

## Improving public oral health

Aside from their work on NHS contract reform, the BDA is also placing significant emphasis on its efforts to improve public oral health. "The other thing that we do an awful lot of is actually talk about the oral health of the population, for example when it comes to things like the sugar content

of food pouches. I recently contributed to a documentary about the fact that some of these pouches are pushed as healthy options for young mothers when, in reality, they're full of sugar. The marketing of these things is something that we've been campaigning against at the BDA."

Elsewhere, the BDA has been involved in raising awareness of dental tourism, the worrying trend seeing people travelling abroad to undergo extensive cosmetic dental procedures. When complications arise, however, patients may face substantial costs for further treatment to put things right back home. "I understand that NHS England will soon be providing some guidance to practices about how to handle someone who has had extensive dentistry abroad and what will happen when they come back with problems. We will work alongside NHS England to help there. I recently appeared on BBC Breakfast with Jack Fincham to talk about dental tourism. Naga Munchetty, who interviewed me that day, asked, 'which one of you two has actually been on Love Island?' Safe to say I asked for the bullying policy of BBC after that, but I didn't get it," Eddie jokes.

## Future prospects

So what is next for NHS dentistry? With a general election on the horizon and much uncertainty surrounding the future of the NHS, for now the BDA continues to lobby for contract reform, although progress is slow. Recent data revealing a 66% rise in complaints about poor NHS dental services over five years underscores the public's deep concern for this matter. It will be interesting to see how messaging around NHS dentistry is employed during the 2024 general election campaign, as this could well be a make-or-break issue for voters.





# FOUR ESSENTIAL TAX SAVING STRATEGIES FOR DENTISTS

Shoaib Khan, a tax expert and founder of Black Swan Tax Advisers, recently delivered a lecture at Dentistry Show London: Four essential tax saving strategies for Dentists. Below is a summary:

**1. Tax Reducers:** these are different from deductions and allowances. Tax reducers, such as the Enterprise Investment Scheme (EIS), directly reduce the tax due, offering benefits like income tax relief at 30%, loss relief, capital gains tax (CGT) exemption, CGT deferral, and inheritance tax (IHT) exemption, subject to qualifying conditions.

**2. Alphabet Shares:** can be particularly beneficial for family businesses, such as dental practices. Alphabet shares could provide significant tax savings and Shoaib illustrated how a couple could draw £100,000 in personal income from their business whilst paying less than £7,000 in personal tax.

**3. Capital Gains Tax (CGT) Relief:** when selling business assets, CGT applies, but Business Asset Disposal Relief (BADR) can substantially reduce this. BADR is worth up to £100,000 to each individual and offers a reduced CGT rate of 10% on qualifying disposals, significantly lower than the standard rates, with a lifetime limit of £1m on eligible gains.

**4. Inheritance Tax (IHT) Planning:** taxed at 40% on an estate upon an individual's death. The lecture covered IHT reliefs, exemptions, using Family Investment Companies, Family Investment Partnerships and Trusts, highlighting the importance of early planning.



A video of the lecture is available from Black Swan Tax Advisers.

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# CULTURE AND LEADERSHIP IN DENTAL PRACTICES

With the day-to-day pressures of finance management, CQC inspections and inventory control, company culture can often become an afterthought in dental practices. However, Lyn Paxman – Director of EvolveYou Dental – believes that neglecting company culture can not only negatively impact workplace morale, but also has the potential to limit the financial success of dental practices.

With over 30 years of experience as a coach and facilitator, Lyn is passionate about helping develop leaders and teams to deliver high performance. Sharing her expertise with delegates at Dentistry Show London, Lyn was keen to highlight the importance of strategy, culture and leadership, and how the three intersect to create successful businesses. "Culture is the meaning people take from the interactions they have with the people around them – the leaders," Lyn states. "A business' approach to leadership is also influenced by what we focus on strategically, so the focus needs to be on all three elements to deliver high performance."

According to Lyn, the key to creating an organisation with a healthy workplace culture can be summed up by the method she calls the "Model of Focus: The 4 Ps", whereby purpose, people, patients and profit are the guiding focus of the business. "This model is designed to keep it simple, but capture everything it's necessary to focus on. Most businesses understandably start with profit. Of course we need to be profitable, but if we're just starting with goals and figures, we forget how we're getting there. Quite often in team meetings, it's the financial stuff that is focused on, and we forget to talk about the human side. This is where having a sense of purpose becomes really important. How do we create that purpose and engagement and get people really feeling like they're part of something?"

Lyn believes the answer lies in involving people. However, this requires care and should not be thought of as a tick-box exercise. "I think involvement is sometimes misunderstood. People think that having a team meeting or sending an email and

telling their staff about any changes and giving them the vision and the values is involving people. That's not involving people. Involvement is two-way process where people get to discuss the strategic vision and really understand it for themselves. They retain it better that way as well. And that in turn influences the patient journey because you've got a team who communicate better, they're more engaged, they're more looped in. It's a smoother patient journey, and that links to profit. And the profit then becomes your feedback loop for whether you're doing the other three Ps well."

An effective way of including the team in the business is the co-creation of business and growth plans. "Tell me and I will forget, show me and I may remember, involve me and I will understand" is a saying from Confucius. So how can we involve our practice managers and our teams in understanding business plans? Ideally, it's co-created with them so you have a team that understand their business and what the data is informing them about the business. That understanding increases buy-in and engagement, and it means that practice managers can bring a growth plan to life with their teams in a way which has meaning for the team, in the right context for them. And then it becomes about: how should we achieve this together? Rather than: this is the target you've been asked to deliver."

As a practice owner, acquiring additional practices will require you to reevaluate your own approach to leadership. Where you might have adopted a hands-on approach in your first practice, owning multiple sites will require you to relinquish some of that

control over day-to-day operations, leaving space for practice managers to become empowered business leaders. "When we bought our practice, our practice manager was doing really well, but in the mode that a lot of practice managers do, which is being a very good administrator, doing whatever the practice principal is asking them to do, doing a bit of nursing, a bit of reception, and just generally being all things to all people. Since then she's evolved into a true leader, engaging the team, doing the appraisals, and talking about the business plan and the profit and loss targets. She is that business leader now, but it's been a journey. If I had asked her to do that a few years ago, she wasn't there. It's taken time, support and coaching to get there. When we talk about culture, people often think it's just a soft thing and being nice to everyone. But it's not that. We have an expectation of high performance, and we help people to achieve it."

Having worked with some of the UK's largest dental organisations, Lyn sees first-hand the shared problems that many of these businesses face. Although it can be tempting to want to protect your own business, Lyn believes that sharing successes, challenges and failures is key to helping the entire sector grow and develop. "Collaboration is so important, and I think we need to get a bit better at this within dentistry. We can all get dragged into the day-to-day hamster wheel of work and life, so it's great to have a reason to step off that wheel. Dentistry Show London is a great reminder that there are lots of people striving to innovate, do better, and most importantly, to collaborate so we can all learn and grow and evolve the dental sector together."

4-5 October 2024





# HEAD AND NECK CANCER: THE IMPORTANCE OF LONG-TERM SUPPORT

Head and neck cancer diagnoses are increasing, with over 8,800 new cases identified in the UK last year. Many cancer treatments such as chemotherapy and radiotherapy can have ongoing adverse effects on oral health, and it is therefore vital that dental professionals know how to provide the right support for patients undergoing cancer treatment.



Head and neck cancer was the topic of Jocelyn Harding's lecture at Dentistry Show London this year, which she delivered to a packed audience in the Dental Care Professionals Hub. A dental hygienist by background, Jocelyn is now clinical ambassador for the Mouth Cancer Foundation and has a wealth of experience in providing support to oral cancer patients, this year publishing a textbook on the 'Care of Head and Neck Cancer Patients.'

To be able to provide appropriate care to head and neck cancer patients, it is first vital that dental professionals fully understand a cancer patient's journey. Jocelyn summarises this in five key steps:

1. Concern – the patient visits their GP or dental professional
2. Diagnosis – the patient is referred to secondary care for cancer diagnosis
3. Plan for treatment – surgery and/or treatment therapies are discussed with the patient and given timelines
4. Treatment undertaken – often initially including surgery, as well as chemotherapy, radiotherapy, immunotherapy, or other therapies
5. Post-operative care – regular reviews in secondary care for five years following treatment

However, the journey of head and neck cancer patients often doesn't stop here. Jocelyn notes that, "many patients struggle with the long-term effects of head and neck cancer treatment beyond the five-year point. Discharge from hospital care is not the end of the journey, but a beginning. As dental professionals, our support is vitally important."

### What are the side effects?

Treatment for head and neck cancer can include a range of therapies, many of which often lead to specific oral side effects. During radiotherapy, for example, patients will often experience taste loss, xerostomia (dry mouth), mucositis (inflammation) and halitosis (bad breath). After treatment has finished, patients can be at risk of developing radiation caries, and can be left increasingly vulnerable to infections. According to Jocelyn, "considering the long-term effects of cancer treatment and their implications for oral health is crucial. Discussing strategies to manage these effects and reduce the

risk of caries is vital for maintaining the overall health and quality of life of head and neck cancer patients."

### What advice can dental professionals give?

Jocelyn notes that the support that dental professionals can provide their patients goes beyond simply managing the physical side effects of their treatment. Dental professionals can support their patients on their cancer journey right from the start by providing support from the point of diagnosis. "After referral and diagnosis, dental professionals may see the patient in general practice before they start their treatment. This is a crucial step in ensuring that their oral health is optimised for the journey ahead."

Advising patients on their cancer journey about habits they can adopt to maintain good oral health throughout treatment is a key part of the support that dental professionals can provide. Having conversations with patients about teeth

**"After referral and diagnosis, dental professionals may see the patient in general practice before they start their treatment. This is a crucial step in ensuring that their oral health is optimised for the journey ahead."**

cleaning methods and diet and sugar intake to manage and prevent caries can help optimise patients' oral health during and after cancer treatment. "Sharing preventative knowledge about oral health and its relationship to cancer treatment can have far-reaching benefits. Educating patients and their families about the potential oral health challenges they might face and how to manage them can empower them to take proactive steps to minimise complications. This not only improves the patient's experience but also reduces the overall healthcare burden, including costly dental treatments that might arise as a result of untreated oral health issues."

Education is especially important for patients who are particularly apprehensive about undergoing cancer treatment and who may cancel dental appointments due to this anxiety. Jocelyn states that, "some patients will cancel dental appointments after a diagnosis. This may be due to apprehension of the journey ahead, timings or for financial reasons. However, even if a patient cancels an appointment, providing them with oral hygiene advice and information about the potential oral health challenges they might face can still have a positive impact. This not only empowers patients to take control of their oral health, but also demonstrates our commitment to their well-being beyond the dental chair."

### The future of cancer care

With diagnosed cancer cases projected to rise from 384,000 in 2023 to over half a million by 2040, optimising cancer services will be a key priority for health systems in the coming years. As the UK gradually shifts to a more integrated and collaborative approach to care with the recent introduction of NHS integrated care boards, there is a much larger focus on how different healthcare professionals and organisations can work together to improve health at a population level. In terms of care for head and neck cancer patients, Jocelyn agrees that a proactive, collaborative and interprofessional approach is vitally important. "Interprofessional collaborations among various healthcare providers,



including dental professionals, oncologists, nurses, and other specialists, are invaluable in providing comprehensive care to cancer patients. This integrated approach ensures that all aspects of a patient's health are considered and managed effectively. Collaborative efforts can lead to better patient outcomes, reduced complications, and improved quality of life during and after cancer treatment."

Early diagnosis is another key priority, as catching cases of oral cancer early can increase the chance of survival by between 50% and 90%. Conducting regular screenings and engaging in discussions about preventive measures and risks with every patient who enters the practice, and not just those who have already received a diagnosis, is crucial for early detection and prevention of oral cancer. Jocelyn highlights that, "as dental professionals, we are trained to undertake cancer screenings. However, do we discuss what we are checking whilst screening, and critically, do we discuss the risks? How comfortable are you with talking about alcohol, smoking and HPV? Early diagnosis is key. And it is vital to not only undertake cancer screenings, but to share your knowledge too."

In recent years, there have also been several new innovations introduced to help

better support those diagnosed with oral cancer. One new technology that Jocelyn is particularly passionate about is an innovative tool for voice preservation. "The Mouth Cancer Foundation is supporting some eligible patients in the UK wishing to bank or rebuild their voices through a Saving Voices Grant. With the aid of modern technology, voice preservation enables individuals to communicate in a voice that reflects and preserves their unique identity. In an ideal world, we would all bank our healthy voices – think of it as insurance against a day when a voice is lost or unavailable for whatever reason. As this concept is in its infancy, many patients are now turning to rebuilding their voices post-surgery. Both methods show how advances in modern technology are aiding the longevity of vocal communication."

While recent progress in research and treatment is promising, there is still a lot of work needed to reduce cases of head and neck cancer. However, it is clear that a collaborative approach between dental and medical professionals can have a positive impact on patient care, and that conducting regular oral cancer screenings and educating patients in the dental practice on risk factors such as smoking and alcohol consumption has the potential to reduce case numbers in the future.





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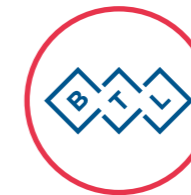
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"The British Dental Conference & Dentistry Show is like a big menu. You can choose from a big menu of topics that you need to update yourself on or the things that you are most interested in. It's an amazing platform with an amazing variety of opportunities for people. As speaker you can always hear that buzz of people, but actually that's okay because people are genuinely interacting and moving around and making the most of everything being under one roof. It is the ideal learning environment because you've got presentations given by people that know their subject. You can then go to the trade and you can align with what you have just learnt."

**Professor Iain Chapple, Consultant in Restorative Dentistry, Director of Research Institute of Clinical Sciences at UoB, Listerine**

"The British Dental Conference & Dentistry Show is so important. It's networking, you come here, you meet people, you can see what's happening in dentistry right now. You meet colleagues, discover job opportunities, get recommendations for equipment really pushing our clinics forward. A man is not an island, we need to work together and how are we going to work together if we don't see each other? The British Dental Conference & Dentistry Show in Birmingham is awesome."

**Manrina Rhode, Aesthetic Dental Surgeon, DRMR**

"There's only so much you can learn from online education, but face-to-face communication, having products in front of you that you can play with is key. Try a matrix band on, put a ring on, put a wedge in. Does it ping off? Why? Using the knowledge of clinicians and traders alike to help you iron out kinks in your daily workflow and also open your eyes as to what you can aspire to be the future. You have to get that hands-on experience in order to progress and it's great fun as well. The British Dental Conference & Dentistry Show Birmingham is awesome. I'm all for it."

**Nikhil Sethi, Director, Elevate Education**

"The British Dental Conference & Dentistry Show is absolutely critical for the industry. It's nice to meet up and see colleagues and learn from one another. It's also great to spend time with the exhibitors and see what's new and what's happening in dentistry. It just keeps you at the forefront."

**Dipesh Parmar, Partner, Acorn Dental**

"The British Dental Conference & Dentistry Show is a very important event. We look forward to it every year. It's very important to us to come and see what's new in dentistry, material or the instruments or the software, because every year there's a new technology."

**Dalia Hassoun, Associate Dentist, Wilson Road Dental Surgery**



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# BDCDS & DTS 2024 exhibitor list



|                                   |     |
|-----------------------------------|-----|
| [my]dentist                       | H78 |
| A-Dec Dental UK Ltd               | B40 |
| Acteon UK                         | B42 |
| Agilio Software                   | J45 |
| Aidite Technology Co. Ltd         | E20 |
| Albert Waeschle                   | K90 |
| Alexandra                         | L74 |
| Align Technology                  | D30 |
| Alltion                           | C62 |
| ALS Dental                        | G40 |
| Anglian Dental                    | E65 |
| Ansell Healthcare                 | D60 |
| Apolline Ltd                      | H08 |
| Arc Interior Solutions            | L10 |
| Ashley Latter                     | J70 |
| Aspired Finance                   | A35 |
| Attenborough Direct               | E67 |
| Avangart UK Dental Clinic And Lab | F69 |
| AWB Textiles                      | K73 |
| BA International                  | N25 |
| Belmont                           | E46 |
| Besmile                           | G12 |
| BH Project Management             | J64 |
| BINLEY HEALTH                     | P19 |
| Birdeye                           | D55 |
| Black Swan Tax Advisers           | P82 |
| Blueprint Dental                  | J17 |
| Braemar Finance                   | E55 |
| Bryant Dental                     | D46 |
| BTL Aesthetics                    | K52 |
| Bupa Dental Care                  | E60 |
| Care Quality Commission           | H09 |
| Carestream Dental Ltd             | J40 |
| Cattani ESAM UK Limited           | N50 |
| Chairsyde                         | K34 |
| Christie & Co                     | F60 |

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|---|-----|
| ClearX  | F72 |
| Colgate                                       | C44 |
| College of Medicine and Dentistry, Birmingham | C40 |
| COLTENE                                       | E40 |
| Complete Dental Solutions                     | L32 |
| Consult Search Ltd                            | E45 |
| CRE Communications                            | D70 |
| CTS Dental Supplies                           | A60 |
| Curaprox                                      | J55 |
| DB Lab Supplies                               | F20 |
| DENSURA                                       | A42 |
| Denta Tax                                     | E70 |
| Dental Compliance Made Easier                 | L22 |
| Dental Defence Union                          | D62 |
| Dental Elite                                  | J60 |
| Dental Implant Education Ltd                  | J79 |
| Dental Marketing Expert                       | L13 |
| Dental Protection                             | E52 |
| Dentally                                      | K20 |
| Dentex  | K40 |
| Dentists' Provident                           | Q30 |
| DENTSPLY SIRONA UK & IRELAND                  | E50 |
| Derma Institute - Aesthetic Training          | L13 |
| DLT Media                                     | A64 |
| DMG Dental UK                                 | D44 |
| Dojo Card Payments                            | A62 |
| Dr Jam Dental Implant Training and Education  | H47 |
| Dreve   | F02 |
| DYNAMIC ABUTMENT SOLUTIONS                    | J50 |
| EDRA PUBLISHING                               | C64 |
| EMS   | F40 |
| Enlighten Smiles                              | E30 |
| Envisage Dental TV                            | N26 |
| Eurodentic Ltd                                | E01 |
| F2 Medical Supplies Ltd                       | J72 |

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| Fotona                                       | K64  |
| FTA Finance                                  | Q40  |
| General Dental Council                       | P10  |
| Grahame Gardner Ltd                          | L58  |
| Hague Dental                                 | F45  |
| HALEON                                       | C30  |
| Hangzhou DTC medical apparatus               | L72  |
| Happythreads                                 | Q21  |
| HelloFresh                                   | Q49  |
| HEYGEARS INC                                 | F10  |
| Hillyard MacDonald Ltd                       | J91  |
| House of Dental                              | F46  |
| Humm   | L35  |
| ICE Postgraduate Dental Institute & Hospital | E67  |
| Imaging Technologies                         | E26  |
| Inmode                                       | L54  |
| Intra Systems                                | G69  |
| Ivoclar                                      | G20  |
| JDN Technical LTD                            | F44  |
| Jobs4Dentists Australia                      | Q19  |
| JW Hinks Chartered Accountants               | C99  |
| KIN Dental                                   | C60  |
| Klockner Implant Systems                     | L41  |
| Komet Dental                                 | J92  |
| Kulzer                                       | L40  |
| Lanz Dental                                  | B100 |
| Listerine                                    | D50  |
| Listerine                                    | B52  |
| Lloyd & Whyte                                | Q39  |
| Lloyd & Whyte Flexiplan                      | B58  |
| Luke Barnett Dental Ceramics                 | C61  |
| MDDUS  | H51  |
| Medistates & Medifinancial                   | L20  |
| MEDIT  | H24  |
| MEDiVision Systems LTD                       | L01  |



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| MedMatch Dental                            | J62 |
| Merit Wholesale Ltd                        | E27 |
| Merit Wholesale Ltd                        | E90 |
| Micro Minder                               | J23 |
| Milnes Bros Ltd                            | G10 |
| MyErgo                                     | E99 |
| Myofunctional Research Company             | L70 |
| National Dental Care & DB Dental           | P24 |
| National Examining Board for Dental Nurses | K02 |
| NHS Business Services                      | E29 |
| Nuview                                     | H60 |
| NUVOLA BY GEO                              | D66 |
| On Hold Communications                     | L14 |
| Online-Dental.uk                           | A19 |
| Optident                                   | N20 |
| Oraldent & BDS                             | Q51 |
| Oralieve UK Ltd                            | L17 |
| Orascoptic                                 | F80 |
| Ordo                                       | H50 |
| Ormco                                      | F81 |
| Ortho-Care UK Ltd                          | H75 |
| PANADENT LTD.                              | F12 |
| Patient Plan Direct                        | G65 |
| Phoenix Dental Instruments                 | M17 |
| Planmeca                                   | J52 |
| Practice Plan & Wesleyan Finance           | K50 |
| Premium Plus UK Ltd                        | J12 |
| Prestige Medical                           | K60 |
| Prevest DenPro Limited                     | E27 |
| Pure Vu                                    | E76 |
| QED Ltd                                    | F92 |
| RA Accountants LLP                         | J90 |
| RDT Technology - Valplast                  | G02 |
| Retainer Fresh                             | H74 |
| Rodericks Dental                           | L30 |

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| S4S Dental Laboratory                                 | A30 |
| Sagemax   | D12 |
| Schottlander  | B20 |
| Score Dental  | H62 |
| Scrubs UK   | P20 |
| Sedation Solutions                                    | D90 |
| Seodent   | H02 |
| 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                                  | E02 |
| Skillbond   | D15 |
| Skrubs  | L19 |
| Smartily  | H70 |
| Smile Together Dental CIC                             | K72 |
| Software of Excellence                                | K30 |
| Speciality Oxygen Service                             | Q20 |
| StarMintz   | J71 |
| Stoddard Manufacturing Co Ltd                         | H26 |
| Straumann Group                                       | G30 |
| Straumann Group                                       | F30 |
| SYS Stratasys 3D printers                             | H01 |
| Systems for Dentists (SFD)                            | P50 |
| TDS E&W Ltd   | A49 |
| TePe Oral Hygiene Products Ltd                        | H40 |
| The 247 Dentist                                       | L42 |
| The Campbell Academy                                  | D95 |
| The Dr Bob Khanna Training Institute                  | L71 |
| Tianjin RENHE Juncheng Technology Development Co. LTD | E92 |
| Tipton Training Academy                               | Q45 |
| TOC   | F65 |
| UCL Eastman Dental Institute                          | L15 |

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| UHY HACKER YOUNG  | P17 |
| UK Health Security Agency, Dental X-ray Protection Services | L02 |
| UK Loupes   | J14 |
| UnionTech   | F18 |
| University of Central Lancashire                            | N15 |
| UP3D TECH   | F01 |
| Upcera Dental Technology Co                                 | H20 |
| vatech  | C20 |
| Vendo Digital   | C68 |
| Vibrant Wealth Management Ltd.                              | Q69 |
| VITA  | H11 |
| VOCO  | G60 |
| Vone HR   | C92 |
| VPC Accountants   | N13 |
| VSDent  | A39 |
| W.A. INSTRUMENTS LTD  | P80 |
| Waterpik  | C49 |
| Welltime Ltd  | A40 |
| WHW   | B15 |
| Woodpecker Medical Instrument Co., Ltd.                     | B51 |
| Wysdom Dental Technologies                                  | J10 |
| Xcelerator Dental   | J24 |
| XTCERA  | B10 |
| Zirkonzahn  | D10 |

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