

BDCDS

16-17 MAY, NEC BIRMINGHAM

**GARY
NEVILLE**

**ANNOUNCED
AS HEADLINE
SPEAKER**

**THE FUTURE
OF CBCT IN
MODERN
DENTISTRY**

DR LEE FEINBERG

**UNPREDICTABILITY
IN PAEDIATRIC
DENTISTRY**

KATHERINE O'DONNELL

**8 PAGE
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WELCOME

A NOTE FROM ALEX HARDEN, PORTFOLIO DIRECTOR...

The 2025 show is just around the corner, and we're excited to welcome you for what promises to be an exceptional year in dentistry. As we celebrate the remarkable progress our profession has made, we look ahead to an even brighter future, advancing the field of dentistry together.

In this pre-event magazine, you'll find everything you need to know about this year's show. The innovative conference programme features seminars led by internationally renowned speakers, with plenty of opportunities for hands-on workshops and live demonstrations, including the revamped Digital Dentistry Theatre with sessions from the IDDA.

With over 200 expert speakers, including the legendary Gary Neville, we guarantee you'll leave with fresh insights to enhance your practice. Check out page 28 for a sneak peek into Gary's much-anticipated session!

The exhibitor list is packed with over 400 leading suppliers showcasing the latest products and technologies to benefit the entire dental community. Whether you're looking for cutting-edge innovations or practical solutions, there's something for everyone.

Networking will be at the heart of the show, giving you the chance to connect with colleagues, peers, and thought leaders. Don't forget to register and download the show app to plan your visit, book meetings and select the sessions you want to attend.

We can't wait to open the doors to this year's British Dental Conference & Dentistry Show on 16-17 May at NEC Birmingham. It's the perfect place to learn, collaborate, and inspire each other as we continue to shape the future of dentistry.

Warm regards,

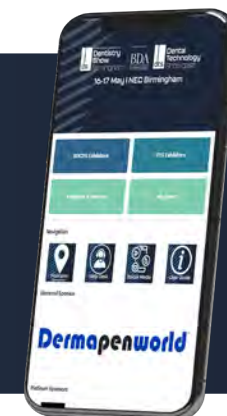
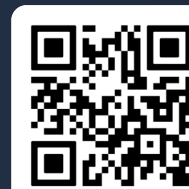
Alex Harden

Portfolio Director



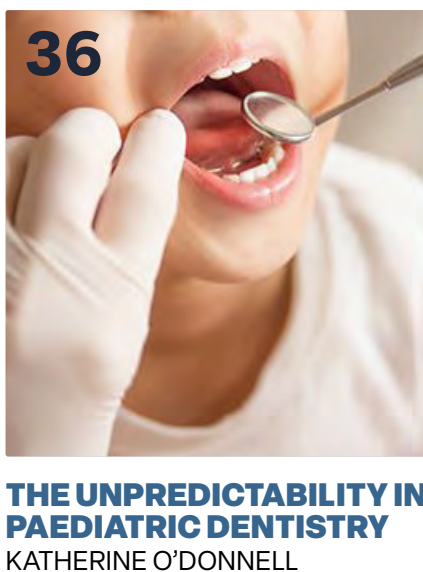
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WHAT'S BACK/ WHAT'S NEW?

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 AND IMPROVED FOR 2025

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ACHIEVE YOUR ASPIRATIONS WITH THIS YEAR'S BDCDS LINE UP



In last year's pre-show magazine, when we wrote about how the year ahead promised to be a pivotal one, we didn't expect a year later to be writing about the abolition of NHS England. Coming off the back of little to no progress on dental contract reform, conversations on the future of dentistry - and NHS dentistry in particular - will certainly be a key part of the programme this year.

Join expert speakers and panels to make sense of what changes mean for you, including an update from the Chief Dental Officer, the BDA's session on what's next for dentistry and their agenda for change, and a conversation on the future of NHS dentistry with Nigel Jones of Practice Plan and Eddie Crouch of the BDA.

Running a dental practice in today's landscape requires much more than clinical expertise, which is why we are delighted to welcome Gary Neville as this year's headline speaker. In conversation with Reena Wadia, he will share his insights on leadership, teamwork and resilience that will inspire both your practice and personal development. If you are a practice owner or manager, couple this with sessions from the Practice Owners & Management Theatre and the Dental Business Theatre, and you will leave with everything you need to boost the success of your practice.

Clinical education still remains central to the programme for BDCDS, and you can pick your own personal programme depending on your development goals.

Choose sessions on techniques for tackling tooth wear, top tips to treat tots' teeth and cracked tooth management in the BDA Theatre, or learn about periodontal and implant referrals and how not to screw up your endo with Rachel Derby in the Enhanced CPD Theatre. The Enhanced CPD Theatre also plays host to key topics such as your role in head and neck cancer, enhancing patients lives through better oral health, and standards in dentistry.

If aesthetics and digital dentistry is where you want to focus, choose from sessions in the BACD Aesthetic & Digital Dentist Theatre, including advice on fast-tracking your career in private cosmetic dentistry, an examination of aesthetic digital dentures, and conservative aesthetic management of dark anterior teeth.

Also in the world of digital dentistry, and revamped for this year, we are working with the International Digital Dental Academy to bring you an exciting new 360-degree stage that will allow you to see close-up the intricate work being performed. Join for their LIVE sessions on topics ranging from Miyo stain & glazing monolithic restorations, to how to avoid complications during simple implant planning and printing.

BDCDS is truly a whole team event, and while all sessions are open to all - we also have specific content geared towards dental nurses, hygienists and therapists in the Dental Nurses' Forum and the Dental Hygienist & Therapist Symposium. Hear about Rachel Dilley's incredible journey from dental nurse to practice owner, learn more about the impact of vaping on oral health, and understand how to tackle bullying in the workplace in the Dental Nurses' Forum. Whilst in the Dental Hygienist & Therapist Symposium, you can consider hormones, health and hygiene - and how to discuss the menopause with patients, get insights on paediatric dentistry, and understand personalised care planning within your scope of practice.

We're delighted to share this year's programme with you, a huge thank you to everyone who has contributed to it: including our advisory board, partners, speakers and sponsors. With such a huge range of topics, you will find something useful for every member of your team!

Agnes Jacobs

Head of Content Production

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BDA THEATRE

BROUGHT TO YOU BY



FRIDAY 16 MAY

09:30 - 10:30 **Aesthetic movement: improving smiles with composites and ortho**
Nadeem Younis, Principal Dentist, Bridge Dental Practice and Chairman and Founder, Northwest Dental Academy

10:45 - 11:45 **A bridge too far? Are implants making the bridge obsolete?**
Sarrah Jawad, Consultant in Restorative Dentistry, Guy's and St Thomas' NHS Foundation Trust

12:10 - 13:10 **BDA HEADLINE SESSION**
What's next for dentistry? The BDA's agenda for change
Eddie Crouch, Chair, BDA Board
Giten Dabhi, Chair, England Community Dental Services Committee
Shiv Pabary MBE, Chair, General Dental Practice Committee

13:30 - 14:30 **Top tips to treat tots' teeth**
Katherine O'Donnell, Consultant in Paediatric Dentistry, Leeds Dental Institute

14:45 - 15:45 **Oral surgery in 2025**
Richard Moore, Consultant Oral Surgeon and Clinical Lecturer, University of Leeds and Leeds Teaching Hospitals NHS Trust

16:00 - 17:00 **Techniques for tackling tooth wear**
Johanna Leven, Consultant in Restorative Dentistry, University Dental Hospital of Manchester



SATURDAY 17 MAY

09:10 - 10:00 **Perio in practice: key decision-making**
William Anderson, Specialist in Periodontics and Consultant in Restorative Dentistry, Aberdeen Royal Infirmary

10:10 - 11:00 **Management of cancer patients in general dental practice**
Raj Dubal, Consultant in Restorative Dentistry, Eastman Dental Hospital, University College London Hospitals NHS Foundation Trust and Specialist in Restorative Dentistry and Prosthodontics

HEADLINE SESSION

11:30 - 12:30 **Insight, integrity & purpose: the adaptable leader**
Gary Neville, Broadcaster & Entrepreneur
Reena Wadia, Founder & CEO, Specialist Periodontist, RW Perio & Perio School

13:00 - 13:55 **Cracked tooth management: from diagnosis to restorative solutions**
Germán Dorgan, Restorative Dentist, Norwich

14:10 - 15:05 **CBCT in modern dentistry**
Lee Feinberg, Consultant Dental and Maxillofacial Radiologist, King's College Hospital

BDA CDS Group: Special care tips for everyday dentistry

15:20 - 15:45 **Acupuncture for the dental team**
David Johnson, Community Dental Officer, Cwm Taf Morgannwg University Health Board, Wales

15:45 - 16:05 **HIV update for dentists**
Michael Butler, HIV and Sexual Health Doctor, St Mary's Hospital, London

16:05 - 16:30 **Small Bricks Project: an innovative way to help children overcome dental anxiety**
Emmanouil Roditakis, Senior Dental Officer, Community Dental Service Hywel Dda University Health Board



ENHANCED CPD THEATRE

FRIDAY 16 MAY

09:15 - 10:00 **Mouth Cancer: bridging the gap**
Joss Harding, Dental Hygienist, Award Winning Author and Mouth Cancer Foundation President-Elect

10:15 - 11:00 **5 ways not to screw up your endo**
Rachel Derby, Clinical Director and Owner, Chapel Dental

11:15 - 12:00 **The dentist's role in sleep apnoea: a medical-dental perspective**
Mattias Billing, Dental Surgeon, Bupa Dental Care - TMJD Clinic Lister House Dental & Specialist Centre
Suveer Singh, Consultant Respiratory and Sleep Physician, Bupa Cromwell Hospital

12:15 - 13:00 **Session delivered by CGDent**

13:15 - 14:00 **Defibrillator awareness: best practice for best outcomes, best value and a better environment**
Jamie Richards, CEO, AED Donate
Suzanne Adams, Charity Partnership Officer, AED Donate

14:15 - 15:00 **Session sponsored by VVardis**

15:15 - 16:00 **The dental non-negotiable: enhancing patients' lives through better oral health**
Jason Bunce, Trustee, Oral Health Foundation
Cathie Brady, Trustee, Oral Health Foundation

16:15 - 17:00 **Standards in dentistry, 3rd edition (2025): what's changed?**
Professor Christopher Tredwin, Dean & Institute Director, Institute of Dentistry, Queen Mary University of London

SATURDAY 17 MAY

09:15 - 10:00 **Protecting your profits & the value of your dental practice in the face of rising costs**
Abi Greenborough, Managing Director, Lilyhead
Chris Barrow, Extreme Business Coach, Extreme Business Academy
Nathan Poole, Dental Accountant, Ross Brooke Dental

10:15 - 11:00 **Session sponsored by DEO Dental**

12:45 - 13:30 **The role of dental professionals against the isolation of head and neck cancer**
Karen Liesching-Schroder, Patient Ambassador, Mouth Cancer Foundation

13:45 - 14:30 **Career barriers and breakthroughs: navigating skill mix and progression for academic dental therapists and dental hygienists**
Leon Bassi, Clinical Lecturer, University of Liverpool
Sarah Murray MBE, Board Member of the Faculty of Dental Hygiene and Therapy, College of General Dentistry

14:45 - 15:30 **Periodontal and implant referrals in general practice**
Ruben Garcia, Mono-specialty Consultant in Periodontology, Guy's and St Thomas' NHS Foundation Trust

15:45 - 16:30 **Session delivered by CGDent**



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BACD AESTHETIC & DIGITAL DENTIST THEATRE

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FRIDAY 16 MAY

09:15 - 10:00 **Elevating the patient experience: the key to practice growth**
Carole Somerville Roberts, BACD President-Elect and Founder/Clinical Director, Evolve Dentistry



10:15 - 11:00 **20-something years of tips and tricks with composite bonding: mastering shape, symmetry, texture and polish**
Pete Niesiolowski, Restorative and Cosmetic Dentist, Clinical Lecturer



11:15 - 12:00 **One magic material – unlimited possibilities**
Ash Soneji, Dental Practitioner & Lecturer
Gregor Connell, Director of Clinical Education, VOCO North America
Shivram Kotecha, Dental Practitioner & Lecturer



12:15 - 13:00 **Session sponsored by DMG**



13:15 - 14:00 **The importance of understanding occlusion for career success**
Professor Paul Tipton, Specialist in Prosthodontics, Tipton Training Ltd



14:15 - 15:00 **Conservative aesthetic management of dark anterior teeth**
Christopher Orr, BACD Past President, Clinical Lecturer, Founder/Clinical Director, Advanced Dental Clinic



15:15 - 16:00 **Minimal edge bonding after clear aligners**
Gina Vega, Clinical Director and Lecturer



16:15 - 17:00 **Update from the Chief Dental Officer for England**
Jason Wong, Chief Dental Officer, Office of Chief Dental Officer England

SATURDAY 17 MAY

09:15 - 10:00 **To go direct or indirect in the posterior dentition: a decision-making conundrum**
Ajay Dhunna, Associate Dentist and Lecturer



10:15 - 11:00 **Session to be announced**
Chris McConnell, Lead Dentist, Dental Logic Truro

12:45 - 13:30 **Direct or indirect digital impressions: which is best?**
Andrew Keeling, Professor of Prosthodontics and Digital Dentistry, University of Leeds, Co-Founder of Mimetrik Solutions Limited



14:45 - 15:30 **Aesthetic digital dentures: the future or the present?**
Rupert Monkhouse, Associate Dentist and Clinical Lecturer
Dean Ward, Clinical Dental Technician



15:45 - 16:30 **Fast-tracking your career in private cosmetic dentistry: lessons from my first five years**
Jenni Rawes, Associate Dentist and BACD Board Member



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- TMD / Splints
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- Removable Prosthodontics
- Periodontics
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DENTAL NURSES' FORUM






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FRIDAY 16 MAY

09:15	"Do you mind if I vape?" Well... do we?	
10:00	Elaine Tilling, Patron, Society of British Dental Nurses	
10:15	Dental record keeping: top tips for dental nurses and oral health practitioners	
11:00	George Wright, Deputy Dental Director, Dental Protection	
11:15	My journey: dental nurse to practice ownership	
12:00	Rachel Dilley, CEO, Liberty Dental Group	
12:15	Sexual misconduct in the workplace	
13:00	Clare Faulkner, President, Society of British Dental Nurses Lisa Andrew-Davies, Chair, Society of British Dental Nurses	
13:15	Why is my dentist so grumpy? Stress and anxiety in the dental practice	
14:00	Jeremy Cooper, Principal Dentist, Confidential	
15:15	Squiggly careers: taking and making opportunities on diverse paths	
16:00	Fiona Ellwood BEM, Executive Director, Society of British Dental Nurses	
16:15	Legionella, water quality and potential risks	
17:00	Pete Gibbons, Owner & Decontamination Specialist, DeconPete	

SATURDAY 17 MAY

09:30	Tackling covert bullying in the workplace	
10:15	Pamela Swain MBE, Chief Executive, The British Association of Dental Nurses	
10:30	Dental Nurses: glorified cleaners or skilled professionals?	
11:15	Preetee Hylton, President, The British Association of Dental Nurses	
12:45	Dental nurse career pathways and routes for recognition	
13:30	Debbie Reed, Reader and Lead in Faculty Development, King's College London, Faculty of Life Science and Medicine	
13:45	Sexual harassment: what's changed in law?	
14:30	Rebecca Silver, Dental Nurse, Dental Nurse Guru	
15:45	Knowing me, knowing you	
16:30	Sarah Kenyon, Corporate Coach and Learning Development Specialist	



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FRIDAY 16 MAY

09:30 - 10:15 **Next-Gen dentists: the power of networking**



Iwai Almasri, 3rd year dental student at King's College London, Co-founder & CEO - UKDS
Saif Mukadam, 2nd year dental student at King's College London, Co-founder & CEO of UKDS

10:30 - 11:15 **The patient journey: collaboration is the key to digital workflows**



Kristina Vaitelyte, CAD/CAM Dental Technician, Primo Dental Design Studio
Leanne Branton, Practice Owner, Southside Dental Care

11:30 - 12:15 **Myth-busting: how you can achieve clinical freedom and professional development at a large dental group**



Muhammad Jasat, Chief Clinical Officer & Associate, Rodericks Dental Partners
Puja Klaire, Clinical Advisor & International Dental Graduate Lead, Rodericks Dental Partners

12:30 - 13:15 **Resonate: top tips for communication and my journey with dental beauty**



Sorabh Patel, Partner and Principal Dentist, Dental Beauty Blackheath and Lee

13:30 - 14:15 **Aesthetic evolution using digital technology**



Professor Riaz Yar, Director, Elevate-Dent Education

14:30 - 15:15 **Advance your dental career at Bristol's state-of-the-art new facility**



Robyn Clark, Senior Clinical Lecturer and Programme Director, University of Bristol
Elizabeth King, Consultant Senior Lecturer in Restorative Dentistry and Programme Director, University of Bristol

15:30 - 16:15 **Closing black triangles with single shade composite for stunning results**



Elaine Mo, Senior Lecturer/Dentist, Elevate Dental

SATURDAY 17 MAY

09:30 - 10:15 **Empowering young dentists: how to get your dream job**



Krishan Joshi, Founder & CEO, Dental Focus® Marketing

10:30 - 11:15 **Training the next generation**



Dina Dedi, Associate Clinical Professor, UCL Eastman Dental Institute

12:45 - 13:30 **From scan to scalpel: improving outcomes with OPT, CBCT & endoscopic assisted oral surgery**



Kandy Ganesan, Consultant Oral Surgeon, Southend University Hospitals NHS Trust

13:45 - 14:30 **Digital workflow and smile design**



Charles Brandon, Dentist, CMB Smile Design

14:45 - 15:30 **All problems have solutions: a journey of implant supported over dentures**



Sanjay Sethi, Restorative and Implant Dentist, Square Mile Dental Centre
Nik Sisodia, Restorative and Implant Dentist, Tendental

15:45 - 16:30 **Quadrant dentistry with composite and ceramic for long term clinical success and profitability**



Nikhil Sethi, Director, Elevate-Dent Education
Josh Patel, Faculty Lecturer, Elevate-Dent Education



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SPECIALTY INTEREST THEATRE

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FRIDAY 16 MAY

09:30 - 10:15 **Addressing bullying associated with malocclusion in schoolchildren aged 10–14 years**



Manpreet Gakhai, Specialty Registrar in Orthodontics, Birmingham Community Healthcare NHS Foundation Trust

10:30 - 11:15 **Oral surgery management of the medically compromised patient**



Tamer Theodossy, Consultant Oral Surgeon, British Association of Oral Surgeons

11:30 - 12:15 **IPR: is it possible to be safe and quick?**



Farooq Ahmed, Consultant Orthodontist, Guy's and St Thomas' NHS Foundation Trust and Treehouse Dental

12:30 - 13:15 **Aligners to braces: introducing a brand new online lecture platform and specialist mentoring service for GDPs**



Zaid Esmail, Specialist Orthodontist, Online Orthodontic Academy

13:30 - 14:15 **Special Care Dentistry: superpowers in dentistry: breaking down barriers to dental care**

Gillian Howie, Consultant in Special Care Dentistry, Northamptonshire Healthcare NHS Foundation Trust
Kiren Kauser, Specialty Registrar in Special Care Dentistry, Birmingham Community Healthcare NHS Foundation Trust

14:30 - 15:15 **Tackling toothwear: reading red flags and simplifying solutions**



Neil Poyser, Consultant and Specialist in Restorative Dentistry, Queen's Medical Centre, Nottingham

15:30 - 16:15 **Transforming smiles: a 6-year journey in orthodontic remote monitoring**



Usman M Qureshi, Specialist Orthodontist and Clinical Lecturer

16:30 - 17:00 **Managing the diseased pulp: a new dawn for vital pulp therapy!**



Phillip Tomson, Associate Professor and Hon. Consultant in Restorative Dentistry, University of Birmingham

SATURDAY 17 MAY

09:30 - 10:15 **Freehand vs guided: the great implant debate**



Kareem Siddiqui, Principal Dentist, Leven Vale Dental Practice

10:30 - 11:15 **Are you overlooking this powerful tool in your practice?**



Anshu Sood, Specialist Orthodontist and Clinical Lecturer

12:45 - 13:30 **MTA vpt: a novel approach to modern filling therapy**



Wynn Jenkins, Dental Practitioner, Rhiwbina Dental Practice
Gregor Connell, Director of Clinical Education, VOCO North America
Ferdi Chum, Associate Dentist, Trinity Dental Courses

13:45 - 14:30 **"Mind the crack!" A case-based journey through diagnosis, treatment and longevity of cracked teeth**



Dipti Mehta, Specialist and Consultant in Endodontics, British Endodontic Society

14:45 - 15:30 **To be or not to be: decision making in endodontics**



Philip Mitchell, Consultant, Senior Lecturer & Specialist in Endodontics, Guy's and St Thomas' NHS Foundation Trust and King's College London

15:45 - 16:30 **AI in orthodontics: the hype, the evidence, and the future**



Maha Aljefri, Specialist Orthodontist, British Orthodontic Society



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FRIDAY 16 MAY

10:00 Growing HR confidence: ask your burning questions
10:45 with Sarah Buxton

Sarah Buxton, Director and Employment Solicitor, Buxton Coates
Solicitors
Katrina James, Area Manager, Practice Plan

11:00 The seeds of change: emerging trends shaping the
11:45 future of dentistry

Zoe Close, Head of Sales, Practice Plan
Nigel Jones, Strategy Director, Practice Plan
Jay Shah, CTO & Co-founder, Kiroku

12:00 The financial greenhouse: grow your profits and
12:45 maximise your money

Iain Stevenson, Head of Dental, Wesleyan Financial Services
Mike Blenkharn, Head of Dental, UNW
Barry Oulton, Dentist, Business Owner, Lecturer, Coach and Mentor, The
Confident Dentist Academy Ltd
Magdalena Harding, Specialist Financial Adviser, Wesleyan Financial
Services

13:00 Flourish together: create a culture that attracts and
13:45 retains top talent

Les Jones, Creative Director, Practice Plan
Lucie Simic, Founder, Lucie Simic Healthcare Consultancy

14:00 Wither or grow? What's the future of NHS dentistry

15:00 Nigel Jones, Strategy Director, Practice Plan
Eddie Crouch, Chair, British Dental Association

15:10 Nurture new beginnings: making the transition from
15:55 NHS to private dentistry

Zoe Close, Head of Sales, Practice Plan
Manish Chitins, Practice Owner and Principal Dentist, Dental Concepts
Simon Thackeray, Clinical Director and President, British Association of
Private Dentistry
Suki Singh, Area Manager, Practice Plan

SATURDAY 17 MAY

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Simon Thackeray, President of the BAPD, Practice Principal Dentist,
Thackeray Dental Care
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Magdalena Harding, Specialist Financial Adviser, Wesleyan Financial
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Barry Oulton, Business Coach, Dentist and Owner, Confident Dentist
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Les Jones, Creative Director, Practice Plan
Lucie Simic, Dental Business Consultant and Owner, LCS Healthcare
Consultancy

15:15 The seeds of change: emerging trends shaping the
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Zoe Close, Head of Sales, Practice Plan
Chris Barrow, Dental Business Consultant and Coach, Extreme Business
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FRIDAY 16 MAY

09:30 - 10:00 **Little smiles, big care: paediatric dentistry insights for dental therapists**

Ibrahim Numan, Dental Therapist, British Association of Dental Therapists



10:15 - 11:00 **Clearing the path: the impact of removing barriers for dental therapists**

Fiona Sandom, Dental Therapist, British Association of Dental Therapists



11:15 - 12:00 **Session to be confirmed**

Faye Donald, Dental Hygienist, Andrea Ubhi, Dentistry York



12:15 - 13:00 **Invaluable advice for patient dental pain management**

Fazeela Khan-Osborne, Founder, Face Linzy Baker, Board Member, The Female Dentist



14:15 - 15:00 **Prevention, purpose and passion: the formula to making a real impact in dentistry**

Chinwe Akuonu, Member, Black Dental Network



15:15 - 16:00 **Unlocking direct access: empowering you with tools and confidence to seize the opportunity**

Gemma Cowen, Dental Hygienist

16:15 - 17:00 **Creating our own path: a dental therapist's career journey**

Jyoti Sumel, Dental Therapist, CDS-CIC



SATURDAY 17 MAY

09:30 - 10:15 **Trans-forming the dental setting – how to ensure dignity and respect for transgender, nonbinary and gender-diverse individuals**

Benjamin Marriott, Dental Hygienist



10:30 - 11:15 **Hormones, health and hygiene: the missing menopause conversation**

Poppy Dunton, Dental Therapist and Business Consultant, Poppy Dunton Consulting

14:00 - 14:45 **GBT in periodontics**

Faye Donald, Dental Hygienist, Andrea Ubhi, Dentistry York



15:00 - 15:45 **Personalised care planning within the scope of practice of a dental hygienist or dental therapist**

James Hyde, Programme Lead Dental Hygiene and Dental Therapy Programmes, Cardiff University



16:00 - 16:30 **Orthodontics: know your role!**

Nikhil Gogna, Consultant Orthodontist, Bristol Dental Hospital



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FRIDAY 16 MAY

09:15 - 10:00 **Mastering challenging conversations with confidence**

Lisa Bainham, ADAM Chairperson, Association of Dental Administrators and Managers



11:00 **Session sponsored by Dental Elite**



11:30 Phil Kolodynski, Director of Practice Sales, Dental Elite Practice Sales & Dental Finance

Tommy Glasscoe, Financial Consultant, Dental Elite Practice Sales & Dental Finance

11:45 - 12:15 **Organise. Prioritise. Succeed: a masterclass in efficient management of time when buying or selling your dental practice**



13:15 - 13:45 **Do you track your financial vitals? Essential KPIs and benchmarking for successful and sustainable dental practices**

Mark Simic, Specialist Dental Accountant, Simpkins Edwards



14:00 - 14:30 **Embracing the cloud: why dentists can't afford to wait any longer**

Paul Glock, Implementation Manager, Henry Schein One



14:45 - 15:15 **Navigating the journey from associate to principal with expert accounting and tax advice**

Heidi Marshall, Partner, Dodd & Co Limited



15:30 - 16:00 **Revolutionising private dental practice management**

Micha Kloppe, Project Leader: Learning and Development, GoodX International Ltd



16:15 - 17:00 **Navigating complaints, reviews, and feedback with confidence**

Lisa Bainham, ADAM Chairperson, Association of Dental Administrators and Managers



SATURDAY 17 MAY

09:15 - 09:45 **Mastering challenging conversations with confidence**

Lisa Bainham, ADAM Chairperson, Association of Dental Administrators and Managers



10:00 **Session sponsored by Dental Elite**



10:30 Phil Kolodynski, Director of Practice Sales, Dental Elite Practice Sales & Dental Finance

Tommy Glasscoe, Financial Consultant, Dental Elite Practice Sales & Dental Finance

10:45 - 11:15 **Understanding and minimising practice claims**

Natalia Kitt, Head of Medical, Towergate Insurance



12:45 - 13:15 **What's new in tax? Key updates and what they mean for you**

Heidi Marshall, Partner, Dodd & Co Limited



13:30 **Predictive dentistry: a new frontier**

Tom Mundy, General Manager, UK&I, Henry Schein One



14:15 - 14:45 **Do you track your financial vitals? Essential KPIs and benchmarking for successful and sustainable dental practices**

Mark Simic, Specialist Dental Accountant, Simpkins Edwards



15:00 - 15:30 **Protect your value – how to mitigate the rising costs of running your dental practice**

Mike Blenkarn, Head of Dental, UNW
Alison Bates, Practice Valuation Team Manager, Henry Schein Dental Practice Sales



15:45 - 16:30 **Navigating complaints, reviews, and feedback with confidence**

Lisa Bainham, ADAM Chairperson, Association of Dental Administrators and Managers





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FRIDAY 16 MAY

09:45 – 10:15 **Mental health in dentistry: where are we now?**



Jeremy Cooper, Principal Dentist, Confidential
Lauren Harrhy, Founder of Mental Dental, Co-founder of Confidential
Mahrukh Khwaja, Founder and CEO, Mind Ninja
Hooria Olsen, Education Chair at the BAPD, Clinical Trainer and Mentor of Fixed Braces at IAS Academy, Principal at Olsen's Dental Practice
Simon Thackeray, President of the BAPD, Practice Principal Dentist, Expert Witness

10:30 – 11:15 **Mastering aesthetic excellence: Dr. Olha Vorodyukhina's journey to building a resilient and innovative practice**



Olha Vorodyukhina, Founder, Angels Twelve

11:30 – 12:15 **Session sponsored by Hydrafacial**



12:30 – 13:15 **When a smile fades, confidence follows; when a face changes, identity is lost**



Olha Vorodyukhina, Founder, Angels Twelve

13:30 – 14:15 **Smile brighter: innovating dentistry through biomimetic digital solutions**



Marco Tudts, Specialist in Aesthetic Dentistry, KU Leuven

14:30 – 15:15 **Discover the new era of holistic and regenerative facial aesthetics**



Lara Watson, Oral and Maxillofacial Surgeon, Director of Acquisition Aesthetics

15:30 – 16:15 **Confidence beyond the smile: why your patients and business need facial aesthetics**



Bob Khanna, Clinical Director, Dr Bob Khanna Training Institute, Principal of DrBK clinic

16:30 – 17:00 **Simple rules for success in private dentistry**



Bertie Napier, Private Practice Principal, Past President of the BACD and BAPD, President of the LDF

SATURDAY 17 MAY

09:30 **Fitness to Practice: a case for change**



Theresa Thorp, Executive Director for Regulation, General Dental Council (GDC)
Stephen Henderson, Independent Dental Adviser
Simon Thackeray, President of the BAPD, Practice Principal Dentist, Expert Witness
Victoria Holden, Practice Principal, BAPD President Elect, Expert Witness

10:15 **Session sponsored by Sinclair Pharma**



11:00 Olha Vorodyukhina, Founder, Angels Twelve

12:45 – 13:30 **Real-life success: Dr. Arnold's thriving squat practice**



Arnold Gangaidzo, Principal Dentist, Lancashire Smiles
Chelsea Holland, Relationship Manager, Patient Plan Direct
Dan Broadbent, Relationship Manager, Patient Plan Direct

13:45 **Session sponsored by Dermapen World**



14:45 – 15:30 **Smile brighter: innovating dentistry through biomimetic digital solutions**



Marco Tudts, Specialist in Aesthetic Dentistry, KU Leuven

15:45 **Veneers vs Ortho: face off!**



16:15 Hooria Olsen, Education Chair at the BAPD, Clinical Trainer and Mentor of Fixed Braces at IAS Academy, Principal at Olsen's Dental Practice
Manrina Rhode, Cosmetic Dentist, Practice Principal and Educator at DRMR Clinic, Board of Directors at BAPD



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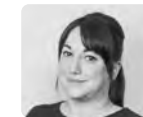
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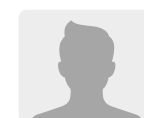
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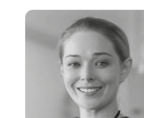
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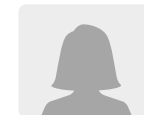
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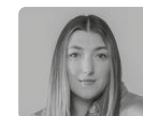
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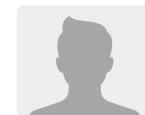
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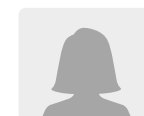
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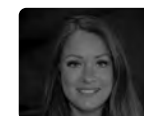
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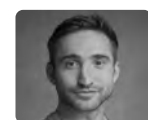
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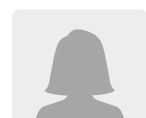
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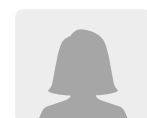
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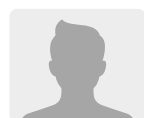
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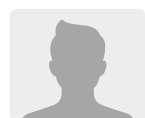
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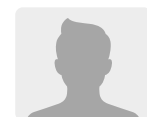
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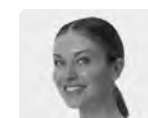
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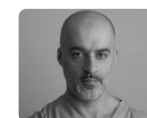
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GARY NEVILLE

FROM FOOTBALL LEGEND TO BUSINESS POWERHOUSE

Gary Neville, broadcaster and entrepreneur, has seamlessly transitioned from a celebrated football career to a dynamic business empire, spanning hospitality, property, media, and sport. As the headline speaker at the British Dental Conference & Dentistry Show (BDCDS), he's set to inspire the whole dental community with his unique insights on leadership, teamwork and resilience.

BEYOND FOOTBALL

Gary Neville is far more than just a footballing legend; his success off the pitch highlights his impressive business acumen and insight. Following his decorated football career, which

saw him work for some of the most notable leaders in football including Sir Alex Ferguson, Neville has seamlessly transitioned into the business world, leveraging the leadership, teamwork, and resilience he honed throughout his sporting life.

With a business empire spanning numerous sectors, Neville is uniquely placed to inspire and empower the dental industry. His Stock Exchange Hotel is one of the top hotels in Manchester whilst his University (UA92) is disrupting the traditional model and putting character and personal development at the core of learning. If that wasn't enough, his £400m St Michael's project is one of the landmark property developments in Manchester City Centre.

Beyond hospitality and property, Neville has proven himself as a savvy media personality, offering valuable commentary on football through Sky Sports. His foray into the media industry has demonstrated his

ability to build a personal brand, while also diversifying his business interests.

Due to his proven business acumen, successful ventures, and strong track record as an entrepreneur, Neville appeared as a guest investor on the BBC's Dragon's Den and brought his fresh and unique perspective to the show.

What sets Neville apart is his holistic approach to business, recognising the importance of collaboration, resilience, and long-term vision. He has shown the ability to pivot, adapt, and succeed across a variety of industries, offering a wealth of insights into leadership, strategic growth, and the challenges of building a sustainable business empire. His success is proof that his skills and mindset go far beyond football – making him a true business powerhouse.

TEAMWORK AND COLLABORATION

Holding resilience and consistency as a cornerstone of how he operates, Neville is ideally placed to offer valuable leadership and teamwork insights to the dental industry. As a former Manchester United captain, he understands how to lead teams under pressure, maintain composure in high-stress situations, and foster strong, cohesive teams. In the dental field, these skills are essential when managing tight schedules, dealing with emergencies, and ensuring smooth operations within the practice.

As well as building transparency, trust and loyalty with the teams and people he works alongside, Neville has extensive experience in creating a culture of accountability, empowering team members and setting high standards – skills that can greatly benefit dental practices across the UK. By offering strategies for effective communication, adapting to change and developing talent from within the team, Neville can help dental professionals build high-performing teams and achieve sustained success, ultimately improving patient care and practice efficiency.

POWERFUL PERSPECTIVE

His fireside chat at the BDCDS entitled 'Insight, integrity & purpose: the adaptable leader' is set to resonate with dental professionals on numerous levels. Running a dental practice today requires much more than clinical expertise and his insights are guaranteed to inspire ideas across both your practice and personal development.

Hosted by the brilliant and formidable Reena Wadia, the fireside chat is not to be missed. As Founder and Principal Periodontist at RW Perio – one of the top specialist gum clinics in the UK – Wadia herself has a proven track record in business success and is passionate about acquiring new knowledge plus driving industry excellence. She will be unlocking the secrets to Neville's success and discussing his insights on business leadership and the importance of



REENA WADIA
Founder & CEO,
Specialist Periodontist
RW Perio & Perio School

teamwork to unlock new ideas and strategies in dentistry.

As well as igniting excitement throughout the dental community, the hotly anticipated discussion promises to leave attendees inspired and empowered. Delegates will gain greater understanding of the importance of teamwork in a successful practice as well as the behavioural skills and attributes for anyone in a leadership role. Neville will also explore the different approaches he has used to building a portfolio of successful business ventures, how to develop and create a culture of performance and togetherness as well as how to create a standout experience across your practice.

By combining his experience as a sporting professional with his entrepreneurial ventures, Neville offers unique and actionable insights into leadership and teamwork that can help transform dental practices in the UK. The fireside chat is set to be a highlight of the dental calendar, register today and don't miss out!

“His skills and mindset go far beyond football – making him a true business icon.”

DON'T MISS

JOIN GARY'S HIGHLY
ANTICIPATED FIRESIDE
CHAT WITH REENA WADIA
ON SATURDAY 17TH MAY
AT 11.30AM IN THE
BDA THEATRE

BRITISH DENTAL CONFERENCE & DENTISTRY SHOW FLOORPLAN 2025

CO-LOCATED WITH DENTAL TECHNOLOGY SHOWCASE

**HALL 5
VISITOR
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2025 EXHIBITOR LIST



COMPANY	STAND
{my}dentist	J65
3Shape	H18
Abano Healthcare	J32
Abbey Dental Supplies	E25
Acquisition Aesthetics Training Academy	D80
Acteon UK	E32
Add Vision	P80
A-dec Dental UK Ltd	B40
Admetec	H20 ✓
Aerona Software Ltd	G88
Aesthderm Ltd	E92 ✓
Agilio Software	K40
AI Receptionist, Chatbot and CRM by Super Kit AI	K06 ✓
AI4Dental	D04 ✓
Aidite Europe GmbH	F16
Aksim Surgical	D68 ✓
Albert Waeschle	J90
Align Technology	B30
Alliedstar Medical Equipment Co., Ltd.	H62 ✓
Alltion (Wuzhou) Co., Ltd	G91 ✓
ALS Dental	G42 ✓
Anglian Dental	H02
Ashley Lätter	M60
Association of Dental Administrators & Managers	N06
Association of Dental Implantology	G84
BA International	D60
BADT	B64
BAOS	G83
Barclays Bank	M35
Bbite	M21
BDA Benevolent Fund	Q70
BDA Museum	N62
Belmont	E46
Besmile	D20 ✓
BH Projects	H64
BioGaia UK	P02
Birdeye	M15
Boutique Whitening	J52 ✓
Braemar Finance	J68
Bridge2Aid	K90
British Academy of Cosmetic Dentistry	Q80
British Association of Dental Nurses (BADN)	J06
British Association of Private Dentistry	M48
British Dental Association	N40
British Endodontic Society	J84
British Orthodontic Society	J83
British Society of Dental Hygiene & Therapy	B66
British Society of Prosthodontics	J81
Britmed	J82
Bryant Dental	P60
Bupa Dental Care	C30
Carbon	B04

COMPANY	STAND
Care Quality Commission	K04
CareStack & VoiceStack	E20
Carestream Dental Ltd	J50 ✓
Cattani ESAM UK Limited	N50
CenoBiologics Ltd	C86
Chairsyde	K52
Chase De Vere	M91
Christie & Co	F42
Church Pharmacy	M70
CJ-Optik UK Ltd	G72
Cloud 4 Dentists / Cloud 4 Ortho	J71
CNC Innovations Ltd	C22
Colgate	C40
College of General Dentistry (CGDent)	Q01
College of Medicine and Dentistry, Birmingham	N17
COLTENE	D55
COMMUNITY DENTAL SERVICES CIC	M20
Complete Dental Solutions	K80
Coswell S.p.A.	B45 ✓
CRE communications	Q40
Crown Dental Burs	J86
CTS Dental Supplies	A50
CURAPROX	K32 ✓
Cyber Cloud Group	J15 ✓
DB Lab Supplies/DB Orthodontics	F20 ✓
DD	H50
DeltaMed GmbH	G11 ✓
DENSURA	J20
Dentaid	Q50
Dental Audio Notes	G87 ✓
Dental Beauty Partners	B72
Dental Compliance Made Easier	J18
Dental Compliance Pro	M04
Dental Defence Union	K72
Dental Elite	M40
Dental Laboratories Association	DTST3
Dental Protection	J63
Dental Technologies Magazine	G12
Dental Technologists Association	D02
Dentally	K20
DentalMonitoring	G78
Dentaprime UK	J80
Dentaqua	Q10
Den-Tech	A01
Dentistry Compliance	K50
Dentists' Provident	Q45
DENTSPLY SIRONA UK & IRELAND	D50
DEO Dental	P01
DermapenWorld UK	F75
DEXIS	H32
Digimax Dental	F71
Digital Dental	D25
Directa Dental	H15
DMG Dental UK	B48 ✓

COMPANY	STAND
Doctify	J08
Dodd Accountants	F72
Dojo	P20
DP Medical Systems	H95
Dreve	G01
Durr Dental	H58
Education For Dental	H03
Element Digital	F25
EMS	B50
Enlighten Smiles	D30 ✓
Eschmann	N20 ✓
ESM Digital Solutions	D74
Eurodonic Ltd	E09
EVO Dental	P50
Excel Builders	M11 ✓
F2 Medical Supplies Ltd	K70 ✓
Falcon Spain International	K02 ✓
FTA Finance	F90
Gateway Global	M16 ✓
GC UK Ltd	H22
General Dental Council	N10
Germany International Medical	P73
GoldOak Solicitors Ltd	M10
GoodX	D82 ✓
Green Chef	Q18
Hague Dental	G54
HALEON	E30
Happythreads	Q30
HC Distribution	H12
Heart Dental Recruitment	P22
Hello Pearl	M62
HelloFresh	Q75
Hempsons	J16
Henry Schein Dental	H16
Henry Schein Dental Practice Sales and Henry Schein Dental Recruitment	M30
Henry Schein Laboratory	H16
HeyGears GmbH	F10 ✓
HiSpace	K80
HSBC	M14
HUGE Dental	F14 ✓
Hydrafacial	D85
ICE Postgraduate Dental Institute & Hospital	Q17
IDDA	C02
Imaging Technologies	E26
IndepenDent Care Plans	B96
IVISMILE	J72 ✓
Ivoclar	G20
Ivoclar	G20
J&S Davis Limited	C82
Jobs4Dentists - Australia	J93
John Winter + Co	F01
JW Hinks Chartered Accountants	E90
Kent Oral Care	G70 ✓

COMPANY	STAND
Kerr UK Ltd	H30
King99 Surgical Instruments	P90 ✓
Komet UK	D40
Kuraray Europe Benelux B.V.	E41
Lab Vision	F15
Lemonchase	F45
Lily Head Dental Practice Sales	F70
LISTERINE®	D45
Lloyd & Whyte	M90
Lloyd & Whyte Flexiplan	B62
Lloyds Bank	N72
Louis Lanier	J02 ✓
LUMIWHITE LUMILIGNER	N22 ✓
Macmillan Cancer Support	P72
MDDUS	G55
MEDIT	G40 ✓
MEDIT iOScanners Direct	F46
Mediva Pharma	E91
MedMatch Dental	J73
Merit Wholesale	D90
Merz Aesthetics	K48
Micro Minder	J24
MIL Collections Ltd	M76
Milnes Bros	G10
Mimetrik	H10 ✓
Mouth Cancer Foundation	M03
NASDAL	D72
National Dental Care & DB Dental	P25
National Examining Board for Dental Nurses	K01
NHS Dental Services	M37
Noteician	P11
Nuview	G60 ✓
NUVOLA BY GEO	G80 ✓
On Hold Communications	M12
Online Orthodontic Academy	J92
Online-Dental.uk	A19
Openhouse	F92
Optident	M24
OPTIM Interdental Brushes	F26
OPTIM Interdental Brushes	F26
Oraldent Ltd	D70
Oralieve UK Ltd	P17
Orascopeic	H30
Orca Call Answering & Live Chat	M01
ORMCO	H30
Ortho-Care UK Ltd	G67
Orthodontic Technicians Association (UK)	A10
OrthoLab	F87 ✓
Patient Plan Direct	G69
Pegasus Concepts Ltd.	H34
Performance Finance Ltd	G65
Phoenix Dental Instruments	N18
Plan4Health	N70
Planmeca	J34

COMPANY	STAND
PortmanDentex	J30
Poultec Training Limited	N01
Practi Health	G76
Practice Plan	G50
Premium Plus UK Ltd	J14 ✓
Prestige Medical	J19
Profeta	D11
Property CEO	K92
Purple Media Solutions	P70
QED Ltd	H90
Quicklase Quickwhite	Q20
Quilter Financial Advisers	M17
RA Accountants LLP	G94
Rangewell Dental Finance	G90
RDT Technology - Valplast	H01
Reitel Feinwerktechnik	D14
Retainer Fresh	D44 ✓
RIS Healthcare	D81 ✓
Riton Additive Technology Co., Ltd	F02 ✓
Rodericks Dental Partners	K45
ROOTT Implants	J13 ✓
RPA Dental Equipment Ltd	H60 ✓
Rudlings Solicitors LLP	C94
S4S Dental Laboratory	A34
Sagemax	D12
SCD - Dental Laboratory	E65
Schottlander	B20
Schottlander	B20
Score Dental	J60 ✓
Scrubs UK	J70
Septodont	H24
Sereclean	G86 ✓
Shofu UK	A30
Shofu UK	A30
Simpkins Edwards	D61
Sinclair	F80
Sketch Dental	D42
Skillbond	D16
Skills 4	H13
Skrubz	Q28 ✓
SmileSafe	P15
Smile Together	Q35
Snowbird Finance Ltd	P82
Society of British Dental Nurses	J10
Software of Excellence	K30
Solventum	D31
Sonic Dental	A40 ✓
Sony Europe B.V.	F40
Speciality Oxygen Service	P91
Stanford Finance	N15
Star Dental Lab	D06 ✓
Stericycle	P18
Straumann Group	G30
Straumann Group	F30

COMPANY	STAND
Succession Wealth	N14
Supercare Dental & Cosmetics	C81
SwissLoupes SandyGrendel	B90 ✓
SYS Stratasys 3D printers	G02
Systems for Dentists (SFD)	K60
TDS E&W Ltd	A59
TePe Oral Hygiene Products Ltd	E60
The 247 Dentist	M50
The Campbell Academy	D99
The First Principle Group	H17 ✓
The Orthodontic Company	H63
The Teeth Keeper	F85 ✓
Tipton Training Academy	Q36
Tooth Angel	D71
Toothsaver	A62
Tovergate Insurance	F82
Trigiene Dental	M98
Tri-Tech 3D	C01
Trycare	M72
UCL Eastman Dental Institute	C80
UK Health Security Agency	F99
UK Loupes	M96
Ultradent Products	F62
University of Birmingham	J95
University of Bristol	N12
University of Central Lancashire	P12
Univet	E40
Upcera Dental Technology Co	G16
vatech	C20 ✓
vatech	C20
Vendo Digital	D62
Veraco	N25 ✓
VITA	H11
VOCO	F60
Voxel3DI	F43 ✓
VSDent	A60
vVARDIS Switzerland	F64
WA. INSTRUMENTS LTD	C90 ✓
Waterpik	D54
WECERA	E01 ✓
Wesleyan	G50
White Rose Visas	J12
WHW	B15
Wisdom Toothbrushes	B55
Woodpecker Medical Instrument Co., Ltd.	B60 ✓
Worldpay	M45
Xcelerator Dental	J22
Xpedent UK Ltd	H55 ✓
Yucera Dental	G17 ✓
Zirkonzahn	G14
Zima Dental	P75

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THE FUTURE OF CBCT IN MODERN DENTISTRY

Dr Lee Feinberg discusses how CBCT is evolving from a specialist resource to an essential part of everyday dental practice, and what this means for the future of patient care.

One Beam Computed Tomography (CBCT) has become an indispensable tool in modern dentistry, transforming diagnostics and treatment planning. As its role continues to expand, are we moving towards a future where CBCT becomes a standard part of everyday dental practice?

Dr Lee Feinberg is a Consultant Dental and Maxillofacial Radiologist at King's College Hospital. A specialist in dental and maxillofacial radiology, he has worked across dental practice, hospitals and academia, with a strong focus on education and clinical excellence.



FROM SPECIALIST TOOL TO EVERYDAY ESSENTIAL

CBCT was initially reserved for complex cases in specialist and hospital settings. However, in recent years, its use has extended to general dental practice, particularly for implant planning, endodontics, and oral surgery. The real game-changer has been the integration of CBCT with digital workflows.

Traditionally, implant planning relied on 2D imaging, with dentists assessing bone volume and anatomical structures using plain film. Now, CBCT is used alongside intraoral scans to create precise digital mock-ups, improving predictability and reducing surgical risks. In endodontics, CBCT allows for detailed visualisation of root canal anatomy and resorption defects that might otherwise go undetected.

Importantly, CBCT is not a replacement for conventional imaging but an additional tool that enhances confidence in diagnosis and treatment planning. While 2D radiographs provide valuable information, they may not always offer the level of detail needed for complete certainty. CBCT can provide a clearer, more comprehensive view, giving clinicians greater confidence in their assessments and treatment recommendations.

Beyond improving diagnostic clarity, CBCT also plays a key role in refining treatment planning. While CBCT imaging may not always change the diagnosis, the additional insights it provides helps clinicians to plan procedures with greater precision, and support more informed discussions with patients about their options.

ADOPTING CBCT IN PRACTICE

A common misconception – particularly among patients – is that CBCT involves the same high radiation dose as medical CT scans. In reality, a small-field CBCT delivers a dose comparable to two OPG radiographs. Nevertheless, careful case selection and adherence to dose optimisation principles remain essential.

To ensure safe and effective use, clinicians must undergo appropriate training, covering referral criteria, image interpretation, and radiation safety. The FGDP's 'Guidance for Dental Practitioners on the Safe Use of X-ray Equipment' (2nd edition) outlines training requirements, including Level 1 and Level 2 CBCT certification. Beyond compliance, structured training ensures clinicians can confidently assess CBCT images and seek expert opinions when needed.

As CBCT becomes more widely used, maintaining clinical justification is critical. Each scan should be performed only when the benefits outweigh the risks, with clear advantages over conventional imaging. Having a referral pathway with a radiologist or trained colleague supports accurate interpretation and minimises the risk of misdiagnosis.

FUTURE INNOVATIONS AND CHALLENGES

The evolution of CBCT is likely to be software-driven rather than hardware-based, with advances focused on enhancing image clarity while minimising radiation exposure. Improved image processing algorithms and machine learning are refining noise reduction and contrast, making scans easier to interpret without compromising diagnostic accuracy.

Greater integration with digital treatment planning systems is also streamlining workflows, particularly in implantology, endodontics, and guided surgery. As software continues to evolve, CBCT is becoming more intuitive, efficient, and accessible for daily clinical use.



AI has been proposed as a tool for interpretation, but current iterations lack the accuracy to replace human expertise. Artefacts can be misdiagnosed as pathology, and AI struggles with the clinical context that trained professionals provide. However, AI shows promise in enhancing image processing, identifying areas of interest, and generating high-quality 3D models.

The future of CBCT lies in balancing technological advancements with clinical judgement to ensure the best outcomes for patient care in dentistry.

JOIN THE DISCUSSION AT BDCDS 2025

Join me for my session, *CBCT in Modern Dentistry*, at the British Dental Conference & Dentistry Show (BDCDS) 2025. I will be speaking on Saturday 17th May from 2.10 pm to 3.05 pm in the BDA Theatre at the NEC, Birmingham. Whether you are already using CBCT or considering it, you will gain practical insights into the latest innovations, best practices, and ethical use. Register now at birmingham.dentistryshow.co.uk. I look forward to seeing you there!

“CBCT can provide a clearer, more comprehensive view, giving clinicians greater confidence in their assessments and treatment recommendations.”

THE UNPREDICTABILITY IN PAEDIATRIC DENTISTRY AND DRIVING INDUSTRY CHANGE

Katherine O'Donnell has been a specialist in paediatric dentistry since 2018 and a consultant since 2021, having trained at the Leeds Dental Institute, Bradford Community Dental Service, and Newcastle Dental Hospital. Her clinical focus is on general paediatric dentistry, with particular expertise in dental trauma management and inherited enamel disorders, including Amelogenesis Imperfecta - a genetic condition that affects the formation of tooth enamel.

Katherine is committed to providing advanced, evidence-based care to children with complex dental needs, and is passionate about sharing her knowledge with the wider dental community to improve outcomes for young patients.

Katherine O'Donnell explores the challenges and rewards of paediatric dentistry and how the profession can empower and guide parents

Paediatric dentistry is both rewarding and demanding. The unpredictability of daily practice - ranging from follow-up appointments that don't go as planned to varying child behaviours influenced by factors like tiredness, hunger, or stress - adds complexity to the role. However, it is precisely this unpredictability that makes paediatric dentistry both dynamic and engaging.

Building rapport with children is essential. In addition to managing complex clinical cases, we must navigate the unique challenges presented by children with additional needs, such as autism or learning disabilities. Busy, noisy environments like waiting rooms and X-ray departments can significantly affect their behaviour, making treatment even more challenging.

The variety and complexity of treatments we provide ensures that no two days are the same, contributing to the diverse nature of paediatric dentistry.

MEDIA SCAREMONGERING

Recent media coverage around children's oral health in the UK has been alarming, but it fails

to fully convey the severity of the situation. On average, children are presenting with multiple decayed teeth, often three or four, yet without comprehensive examinations, including radiographs, we are left in the dark about the full extent of the decay.

Sadly, many children are also discharged from specialist care without a follow-up plan, exacerbating the problem. The lack of access to ongoing care is a significant challenge, and it's frustrating to see children potentially neglected after our team's efforts.

THE KEY TO PREVENTION AND ENCOURAGING CHANGE

Diet plays a pivotal role in oral health, but the frequency of sugar intake is the key issue. There are simple steps parents can take including encouraging children to drink plain water or milk between meals. This helps maintain a neutral pH in the mouth, reducing the risk of decay. The problem arises when sugary drinks, like fruit juices, smoothies, and fizzy drinks, are consumed regularly.

Additionally, how children consume snacks

matters. Grazing throughout the day creates a more acidic environment in the mouth, which contributes to decay. It's also essential that children avoid rinsing their mouth after brushing, allowing fluoride to remain on the teeth for at least 30 minutes to help remineralise the enamel.

Limiting sweets to one day a week, rather than a daily treat, can also make a significant difference.

Dentists have a crucial role in supporting and empowering parents with clear, actionable advice. Two key messages should be communicated consistently: drink water or plain milk between meals and avoid rinsing the mouth after brushing. As an industry, we can be more proactive in sharing these simple yet effective guidelines and empowering parents to make the change.

Moreover, there is an opportunity for the dental industry to prioritise greater accessibility to fluoride toothpaste for children, offering a variety of flavours to cater to all preferences. Many neurodiverse children dislike mint flavours, and while some natural toothpaste brands offer varied flavours, they often lack fluoride.

LOOKING AHEAD

I'm looking forward to speaking at the British Dental Conference & Dental Show in May, where I will discuss the importance of paediatric oral health plus share top tips to prevent issues and manage children's teeth. The session will appeal to dental therapists and hygienists as well as any parents that are keen to learn more about children's dental care.

Additionally, I will cover the latest advances in dentistry, including the implementation of biological techniques, such as sealants and the Hall Technique - a method of managing carious primary molars by cementing pre-formed metal crowns over them. These approaches, which include the use of silver diamine fluoride, can arrest the decay process without the need for drilling or anaesthesia.

Practitioners will leave the talk with a greater understanding of tooth decay in young children and equip them with the tools to improve patient care.



“Building rapport with children is essential. In addition to managing complex clinical cases, we must navigate the unique challenges presented by children with additional needs, such as autism or learning disabilities.”



DON'T MISS
KATHERINE WILL BE
SPEAKING ON 'TOP TIPS
TO TREAT TOTS' TEETH'
ON THE 16TH MAY AT
1.30PM AT THE
BDA THEATRE



The untold truth about patient finance

In today's competitive landscape, patient finance has become a key offering for dental practices. Yet many of them are being held back from unlocking its true potential.

A Short Recap

Treatment Finance can be a game changer for practices. Anyone offering it will more than likely see an increase in patients carrying out their treatments, a boost in patient satisfaction and enhanced ability to carry out more comprehensive treatments plans as cost becomes less of a barrier.

Everyone agrees those are great outcomes for practices and for patients.

However there are two things you never hear anyone talk about, but which have a significant impact on how practices take patient finance to market.

Make the uncomfortable comfortable

Asking patients if they want to finance their treatment can be uncomfortable both for staff and patients. In large part this is because treatment finance is often used as a last resort.

Instead, practices could be using it proactively by offering it upfront. At Snowbird Finance, we recommend that our practices say "Cash, card or finance?". Additionally, the use of marketing collateral can remove any stigma or discomfort patients may have about asking for finance.

If it's treated as a "run of the mill" option, your patients will be much more likely to choose it as a way of paying, and they'll appreciate that they've not had to ask for it.

Stop focusing on the wrong outcome

Many treatment finance providers, practices and coaches will tell you that rate of finance is the most important thing. That you should be keeping as much of the revenue as possible. There is one fundamental flaw with this approach. It doesn't maximise the number of patients you treat or let patients opt for more comprehensive plans.

So, you've offered your patients great service, provided them with a complete treatment plan and they've asked to put it on finance. All good thus far. But then their finance application is turned down.

That's a bad outcome for the patient who doesn't want to pay for the treatment outright, and for you as those patients will leave (sometimes out of embarrassment) to have their treatment elsewhere, more than likely, never to return.

In short, rate of finance is not rate of success.



Say yes to more than 80% of patients

What any practice should focus on is acceptance rates. By having more patients accepted, it means practices will treat more patients.

Right now, Snowbird Finance clients are seeing over 80% acceptance rate on finance. That means more than 4 out of every 5 applications are accepted. These are numbers they've not seen from any other providers they've tried previously.

Offering finance that results in more treatments carried out, with a more complete plan, and fewer patients walking away, is the best choice you can make. For you and your patients.

Looking for the best acceptance rate could be the difference between striving and thriving.

BARCLAYS - SPECIALIST SUPPORT FOR DENTAL PROFESSIONALS

Whether you're an established dental operator looking for a new acquisition, or an associate thinking of buying your first practice, we're here to help.



2024 was a great year for us in the dental sector. With our tailored financial solutions, we were able to help new and existing dental businesses nationwide. Our range of services included new acquisitions, refinancing deals, management buyouts (MBOs), asset finance, and more – all part of our continued mission to be your lender of choice.

We understand the distinct needs of

dental professionals, and our specialised healthcare team is located across the UK. This understanding and local expertise means we're able to provide bespoke guidance as trusted advisors to everyone we work with.

Through continuous collaboration with partners, we recognise the importance of ongoing evolution to meet the growing demands of the dental sector. Since the launch of our dental

proposition, we've listened to your feedback and used it to refine our policies and offerings to maintain our competitive edge.

2025 is set to be a crucial year for us as we aim to support dental operators of all sizes and needs. Every dental business matters to us, and we're committed to being part of your journey and contributing to your success.



INCLUSIVITY IN DENTISTRY

At this year's British Dental Conference & Dentistry Show, Ben Marriott, a Dental Hygienist and advocate for inclusivity, will share key steps for dental teams to create a more supportive environment for transgender and nonbinary individuals. Ben, a neurodivergent, disabled, nonbinary trans man, works with practices and community groups to raise awareness of challenges faced by marginalised patients and clinicians.



SUB: SMALL CHANGES, BIG IMPACT

Creating a truly inclusive dental practice doesn't require sweeping changes, according to Ben Marriott. "Often, it's the small adjustments that make the biggest difference," he explains. The goal is not just to accommodate trans patients but to create an environment where everyone, regardless of their background or gender identity, feels valued and respected. By making fewer assumptions, you can create a safe space where all patients, whether or not they disclose their gender identity, feel comfortable and welcome.

STARTING POINTS FOR PRACTICES

So, where should practices begin? Marriott suggests an easy starting point: "Include pronouns on your sign-up forms and ensure your dental software offers options beyond male and female." He also emphasises the importance of training reception staff to avoid

making assumptions based on someone's appearance or voice. "Creating an inclusive environment starts with the basics, and it's about recognising that gender isn't always immediately apparent."

When it comes to patient records, Marriott advises always using the correct name and pronouns, without unnecessary references to previous details. "While there's no legal requirement for practices to request documentation of name or gender changes, it's important that any such requests are applied equally to all patients," he adds.

He also advocates for encouraging open-ended questions when gathering patient histories, which can foster a more inclusive environment. "Even simple touches, like displaying pride or trans flags in the waiting area, can send a message that your practice is a welcoming space for all," Marriott notes.

THE IMPORTANCE OF LANGUAGE

Marriott has seen firsthand how language can be pivotal in making patients feel respected. Phrases like "Ladies and Gentlemen" can inadvertently exclude nonbinary individuals. "Instead, consider using neutral alternatives like 'Esteemed guests' or 'Colleagues,'" he suggests.

For dental practices, the language used in medical settings is equally important. Marriott believes that terms such as "pregnant people" or "people with a cervix" are not only inclusive but also medically accurate. "These terms may feel unfamiliar, but they are intended to reflect medical accuracy and inclusivity," he explains. "When referring to a pregnant woman specifically, use that term, but when addressing a wider group, inclusive language helps ensure no one feels excluded."

ADAPTING A SUPPORTIVE WORKPLACE CULTURE

Inclusivity also extends to how we support our colleagues, Marriott points out. "A respectful workplace culture starts with recognising personal choices, such as preferred names or attire," he says. While some staff may feel pressure to conform to traditional norms, Marriott emphasises the importance of creating an environment where everyone feels free to be themselves.

"Building an inclusive culture takes time, but it has immeasurable benefits," Marriott concludes. "It's about ensuring that your team and patients feel supported and respected, both in the workplace and in your practice."

INCLUSIVITY DOESN'T HAVE TO COST

The good news is that many inclusive practices don't require hefty financial investments.



"Starting open conversations about inclusion within your practice is a great first step," says Marriott. "There are plenty of free resources online to help dental professionals create a more inclusive environment."

Websites like Stonewall, Gendered Intelligence, and TransActual provide excellent resources for practices looking to implement inclusive policies, regardless of their size or budget.

FINAL THOUGHTS

"Ultimately, mistakes will happen – and that's okay," Marriott says. "The key is how we respond. If we make an error, we need to acknowledge it, correct it, and move forward with respect. Building a truly inclusive environment doesn't mean getting everything right all the time. It's about learning, evolving, and ensuring that everyone feels respected and supported in the long run."

"Building a truly inclusive environment doesn't mean getting everything right all the time. It's about learning, evolving, and ensuring that every patient and team member feels respected and supported in the long run,"



Missed Calls = Lost Revenue

How much is your practice losing?

The Solution

In just **4 weeks**, our
AI Receptionist
helped our client capture
calls outside of working hours

The Results

121 calls answered
65 appointments booked
£5,410 of additional revenue



dental.superkit.ai

Figures based on our client, Rugby Smiles Dental Practice, as a case study.



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Ivoclar
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MEDIT
Openhouse
Phoenix Dental Instruments
ROOTT Implants
Scrubs UK
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BAOS
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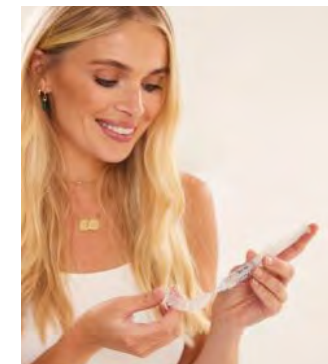
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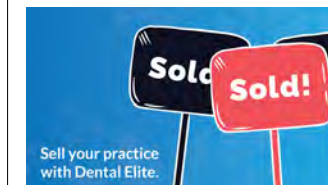
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» **GOODX | D82**
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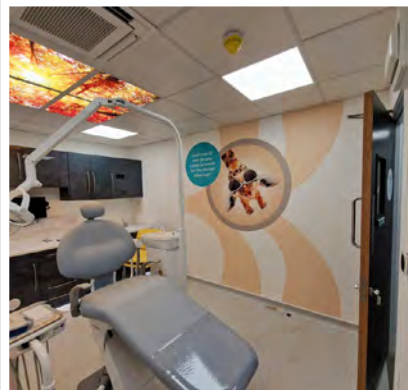


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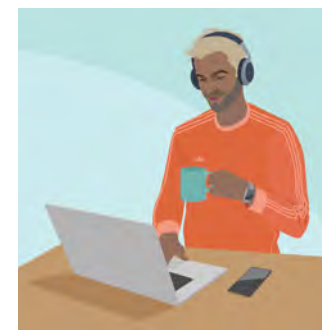


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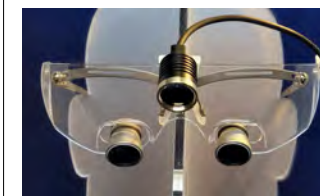
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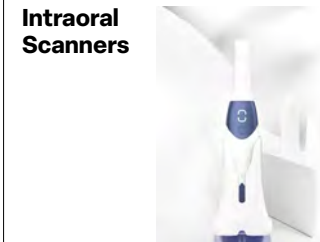
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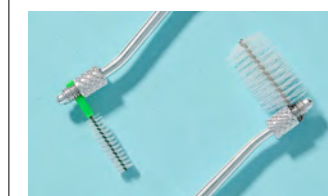
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» **THE ORTHODONTIC COMPANY | H63**
Intraoral
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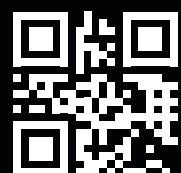


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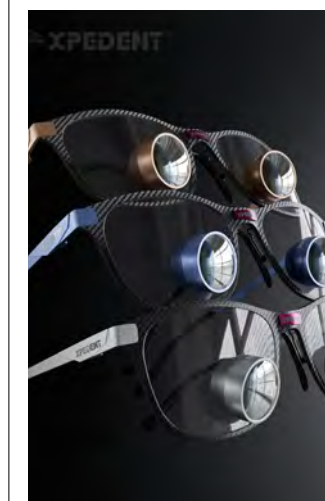
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Alltion products have been exported to more than 90 countries and regions including the United States, Germany, Switzerland, France, the United Kingdom, the Netherlands, Italy, Russia, Japan, Australia, Mexico, etc. for a long time. It has quickly occupied the world market with its high quality and high cost performance.

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In 2010, ALLTION started her unique path, which is independently research and development, production and sales in the field of operation microscope. Now she is capable of launching at least one new model of operation microscope each year.

Depending on the innovation and rich experience of technology, ALLTION turns herself from a trading company to a pioneer of operation microscope successfully.

ALLTION R&D Center keep exploring optics, allocating global market and getting talents, independently developed product series including Angel 200, Angel 100, AM-2000, AM-2000 Plus, AM-5000, AC-5000, AC-3000.

- For top optics, we probe every detail.
- For great quality, we polish each component.
- For good satisfaction, we care each delivery.

ALLTION will:

- Focusing on operation microscope, providing operation microscope solutions to her clients.
- Face future and explore new world, keep sticking to innovation & quality.
- Base in China and serve the world with her extraordinary operation microscope.



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