2010 Colgate Oral Health Month

Carina Leney, marketing manager for Philips was invited to support and participate in the programme and can be seen being interviewed in the film. She explains the benefits of the new FlexCare+ in a coffee shop chat – giving the film a conversational and relaxed feel which makes the recommendations appear to come from a friend.

Zoe Griffin can then be seen in a lively vox pop session showing Sonicare to shoppers in the street and asking for their opinions.

The whole Smilepod concept focuses on people getting their teeth cleaned in the same convenient way they get their nails or hair fixed.

Mike Hutter Smilipod’s director said: “For too many people, finding a dentist and overcoming personal fears are big barriers to achieving a healthy mouth. Smilipod brings high-quality professional dental care to the high street in the form of walk-in dental hygiene.

“Our pledge is to make the very best oral care available to all, in an inviting environment and at an affordable price. Our highly-trained team of dentists can, like hygienists, clean or whiten teeth in a friendly, informal atmosphere. In this way, we can help people defeat their ‘tooth demons’, giving them the know-how and support they need to enjoy a healthy mouth for life.”

Philips’ Carina Leney added: “We were delighted when this creative and energetic practice invited us to participate and you will see from the finished film which has been posted on to Smile Pod’s website and YouTube that the power of word of mouth marketing cannot be underestimated. It is exciting to work with innovative practices seeking novel ways to leverage the power of social networking.”

The short film can be seen at http://www.youtube.com/watch?v=XbFRAQQ4LjM.

Dental hygiene clinic puts film on YouTube

A dental hygiene clinic in London is using social marketing to attract customers by putting a short film on the video sharing website YouTube.

Smile Pod, a walk in dental hygiene studio based in London’s Covent Garden, offers a range of treatments for cleaning and whitening teeth as well as botox and other cosmetic procedures.

In the film, journalist and TV presenter Zoe Griffin explains that not only did she have her teeth professionally whitened at Smile Pod but she has also been using a Sonicare ‘to make her bright white smile last’.

Course on improving communication in the practice

Training provider Smil-e-on has teamed up with Dental Protection Ltd to offer a course on how to improve communication in the practice.

The three module programme, Communication in the Practice is for all members of the dental team.

The course is divided into three modules, each of which counts towards one hour of verifiable CPD:

Module 1: The essentials of communication
Module 2: Communication with patients
Module 3: Communication with in teams

The course includes authentic examples of how skilful and flexible communication in the workplace can help to reduce and even prevent complaints, legal claims and ultimately, loss of business.

As a result, the team will learn how to build longer-lasting relationships with patients.

A spokesperson for Smile-on said: “Designed with the entire dental team in mind, the course is guaranteed to stimulate discussion Smile-on will also soon be releasing additional course modules 4, 5 and 6.”

For more information call 020 7400 8980 or email info@smile-on.com.
Editorial comment

Time to break free?

Whoever said that the summer months are when things get a little quieter has certainly not been seen around here lately! From a Dental Tribune point of view, it has been crazy enough with symposia and press visits aplenty; but the political situation continues to heat up with the news that the NHS is to be liberated from the shackles of Whitehall and put in the hands of health professionals and patients, creating a truly local service for patients. While the story has yet to fully unfold to see how this will affect both dental professionals and dental services working under the NHS, rest assured Dental Tribune will be analysing the situation, bringing you all the news and opinion as we find it. Watch this space.

A few weeks ago I attended the International Symposium on Dental Hygiene in Glasgow. It was a wonderful event, made all the more special by my first taste of Haggis! Joking aside, this was an extremely interesting conference, full of great international speakers and a real buzz of enthusiasm from delegates, who were very positive about everything the conference and Glasgow had to offer. Well done BSHHT!

Lucky 7 for GDC

The General Dental Council has successfully prosecuted seven cases of illegal practice this year.

Its most recent prosecution was at Lincoln Magistrates’ Court, where Russell Beedham pleaded guilty to the charge of holding himself out as being prepared to practise dentistry in connection with the fitting, insertion and fixing of dentures at 1 Almond Crescent, Swanpool.

Since he is not registered with the GDC, this is a criminal offence under the Dentists Act.

Mr Beedham has been conditionally discharged for 12 months and ordered to pay £400 in costs within 28 days.

Interim chief executive and registrar of the GDC, Ian Todd said: “The GDC is committed to prosecuting those who practise illegally and hopes that the recent series of successful prosecutions demonstrates this objective in action. Those who practise without the appropriate registration should be aware that the GDC is tackling this issue robustly and will continue to prosecute in every appropriate case. The Council’s priorities are public protection and professional regulation.”

If you would like to report someone you believe to be practising illegally you can do so by sending an email to illegalpractice@gdc-uk.org, by writing to Illegal Practice, The General Dental Council, 44 Baker Street, London, W1U 7AL or by calling 0845 222 4141.

Instant & lasting sensitivity relief with Pro-Argin™ Technology

Colgate® Sensitive Pro-Relief™ with Pro-Argin™ Technology is the first toothpaste that is clinically proven to provide instant & lasting sensitivity relief 1-6:

• Instant relief when applied directly to the sensitive tooth with the fingertip and gently massaged for one minute1
• Clinical studies demonstrated significantly greater sensitivity reduction with twice daily brushing compared to control toothpaste with potassium ions4
• 1450 ppm fluoride for caries prevention
• Contains the Pro-Argin™ Technology as in the Colgate® Sensitive Pro-Relief™ Desensitising Polishing Paste

6 Docimo R et al J Clin Dent 2009; 20 (Spec Iss): 137-143
Welsh hospitals ban sugar in tea and coffee

Sugar has been banned from tea and coffee sold from vending machines in hospitals across Wales, because it poses a ‘risk to health; say NHS chiefs.

Dried fruit, juice, seeds and water have been recommended as healthier alternatives to vending machines and cheddar cheese sandwiches have been banned as they contain too much fat.

‘The ban is being put in place as sugar in tea or coffee offers no nutritional value, and can have a negative impact on dental health.’

A spokesman for the Welsh Assembly Government said: “Hospitals are visited by a very broad cross-section of society and, as such, the whole hospital environment should reflect the importance of healthy living.’

The Department of Health has said it is not planning to follow the Welsh example.

Chief executive of the British Dental Health Foundation, Dr Nigel Carter, called it ‘positive news that the NHS in Wales is looking into ways to improve dental health within hospitals.’

Vice dean of Kings College awarded fellowship

The vice dean of Kings College London has been made a fellow of the college, Professor Stephen Challacombe was given the award in recognition of his service to the college and its constituent schools and for his contributions to dental research.

He said: “I am very pleased that my work and that of my colleagues who have made my time so enjoyable has been recognised by the college and consider this award a great honour both to myself and the Dental Institute. I hope that the Institute can continue to be one of the leading schools within King's College London.”

During his tenure with Guy’s Hospital Medical and Dental Schools, UMDS and then the Dental Institute of King’s College London, Prof Challacombe has served on the Governing Council of Guy’s, UMDS and King’s as well as numerous other administrative roles, most recently as dean of External Affairs of the King’s Health Schools, chairman of the King’s Science Academy Promotions Panel and vice dean of the Dental Institute.

He has been author or co-author of more than 200 peer reviewed papers on mucosal immunity, immunological, dental, pathological and microbiological aspects of oral diseases and oral medicine, and has been editor or co-editor of seven books, as well as having supervised 20 PhD and MD theses.

Cash for gold...teeth

People in Britain are selling their gold teeth and fillings to a company that offers cash for gold.

Gold fillings cost 10 times more than other fillings such as amalgam and composite fillings. Therefore, many people are opting to sell their gold teeth for cash to gold companies and getting alternative fillings.

The company Postgold-for-cash.com, as well as receiving old fillings, has also received many temporary gold teeth.

A spokeswoman for the company said: “Gold front teeth were one of the fashion fads of the early noughties.

“While some celebrities actually went so far as to have their gold teeth permanently attached to existing teeth, ordinary people without the need to have their own teeth removed often opted for removable gold teeth.

“This gave them the ability to put on and take out gold teeth at will. Because it was possible to display a rich smile while going out but maintain a more reserved look for work or social functions, the look became widespread.

“Almost ten years later, however, the owners of these ‘fronts’, as the temporary gold teeth are called, have grown up and fashion has moved on.”

Winchester City Football Club gets extended sponsorship deal

Denplan has extended its five-year sponsorship of Winchester City Football Club in a deal that secures the future of the club through to 2012.

The club will continue to be called the Denplan City Ground.

Steve Gates, managing director of Denplan, said: ‘Denplan is delighted to be part of the continued success of the club as it aims to build on its run of eight unbeaten games at the end of the season to secure promotion in 2011.’

He added: ‘As a company we believe it’s important to support activities in the local community that make Winchester a vibrant place to work. Our support of this and other community projects around Winchester demonstrates our continued commitment to the city.’