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News in Brief
Justin Bieber’s gone dental
Teen singer Justin Bieber has cornered a previously uncharted market with the launch of his very own singing toothbrush. The electronic toothbrushes, which are to be launched on July 1st from Ashtel Dental, will come in two designs: one includes Bieber’s hit tunes Baby and U Smile, while the other blasts out Somebody To Love and Love Me. Each song lasts two minutes. According to reports, there are other Bieber-themed oral care merchandise, which has been produced by the company; these include an adult toothbrush, floss and travel kit - which includes a mini hourglass timer and a tongue scraper.

Gum disease and anaemia
A new study suggests that chronic periodontitis may cause a reduction in red blood cells and haemoglobin leading to the blood disorder anaemia. The research published in the Journal of Periodontology, found that more than a third of people suffering from severe gum disease had a higher risk of anaemia, compared to men. Less than three in ten men had anaemia, compared to over four in every ten women.

Dental cost
One in five people are delaying having dental work carried out because of the costs of treatment according to the findings of the Adult Dental Survey. But the results of the survey, which was carried out in 2009 but has just been published in full, suggest even modest charges can prevent people seeking treatment and can widen dental health inequalities. The findings also confirm research by the British Dental Association (BDA) carried out earlier this year in England, which found concerns about the findings of the Adult Dental Survey. While we support this emphasis on disease prevention, but this cannot be done in an environment where not only are dentists incomes frozen, but the continued failure to reimburse expenses puts practices under severe financial pressure.

BDA warns that percentage increase may not be all it seems
The British Dental Association (BDA) has said however that the Department of Health’s announcement of a 0.5 per cent increase in contract values for general dental practitioners in England for 2011/12 is a pay cut that will negatively affect their ability to invest in patient care.

The BDA demonstrated in its evidence to the Department of Health that expenses in dental practice are increasing sharply, but the BDA has said that their warning has been disregarded.

The new contract states that: For 2011/12 the overall value of GMS Contract payments will rise by 0.5 per cent, to support practices in meeting the costs of increased expenses, including pay increases for employed staff with a full time equivalent salary of less than £21,000. This uplift will be delivered in England through a 2.53 per cent increase in the value of a QOF point (from £123.29 to £130.51).

This increase in the value of a QOF point is intended to deliver the full 0.5 per cent expenses increase. There will be no increase to global sum payments or to the value of DEs.

“The NHS rightly seeks to improve the quality of dental services and to increase the emphasis on disease prevention, but this cannot be done in an environment where not only are dentists incomes frozen, but the continued failure to reimburse expenses puts practices under severe financial pressure.”

Is the ‘uplift’ really a pay cut for dentists?

News in Brief

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