Manchester welcomes UK dental professionals to next BDA conference

Five thousand expected for three days of learning and networking

By DTI

LONDON & MANCHESTER, UK: The next edition of the British Dental Conference and Exhibition is set to return to Manchester this month. Being held again at the Central Convention Complex in the city's up and coming Deansgate–Petersfield district, the event will present everything that dentists need to know about their profession in 2016. More than 5,000 visitors are expected for the conference and industry exhibition, which will both take place from 26 to 28 May.

According to the British Dental Association (BDA), this year’s conference programme features more than 130 sessions, presented by speakers from all around Britain and elsewhere, on a wide range of clinical aspects, such as implant maintenance, facial aesthetics and oral cancer management. Topical issues, such as the prototypes for a reformed NHS dental contract, will be discussed too. Christopher Orr, Gary DeWood, Linda Greenwall, Subir Banerji and Finlay Sutton are among the experts sharing their experience this year.

A president’s lecture on Friday afternoon, held by Welsh psychologist Cliff Arnall on behalf of incoming BDA President Stuart Johnston, will reflect upon stress, its negative impact on well-being and achieving a calmer, more fulfilling life. ‘Cliff’s lecture ‘Dental mental: The psychology of passion, flexibility and stress’ will not only offer insight into dealing with some of these complexities but promises to be entertaining as well,’ Johnston said.

Overall, dental professionals will be able to gain up to 15 hours of verifiable continuing professional development (CPD) at the event. Credits can also be earned from attending sessions at the Speakers’ Corner, as well as the advice and workshop zones that will be open to exhibition pass and conference pass holders throughout the convention centre. Sessions that cover the recommended General Dental Council’s core CPD subjects are marked in the official programme. For a concise overview, the BDA also provides an application for iOS and Android mobile devices that can be downloaded free from the App Store and Google Play.

New products that aim to improve clinical outcomes and practice management workflows will be on display in the exhibition hall. Over 150 manufacturers and distributors from the UK and abroad have announced their participation in the event. Among others, a new product will be launched by the event’s main sponsor, Oral-B, which will be given away free to both conference and exhibition pass holders at Booth C04. Other launches include state-of-the-art equipment, such as intra-oral scanners, as well as new system solutions for treatment planning and practice management. A large number of service providers will also be on-site to provide attendees with financial or legal advice on a variety of issues.

“Dentistry remains a challenging profession in many ways and here at conference the BDA can help you address many of those challenges,” Johnston added.

Professionals can register for this year’s event either online or at the registration counter during the three days of the congress. Discounts are given to BDA members and dental students. More information and the detailed programme can be found on the official website at www.bda.org/conference.
Conference Programme, 26–28 May

**Thursday, 26 May**

10:00–10:30  
Child and adult safeguarding: what should you do if you have concerns?  
(Personal Development Theatre)  
Speaker: Carol Richardson

10:00–10:45  
Key tips for restoring implants  
(Demonstration Theatre)  
Speaker: Pareet Shah

10:15–11:15  
How the general dental practice team can improve outcomes for oral cancer patients (Charter Rooms 2+3)  
Speaker: Simon Rogers

11:00–11:30  
Optimum pain management of the dental patient  
(Exchange Hall)  
Speaker: Nicki Rowland

10:40  
MFDS and beyond: Career development opportunities for the whole dental team with the Royal College of Surgeons of Edinburgh (Charter Room 1)  
Speakers: Will McLoughlin, Claire Curtin and Sarah Manton

10:50  
The management of sharps injuries in a dental healthcare setting (Charter Rooms 2+3)  
Speaker: Noha Sesouli

11:30–12:15  
Medical emergencies (Demonstration Theatre)  
Speaker: Peter Whiteford

11:45–12:45  
The challenges ahead for young dentists—a Q&A session (Exchange Room 9)  
Speaker: Claire McCarthy

12:00–12:30  
How to deal with practice conflicts (Personal Development Theatre)  
Speaker: Nicki Rowland

12:15–13:15  
Using NLP techniques to improve communication with your patient and internal communication (Personal Development Theatre)  
Speaker: Christine Macleavy

12:30–13:30  
Teeth and dental implants: a common preventative approach to care? (Charter Room 4)  
Speaker: Craig Barclay

14:30–15:45  
Special tips for special patients (Charter Room 1)  
Speakers: Caroline Graham, Yvonne Rooney, Ruth Edwards and Louise Foster

14:30–16:00  
Interactive panel session: Can we agree to disagree? Treatment planning in dentistry—part I (Exchange Auditorium)  
Speakers: Peter Briggs and 7 panelists

14:45–15:45  
An endodontic-focused career in dentistry (Charter Rooms 2+3)  
Speaker: Mark Hunter

14:45–18:00  
Aesthetics MI way (Exchange Hall)  
Speaker: Brian Millar

**Friday, 27 May**

08:10–09:30  
Designing an occlusion (For advanced practitioners only/Charter Room 4)  
Gary DeWood

16:45–18:00  
Interactive panel session: Can we agree to disagree? Treatment planning in dentistry—part II (Exchange Auditorium)  
Speakers: Peter Briggs and 7 panelists

16:45–17:45  
The challenges ahead for young dentists—A Q&A session (Interactive forum/Exchange Room 9)  
Speaker: Harman Chahal and panelists

17:00–17:30  
The professional approach to den- tal social media (Personal Development Theatre)  
Speaker: Mark O'Brien

17:30–18:30  
The final panel: How can dental professionals improve their clinical awareness of the challenges of managing facial trauma? (Charter Room 1)  
Speaker: Claire McCarthy

09:30–10:45  
Interactive Q&A Forum: The career paths in dentistry you might not know about! (Exchange Room 9)  
Speakers: James Goldman and panelists

09:45  
Clinical management of pathologi- cal tooth wear in general dental practice (Exchange Hall)  
Speaker: Suha Banerji

10:00–10:30  
Using conscious sedation to help phobic patients (Demonstration Theatre)  
Speakers: Caroline Boyle and David Craig

10:50  
Government address (Exchange Hall)  
Speaker: Rt Hon Alistair Burt MP

11:00–11:30  
Using NLP techniques to improve your patient and internal communication (Personal Development Theatre)  
Speaker: Heather Dallas

11:15–12:00  
Improving patient safety: A multifaceted approach (Exchange Auditorium)  
Speaker: Alka Saksena

11:45–12:45  
How to manage and prevent patient tooth wear caused by dietary acids (Charter Room 1)  
Speaker: Rupert Austin

12:45–13:45  
How to boost your income from facial aesthetics (Charter Room 4)  
Speaker: Harry Singh

14:30–14:45  
Life changing dentistry—how to plan success into your practice (Exchange Room 10)  
Speaker: Miguel Stanley

15:00  
How to legally and ethically offer your patients whiter teeth (Exchange Hall)  
Speaker: James Goldman

15:00–15:30  
How to deal with practice conflicts (Personal Development Theatre)  
Speaker: James Goldman

15:30–16:15  
Use of dental acupuncture for relaxation and prevention of gagging (Demonstration Theatre)  
Speaker: Christine Macleavy

16:00–16:30  
Are you leading your team to success? (Personal Development Theatre)  
Speaker: Nicki Rowland

16:30–17:30  
Diploma in Implant Dentistry: career development opportunities with the Royal College of Surgeons of Edinburgh (Charter Room 4)  
Speaker: Shekhar Shahdad and Deepmapa Patel

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Succeeding as a young dentist:
Speaker: Cliff Arnall

**Dental mental: The psychology of**
14:15–15:15
Speaker: Sandra White

*Exchange Auditorium*

- Monitoring patients with diabetes and managing potential oral health complications or periodontal disease (Exchange Auditorium)
  Speaker: Leticia Casanova

15:00–16:15
Producing beautiful dentures with fantastic function (Exchange Auditorium)
Speaker: Finkley Sutton

16:45–18:00
Dentine hypersensitivity: How sensitive are your teeth? (Exchange Hall)
Speaker: Nicola West

18:30–19:00
Interactive Q&A forum: Associates—how to negotiate a better agreement (Exchange Room 2+3)
Speaker: Richard Birkin and panellists

The 10 rules of patient marketing
12:00–13:00
Speaker: Anne Barker

- The 10 rules of patient marketing and replacement of the maxillary dentures—how to negotiate a better agreement (Exchange Room 2+3)
  Speaker: Fiona Sandom

13:00–14:30
Achieving excellence in anterior composites (Charter Rooms 2+3)
Speaker: Mohammed Danyal

14:00–15:00
Predictable technique and material selection for the aesthetic and functional rehabilitation of tooth surface loss (Exchange Room 9)
Speaker: Dominic Hassall

15:00–16:00
If it’s broken—fix it! Modern management of dental trauma (Exchange Room 9)
Speaker: Serpell Dymal

16:00–16:30
Periodontal health for a better life
Speaker: Ian Needleman, Iain Chapple and Rajivo Patel

16:30–17:45
Practical compliance issues in radiation protection—new practice, new room, new unit! (Charter Rooms 2+3)
Speaker: John Robson

17:00–18:00
Do we need to treat elite athletes as a special case when considering their dental needs? (Demonstration Theatre)
Speaker: Peter Fine

18:30–19:00
IRMER update and the role of DCPs in dental radiography (Personal Development Theatre)
Speaker: Liz Kay and Lindsay Claxton

**Evidence based advice: Re-evaluating preconceptions and habits**
15:00–16:00
Speaker: Fotinos Panselinos

- 10 years of history on dental practice values and the process of selling (Exchange Room 10)
  Speaker: Anne Barker

12:00–12:30
Be the best you can be—using selling (Exchange Room 10)
Speaker: St John Crean

12:00–13:00
Dementia and dental care, problems and practicalities (Personal Development Theatre)
Speaker: Jane Dalgarino

12:15–13:15
An eye for an I, a tooth for a tooth: endodontics and implants, what is the truth? (Exchange Auditorium)
Speaker: Neil MacBeth

12:15–13:30
Recognising occlusal problems (Exchange Hall)
Speaker: Leticia Casanova

12:30–13:15
Ergonomics in dentistry
Speaker: Karolin Krell

14:00–14:30
Maximise your energy and improve your time management (Personal Development Theatre)
Speaker: Heather Dallas

14:00–14:45
Application of rubber dam with an overview of the different systems available (Demonstration Theatre)
Speaker: Christine Macleavy

14:15
How can we ensure future generations are free from dental decay? Less sugar—more fluoride! (Exchange Auditorium)
Speaker: Sandra White

14:15–15:15
Dental mental: The psychology of passion, flexibility and stress (BOA President’s Lecture/Charter Room 6)
Speaker: Clive Arnall

15:00–15:30
How to manage and monitor underperformance (Personal Development Theatre)
Speaker: Shabina Shabina

15:30–16:15
Success with complete dentures (Demonstration Theatre)
Speaker: Pranay Sharma

16:00–16:30
Managing the stress of dental practice (Personal Development Theatre)
Speaker: Tim Newton

16:15–17:15
How to manage your oral surgery patients effectively in a primary care setting (Charter Room 1)
Speaker: Richard Moore

16:30–16:45
Prototypes and commissioning guidelines—what will be the future of the NHS? (Charter Room 4)
Speaker: Henrik Overgaard Nielsen, Richard Emms and David Cottam

16:30–17:45
Conquering tooth decay: how sugar free gum can help reduce the cost burden of oral disease (Exchange Room 9)
Speaker: Liz Kay and Lindsay Claxton

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Dentine hypersensitivity: How sensitive are your teeth? (Exchange Hall)
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Speaker: Mohammed Danyal

14:00–14:30
Would you love to have your own practice, would you really like to? (Personal Development Theatre)
Speaker: Maggie Jackson

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Speaker: Serpell Dymal

16:00–16:30
Prevention and management of medical emergencies in the dental practice: Being prepared for the unexpected (Charter Room 1)
Speaker: John Buchanan

15:15–16:15
Skill mix in dentistry: A paradigm shift? How can it benefit practice in reality? (Charter Rooms 2+3)
Speaker: Phil Cannon

16:15–16:30
Clinical tips for improved endodontics (Exchange Hall)
Speaker: Mike Waplington
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www.dental-tribune.com
Take it easy with Carestream

By DTI

Stevenage & Manchester, UK: Visitors at the British Dental Conference and Exhibition in Manchester can experience the full range of new intra-oral scanners, practice management software and CBCT technology at the Carestream booth (A38). Designed specifically to make professional life easier, the company’s portfolio of products can enhance everything from diagnostics to treatment planning and the final outcome.

The new CS-3600 intra-oral scanner, for example, provides easier, faster and smarter scanning capabilities and enables a continuous workflow. The intelligent matching system allows addition of missing data at any time. Another feature is the auto-location function: users can jump to any position in the mouth without indicating an exact position to the system or following a specific direction.

In addition, Carestream’s CS 8100 3D imaging system harnesses the power of 3-D imaging while using a minimal radiation dosage and freeing time to treat more patients.

And ensuring complete integration between all technologies, the CS R4+ practice management software also monitors practice performance in real time, so dentists always know exactly how their business is doing.

BDA offer by SoE

By DTI

Manchester, UK: Software of Excellence will offer complimentary Patient Marketing Consultation at the upcoming British Dental Conference & Exhibition in Manchester. Attendees are invited to reserve their preferred time in advance and find out how the company and its latest EXACT practice management software can help them to attract more new patients and boost practice revenues in 2016.

Version 12 of EXACT now allows dentists to manage their online reputation comprehensively. In addition, the update provides a number of tools to conduct and monitor marketing activities, the company announced at the Dentistry Show in Birmingham in April. With the new Marketing Manager module in EXACT V12, practitioners will be able not only to target specific patients with treatments and track results, but also to accurately monitor results and calculate their return on investment, the company said. This way, they can easily identify where and why a certain campaign has been effective.

Additionally, via the Channel Track module, campaigns can be allocated a specific telephone number to record calls once a campaign has been launched.

In order to address the increasing importance of online reviews, the latest version of the software further allows practitioners to manage their reputation on search engines like Google better by automating the processes that collate positive testimonials and communicating them widely in the shortest possible timescale through a partnership with reputation.com, a leader in the field of online reputation management. The new Reputation Manager module includes a sophisticated scoring algorithm that reviews gathered data from existing testimonials and compares it to those of other practices, delivering a reputation score against which a practice can benchmark its performance compared with both the industry average and top performers.
Swiss dental company Curaden is one of the few businesses in the industry that adopt a holistic approach to dentistry. The company combines high-quality dental products, pioneering training systems and prophylaxis concepts for long-term oral health. In this interview, CEO Ueli Breitschmid talks about new strategies and oral dental therapy and optimal preventive care as key to good oral health, as well as prevention programmes that both promote patients’ health and offer practices financial success.

Dental Tribune: Mr Breitschmid, Curaden aims to offer more than just dental care products. You advocate comprehensive training in the field of dental prevention. Why is this issue so important?

Ueli Breitschmid: Curaden is the only company that, in addition to manufacturing products, provides patients with the necessary knowledge and skills, in cooperation with trained instructors, to take control of their oral health themselves. We have developed our knowledge and products with the aim of teeth remaining healthy for a lifetime. Our corporate philosophy combines the innovative CURAPROX products, our dental educational system iTOP and the practical Prevention-One plan. Our goal is to reduce the prevalence of gingivitis, periodontitis and tooth loss. Therefore, we support comprehensive soft-tissue prophylaxis. Finally, gingival problems are still the most common cause of poor oral health. We support prophylaxis to this end with our great interdental brushes, oral iTOP seminars and other services.

In any oral health discussion, it is always important to look at the combination of a high-quality product and the trained application thereof. The product alone without a trained user changes little or nothing. Therefore, if we can help in the treatment of people in developing countries with gingival diseases, cause nobody has shown them proper oral hygiene. Only a well-trained person can motivate and instruct someone else.

How can control and continued motivation be achieved?

Patients and dentists should follow a regular schedule concerning both treatment and training. Today’s approaches of a long-term dental visit is no longer appropriate. Going to the dentist or the dental hygienist should not be an annual event, but more frequent. Just think how often we enjoy a beauty treatment or a pleasant massage. White and well-kept teeth are part of the modern concept of body awareness, much like a trip to the fitness centre.

So, does this mean that most oral health problems can be solved through regular prophylaxis?

Dental prophylaxis is only one aspect of oral health. It seems much more important to consider dental training. For years, leading dentists and dental companies have been in favour of a change in dental education. Preventive dental therapy should hold at least the same position as restorative dentistry, now better understood. Slowly but surely, dentists will be recognised for their role in medicine. They are the gatekeepers of health, because the mouth represents the basis of almost all chronic diseases. In time, dentists will measure blood pressure and take saliva samples or blood samples. It will become possible to decrease the prevalence of chronic diseases, including cancer, Alzheimer’s disease, cardiovascular disease and diabetes, through better oral health. At the same time, medicine of the future will be able to detect signs of gingivitis or periodontitis.

We Breitschmid, you focus on holistic oral health prevention rather than restoration. What concepts does Curaden offer in this regard?

We focus on prophylaxis for patients and dental professionals. Individually trained oral hygiene procedures, as well as our CURAPROX products. We believe strongly that Prevention-One represents the future of dentistry.

How long is the iTOP programme?

The iTOP programme is structured consecutively. We offer multi-day seminars for both beginners and advanced participants, as well as for prospective iTOP trainers. Our recall seminars enhance knowledge and provide additional motivation. iTOP also teaches communication strategies. Communication with the patient and with in the team too are key to dental health. A further advantage of iTOP is the global coverage of our educational programme. Whether in Europe, Asia or North America, dental staff can benefit from the comprehensive solutions of our iTOP training.

With iTOP for students, Curaden is targeting students and young dentists. Why does Curaden place so much importance on the early training of students?

First, students should maintain their teeth for perfect oral health. Only then can they treat their patients. The dental patient should always have the regular care of their own teeth with good toothbrushes, toothpaste and interdental brushes in common. This allows the aspiring dentist to become familiar with how the damage to be repaired arose. Early on, we convey the principle of touch to teach—the proof is in the pudding.

How can dental professionals better apply your iTOP concept for the benefit of the patient and practice?

We offer them a financially attractive service package for the long-term dental health of their patients, called Prevention-One. Prevention-One is our innovative treatment approach to prophylaxis services. The plan includes regular dental cleaning and dental procedures, as well as our CURAPROX products. We believe strongly that Prevention-One represents the future of dentistry.

Mr Breitschmid, you talk about new ways and knowledge in dentistry and optimal preventive care as key to good oral health, as well as prevention programmes that both promote patients’ health and offer practices financial success. I would like to recommend our iTOP workshop on 23 June in Basel in Switzerland to all dental hygienists. This is being held as part of the 2016 International Symposium on Dental Hygiene. We have invited top speakers from Ireland, South Africa, Canada and Switzerland to talk about their experiences with iTOP in their respective fields and how it has helped them to achieve sustainable oral health in their patients.

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