SO MUCH MORE THAN MET THE EYE!

“I always come to The Dentistry Show with a big shopping list for our practices. I also enjoy the opportunity to network and learn lots!”
Louise Hatton, Area Manager, DB Dental Group

“I’ve attended Dentistry Show for the last five years. I come to acquire new equipment and sit in a few lectures. This year I’m planning to go to a couple in the aesthetics and business streams. The show is well-organised, the NEC is easy to get to, and I’d absolutely recommend the event to others.”
Marius Ilea, Principal/Partner, Pontesbury Dental

Despite promoting an outstanding exhibition floor and programme before the event, The Dentistry Show 2017 offered even more than initially met the eye. Delegates had the perfect opportunity to discover new innovations, with Launchpad UK highlighting the latest products, materials and technologies to reach the UK market. There were also plenty of live demonstrations of products and on-stand learning for delegates to make the most of.

Kunal Shah, principal, commented: “The on-stand learning available covered a good range of topics and all the sessions I attended were very informative. I thought the show in general was very well managed and the exhibition was clearly labeled and therefore easy to find my way around. I acquired a lot of product information and I made the most of the great show discounts by ordering quite a lot while I was there. I really enjoyed my time at The Dentistry Show this year!”

To complement the major exhibition, The Dentistry Show hosted an education programme with streams tailored to each member of the team. Among the highlights of the educational programme was the BACD Aesthetic Dentist Theatre, where outstanding sessions were delivered by the likes of Elaine Halley, Chris McConnell, Andrea Shapperson and James Russell, among many others. For those interested in the specialties and looking for information on the latest techniques and materials relevant to them, the ADI Implant Theatre, EndoLounge, PerioLounge and Short-Term Ortho Lounge all proved highly popular over the course of the two days.

Free for delegates to attend, the atmosphere at the Birmingham NEC came alive once again as the doors opened to The Dentistry Show’s 10th anniversary event. More than 7,590 professionals poured in to make the most of the extensive trade exhibition with more than 400 dental manufacturers, suppliers and training providers in attendance. These included 3M, 3Shape, Belmont, Carestream Dental, Colgate, Curaprox, The Dental Directory, Henry Schein, Hu-Friedy, IAS Academy, Invisalign, Hoclar Vivadent, Kerr, Nobel Biocare, Optident, Oral B, Straumann, TePe and Voco, to name just a few!

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The Dentistry Show are pleased to provide a contribution of just over £10,200 to the BDA Benevolent Fund – a fantastic amount that will allow the charity to continue helping dentists and their families in times of crisis.

The BDA Benevolent Fund is the independent charity providing a lifeline to dental students, dentists and their families who fall on difficult times. Helping the dental profession of all ages who are in poverty, cannot work or are suffering from ill health or other adversity, it ensures the dental community are supported financially in times of hardship.

Keen to give even more back to the profession this year, The Dentistry Show pledged to donate £1 for every hour of verifiable CPD gained by delegates at the 2017 conference.

Professor Ros Keeton, Chairman of the BDA Benevolent Fund commented: “The donation from The Dentistry Show is a fantastic amount of money which will allow the charity to provide extra help to dentists who are supporting who have children. We can now provide additional assistance with school uniforms, and contribute towards food and activities over the summer break. One of our recipients said… “Thank you so much for the extra grant. You have no idea how much we appreciate it. Our teenager seems to grow taller by the second!”

The charity appreciates the support from the organisers of The Dentistry Show and those that attended as we rely on the generosity of dentists, dental organisations and dental companies to be able to continue our work. By supporting the BDA Benevolent Fund, you can help fellow professionals in their time of need.”

Thank you to everyone who sought CPD at The Dentistry Show 2017!

SEE YOU NEXT YEAR 18TH & 19TH MAY 2018, PUT THE DATES IN YOUR DIARY NOW!
New for 2017, the Next Generation Conference – supported by Dental Circle – drew a huge crowd of young dentists eager to develop skills that were not taught at dental school. The varied programme covered treating tooth wear, avoiding periodontal litigation, patient communication and dental implants, with key speakers including Dev Patel, Tif Qureshi, Ashley Latter, Louis Mackenzie and Minesh Patel.

For other team members, the Hygienist & Therapist Symposium and Dental Nurses Forum both featured leading speakers in their relevant fields. Popular speakers included Sara Hurley (Chief Dental Officer, England), Janet Collins (GDQ Head of Standards), Jane Dalgarno (President of the BADN), Maher Almasri, Phil Ower, Deborah Lyle and Amanda Gallie (President of the British Association of Dental Therapists). Further still, the Dental Business Theatre – delivered by Practice Plan – and the Compliance Clinic – hosted by Apolline – offered a wealth of business insights to help practice owners and managers run efficient businesses and ensure their compliance.

Adding to the networking and social opportunities, the prestigious Dental Awards provided an evening to remember on Friday night. Hosted by Purple Media Solutions, the achievements of individuals and teams across the country were recognised and celebrated by all. Special congratulations to Sarah Murray MBE, the deserving recipient of the Outstanding Achievement Award 2017!

As part of its commitment to the dental profession throughout the past 10 years, The Dentistry Show was keen to give even more back this year. It committed to donating £1 to the BDA Benevolent Fund for every hour of CPD gained at the event, and we are delighted to announce a final donation of just over £10,247! Thank you to everyone who helped boost this total – it will make a huge difference to the lives of dentists and their families facing crisis, who need the support of the BDA Benevolent Fund to survive.

Eimear Toner, dentist, added: “This was my first time at The Dentistry Show. The lectures and hands-on session were great and very well delivered. There were lots of stands with everything you want to know about. It was great all round and I will be back.”

It is easy to see why so many regard The Dentistry Show as the dental event of the year. Get the dates in the dairy for next year to make sure you don’t miss out!
The Dentistry Show 2017 was the place for you.

Are you into endo?

If you’re into endodontics, then the EndoLounge at The Dentistry Show 2017 was the place for you.

Featuring lectures from some of the UK endodontic’s leading lights, the EndoLounge – supported by the British Society of Endodontists (BSED) – was the perfect place for dental professionals to learn more about the very latest technologies and techniques in the field.

Speakers included James Aquilina, who spoke about the most recent file and canal shaping equipment, as well as Alyn Morgan who discussed the future of root canal preparation, Bill Seddon and Sanjeev Bhandari.

With such a wealth of information available to those delegates who are interested in endodontics, the EndoLounge at The Dentistry Show 2017 was one of the conference’s many highlights. Supported by some of the industry’s leading manufacturers, who were exhibiting in The Dentistry Show’s extensive trade show, the lectures on offer were of incomparable quality.

If you missed out on The Dentistry Show this year, don’t worry. You can always attend the conference in 2018, when the EndoLounge can be found in the Specialist Interest Theatre. Be sure to book the dates in your diary to avoid disappointment!
An exciting time to be a dental nurse

With change afoot in the dental profession, the Dental Nurses Forum at The Dentistry Show this year proved an invaluable source of information, guidance and inspiration. Supported by the British Association of Dental Nurses (BADN), the forum covered a huge range of topics from regulation to patient care, clinical research, treating the ageing population, career progression, endodontics and conscious sedation.

Kicking off the programme on Friday morning was a particularly topical session delivered by Janet Collins, Head of Standards at the GDC. She shared an update on the GDC’s current ‘Shifting the balance’ initiative and what it means for the profession. Among her comments, Janet was open about the current Fitness to Practise to Fit systems being cumbersome and out-of-date, alluding to changes in the way complaints are handled. She discussed the GDC’s aim to maintain public confidence in dentistry, suggesting that the regulator should only get involved in personal matters if they impact on professional conduct and impair an individual’s ability to perform safe and effective treatment. Janet also referred to possible adjustments to the CPD requirements so as to increase focus on quality rather than quantity.

Sara Hurley, Chief Dental Officer, England, took on the podium next to discuss what she feels constitutes ‘Successful care’. She considered the progression of the dental nurse’s role, recognising the enormous contribution they make to patients and all other members of the team. Sara went on to explore how the dental nurse could support the practice in the future, outlining possible challenges and opportunities that might lie ahead. She concluded by reiterating her own commitment to opening new doors for dental nurses and encouraged the use of multi disciplinary skills for enhanced patient care and professional satisfaction.

Other highlights of the programme included Deborah Lyle, looking at ‘How to separate fact from fiction’ and Amanda Galile’s presentation on new technologies for early detection of caries. With skills mix being another hot topic, both Jane Dalgaro – President of the BADN – and Jason Wong considered the benefits of proper utilisation within the practice. Jane was keen to highlight the dental nurse’s role in providing preventive dental care, while Jason focused more on how skill mix can be used to treat the ageing population. Jason concluded his session by advising delegates to make the most of the opportunities available, claiming: ‘There has never been a better time to be a dental nurse.’

Aside from the highly engaging lecture programme, dental nurses at The Dentistry Show had access to the 400-strong trade exhibition, which was once again alive with enthusiasm, fun and innovation. The prestigious Dental Awards on Friday night provided another fantastic opportunity to network and relax with friends and colleagues. Congratulations to all the winners of the evening – you are truly an inspiration to us all!

A Great Event for Hygienists and Therapists

Known for its innovative lecture programme and buzzing trade floor, The Dentistry Show never fails towow delegates and this year was no exception.

One of the highlights of the 2017 event was the Hygienist & Therapist Symposium – supported by the BSDHT and BADT – which featured a range of scintillating lectures from some of the profession’s leading lights. These included Phil Ower, Maher Almasri, Payman Langroudi, Juliette Reeves, Amanda Galile, Deborah Lyle and Deepak Simkhada.

Over the course of the two days, the scope of topics covered everything from guidance on periodontal treatment to issue regeneration therapies, booth whitening, preventative dentistry and the impact of current smoking trends on oral health.

When asked about their experience at the end of the event, hygienist and therapist Carly Bateman, and hygienist Judy Griffiths said: “We’ve been to a selection of lectures, and for the most part they’ve been very helpful. As always, it’s been good for CPD and there’s lots to take away back to the practice.”

EXHIBITOR LATEST NEWS

ALIGN TECHNOLOGY
Align Technology is the leader in modern clear aligner orthodontics that designs, manufactures and markets the Invisalign® system, a propriety method for treating malocclusion.

Invisalign corrects malocclusion using a series of nearly invisible and removable appliances that gently move teeth towards a desired final position.

Invisalign is appropriate for treating adults and teens, supported by dedicated treatment options: Invisalign Full, Invisalign Teen, Invisalign Lite, Invisalign 17, Invisalign Go and Vivera Retainers.

Invisalign Go is a teeth-straightening treatment designed especially for GPs.

Align also offers the iTero 3D digital scanning system and services for dental practices.

Visit www.aligntech.com for more information

PLANMECA
Planmeca were delighted to showcase our range of newly launched products at the Dentistry show in May. Visitors to our stand had the opportunity to partake in live demonstrations of new and existing elements of the Planmeca portfolio.

Delegates were able to explore the simplicity of our Planmeca Coltene® CAD/CAM system hands on with our new lightweight intraoral scanner; Emerald and Planmeca Planmex® 30 S milling unit. Regular talks and demonstrations were also held to introduce Planmeca’s new X-ray unit, Planmeca Visio™.

If you wish to explore the Planmeca portfolio, visit www.planmeca.com or we can bring it to you in our mobile showroom PlanDemo. Contact marketing@planmeca.com to book your free visit or visit www.plandemo.co.uk. We look forward to exhibiting at The Dentistry Show 2018!

SOFTWARE OF EXCELLENCE
As part of the Fortune 500 Company by Schein; Software of Excellence benefits from access to international expertise, products, technology and dental consulting throughout Australia, New Zealand, South East Asia, the UK and Europe.

As a result, our dental practice solutions are continually developing, and remain at the forefront of the dental software and consulting industry. With practices worldwide, Software of Excellence are the thought leaders in practice management and dental software best practices.

Software of Excellence are continually developing a suite of powerful tools and market leading dental practice management and healthcare marketing solutions; all designed to turn good practices into great businesses.

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FONA DENTAL
We are an established global dental equipment company. Through decades of experience and deep understanding of the dental profession, we deliver complete, reliable and accessible solutions.

Regardless of country or specialization, every dentist can find a fitting solution in FONA today. As our knowledge and expertise grow, so does our range.

Today we offer complete chairside CAD/CAM solution, extraoral and intraoral imaging, treatment centres, hygiene products, instruments and laser.

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VISIT US AT STAND E25

VISIT US AT STAND H25

VISIT US AT STAND K25

VISIT US AT STAND D30

VISIT US AT STAND B70

SIMPLYHEALTH PROFESSIONALS
Simplyhealth Professionals is the UK’s leading dental payment plan specialist with more than 6,500 member dentists nationwide caring for more than 1.7 million registered to a Denplan product.

Simplyhealth Professionals provide a range of leading Denplan dental payment plans under the Denplan name, including:

• Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
• Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
• Denplan for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
• Denplan Emergency Insurance: worldwide dental injury and dental emergency cover only

Simplyhealth Professionals also provide a wide range of professional services and regulatory advice for its member dentists and their practice teams. They also provide business consulting consultancy services, and networking opportunities.

Dentist enquiries telephone: 0800 169 9962.

For Patient enquiries telephone: 0800 401 402. For details of all of our products, visit www.denplan.co.uk.

Scott Richards
Scott Richards is an independent firm of Solicitors. We fully understand the dental industry, we know how practices are run and the commercial issues they face and can assist with all of your legal needs.

Paul Dyson specialises in dental legal work and acts for many dentists in all parts of the country, ranging from associates and small clinics to large dental practices. He has handled a number of dental sales and purchases spanning both freehold and leasehold properties, and has managed transactions for both private practices and NHS practices under GDS Contracts. In addition, we regularly provide advice on a wide range of employment issues and a variety of disputes. To ensure transactions are carried out as smoothly as possible, we work closely with accountants, financial brokers and valuers, business sale agents and other professionals dedicated to the dental profession. As a professional practice ourselves, we understand that you are busy, either in surgery or running your business, so we work around your time pressures and in a way that suits your schedule.

VISIT US AT STAND K25
**The Dentistry Show Network**

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**NUVOLA**

NUVOLA – simple and practical Italian-designed aligners. Improve your clear aligner margins by switching to NUVOLA. We have 20 years production experience in orthodontics and provide you with a highly efficient, excellent prices and dependable service. NUVOLA transparent aligners are an orthodontic appliance that facilitate gradual, painless tooth movement. NUVOLA is easy for general dentists to use and is driven by NuvolaWEB, our fully online case management system. A key feature is NuvolaVIEW which gives you a 3D view of the treatment from start to finish and there is an option to upload scans of impressions via an STL file. Visit stand J90 and see the difference for yourself. NUVOLA provides full training and technical support to all NUVOLA trained practitioners. Our next UK hands-on training course runs on 10th June in London and is virtually cost-effective and done with your own computer. Book now at www.geoorthodontic.com

**BRAEMAR FINANCE**

We can help you grow your business. Braemar Finance a leading direct lender to the profession offer a range of flexible funding solutions designed to help your business grow.

Our product range includes hire purchase, leasing, and loans including our popular Tax Loan facility which can be used for refurbishment and strengthening of dental premises. We can also consider consolidation of existing agreements to help you manage your monthly cash flow. Fast Track: Our online patient finance, instant decision and, e-signature application enables patients to spread the cost of their treatment into monthly payments they can afford. The process is genuine simplicity and support.

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**TRIGIENE DENTAL**

Trigiene Dental were immensely proud to be part of another successful and exciting Dentistry Show for 2017.

The show gave Trigiene the platform to exhibit their R.O.C.S. Free Collection Repair Service, Service Plans and Exclusive Show Offers on NSK, Anthogyr and FONA. Service Plans are fairly new to the business but certainly garnered interest from both new and existing customers. Trigiene want their customers to have the confidence in their service, allowing them to rely on Trigiene to maintain and service their equipment.

In the UK, Trigiene continue to push the German manufactured brand forward in the UK market as their Master Distributor through Sales and Marketing channels. Customers who purchased FONA Handpieces at the show have been pleased with the quality and price-point and in some cases, have been back for more! Anyone who still would like to make a purchase or request a FREE Trial you can do so by calling our expert Sales Team on 01642 442910.

**THE MORTGAGE EXPLORER**

We have a great time at our first Dentistry Show at the NEC in May. We’ve already booked again for next year!

Since the event, we have been busy helping dentists and technicians we met at the show with new practice and lab acquisitions. Also, refinancing existing commercial practice loans to better rates. Can we help you to do the same?

If you come to our BTL tax masterclass, I hope you found it useful. Don’t forget, if you own 4 or more BTL’s charges are abolish later in the year. We offer advice on both Individual and LTD Company mortgages.

If you haven’t started building your property empire, we can help with the purchase of your first home. Whatever your mortgage needs, The Mortgage Explorer can help you.

Finally, a big congratulations to Dr Marques of Wimpole Street Dental, for winning our weekend away at Pebble Beach Hotel; Prize Draw, 01425 627511, info@themortgageexplorer.co.uk, www.themortgageexplorer.co.uk

**R.O.C.S.**

The line of R.O.C.S.® products includes toothpastes, toothbrushes, dental flosses, remineralising gels, eco toothpastes, and other oral care products. The properties claimed by R.O.C.S.® products are confirmed by independent studies and laboratory tests.

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- For questions on distribution please contact R.O.C.S.®, official agent in the UK Steve Smith@globaldrc.com
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Please contact Christina.Glushakova@globaldrc.com

**RSATMI IMPEX**

RSATMI IMPEX are an established Dental & Surgical Instrument manufacturer. Our products are manufactured in Sialkot, the world famous industrial district of Pakistan and also have a UK International Marketing Office. We ship products from UK, Pakistan and guarantee high quality and competitive prices for resellers, distributors & manufacturers who are interested in us manufacturing and supplying with their brand name. Our well-equipped manufacturing facility produces a diverse range of surgical & dental instruments.

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**PATIENT PLAN DIRECT**

Patient Plan Direct is a highly cost effective dental plan provider embracing web-based technology to offer a sophisticated but simple solution for running pricing plans.

Patient Plan Direct is like other plan providers, only much more cost effective, thanks to an administration fee of only £1.20 per patient per month (including Worldwide Dental A&E cover and VAT), often proving to be 2-3 times more cost effective than working with other plan providers such as Denplan, Practice Plan or DAPs. Established in 2009 Patient Plan Direct works with over 450 practices across the UK, supporting them in running, developing and growing profitable dental plans. Our dedicated client services team and highly experienced business development department deliver best in train and support practices in either: launching a dental plan for the first time, introducing a plan to convert from NHS to Private, or transfer from another plan provider to make huge cost savings!
THERE'S MORE TO THIS...

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