

MARKETPLACE

Welcome to 'BDIA'

01494 782873

diannegettinby@bdia.org.uk

The BDTA is now officially the British Dental Industry Association, reflecting the increasing diversity of its membership and its on-going commitment to actively driving high standards throughout the industry.

The association represents more than 80% of the UK dental industry making it the principal voice for manufacturers and suppliers of dental products and technologies.

The association also represents suppliers of a range of services to the industry, such as banking, insurance, software, publishing and accountancy. Since 1923, it has played a crucial role within the industry as a not-for-profit organisation, using its funds solely for the purpose of developing dentistry for the benefit of its members, the profession and the public.

The decision to change the association's name to the British Dental Industry Association is part of a wider business plan that ensures the association is well-positioned to meet the future business needs of its members and where appropriate, the industry as a whole.



Happy birthday, DBG

01606 861 950

www.thedbg.co.uk

DBG has worked alongside dental practices for 25 years, providing complete solutions to meet its members' needs. A member of DBG can benefit from:

- Membership: join DBG to access industry leading benefits and free compliance cloud software
- Business services: access to services designed to save time and money.
- Compliance: unlimited access to compliance experts
- Materials and equipment: DBG stocks all major brands and even offer its own
- Engineering and calibration: inspection, repair, maintenance and servicing for all the practice's vital equipment and
- Dedicated training focussed on all continuing professional developments topics.

Each of its solutions has been tailor-made to meet the stringent demands of modern dentistry, and it offers solutions in all areas of practice. It's also offering an exclusive 25% discount on membership when dentists recommend a friend, saving themselves and their referred friend £82.50 off the annual fee.



Emergency drugs kit for dentists

0800 169 9692

www.carestreamdental.co.uk

BOC Healthcare launches a drugs kit for practices to help them manage medical emergencies. The emergency dental kit contains a selection of drugs for treating the most common medical emergencies and provides information on how to identify and manage such emergencies. The kit is developed in line with the recommendations of the Resuscitation Council UK in its paper, *Medical Emergencies and Resuscitation* standards.

The paper, reissued in December 2012, recommends practices have access to a list of drugs and equipment in line with a public expectation that practitioners and professionals should be competent in managing medical emergencies. Among the emergencies that are most likely to be encountered in dental practices are asthma, anaphylaxis, angina and cardiac arrest. BOC's drugs kit includes step by step instruction guide what dentists should do while awaiting professional medical help from the ambulance service.

DBG offers compliance support

01606 861 950

www.thedbg.co.uk

DBG understands compliance is no easy matter. That's why it has created specialist packages designed to assist in every aspect of dentists regulatory requirements, from risk assessments to radiation protection and much more.

Not only will DBG guide and assist dentists through the process towards compliance, but it'll also provide advice, making the procedure smoother, so dentists and the team have more time to do what they do best.

Among its range of market-leading compliance services, it offers an 'essential standards practice assessment', to help dentists assess practice compliance against current legislation. DBG also offers a special Dbg360 package for a complete solution. With Dbg360, dentists are free to select and build a package from the company's engineering, training and compliance options to create their own practice support package. To learn more about these, or any other of its support services, contact DBG today.



Upgrade your digital imaging

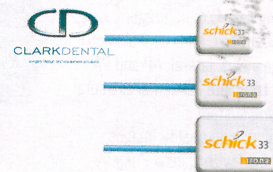
01270 613 750

info@clarkdentalsales.co.ukwww.clarkdental.co.uk

Available from Clark Dental, Schick 33 is a perfect addition to the modern practice, with industry-leading images that raises the standard of care.

Those who already own Schick products, upgrading to include Schick 33 is simple, thanks to the modular nature of the Schick digital imaging system. When further updates become available, one can upgrade the system further.

Dr Shanon Patel is a registered specialist in endodontics, and works at Dawood and Tanner in London. He says: 'I've been using the Schick digital imaging system for many years now and have always found it to be very good and reliable. I recently decided to upgrade the system with the latest module Schick 33. When I took the first series of periapicals my nurse and I just looked at each other - the image quality was amazing.'



Endodontics at Endocare

020 7224 0999

www.endocare.co.uk

EndoCare
Leading the way in endodontics



Endocare prides itself on providing superb treatments and an 'unparalleled' level of care. From the first moment a patient walks through the door, Endocare strives to make their experience with as pleasant and comfortable as possible. Its light, airy practices are designed to put patients at ease. Its warm and friendly team members are dedicated to providing the best level of care.

Endocare brought together a leading group of specialist endodontists, all of whom have work widely published in the dental press and are actively involved in teaching. Because it specialises in treating dental pain, dentists can be sure patients will be in the best hands possible. Endocare aims to look after patients in an efficient and caring manner, returning them to dentists pain-free, confident and happy with the quality of treatment they have received. For exceptional service, and 'unrivalled' levels of patient care, contact Endocare today, and learn how it can become an invaluable member of the dental team.

Diamonds delights dentists

01793 770090

www.kemdent.co.uk

Diamond Rapid Set Capsules are proving popular with dentists everywhere because they are fast, convenient and easy to use.

January is an ideal time to try Diamond Rapid Set Capsules, manufactured by Kemdent. Buy 80 Diamond capsules and get 40 free.

The pliable, packable consistency of Diamond makes it easy to carve; it won't stick to metal instruments, and the restoration will set quickly to a rock hard state. No light curing is required as the restoration is chemically cured and rapid snap sets into position. The restoration is completely waterproof once the chemical snap set is complete and will not expand and create patient sensitivity.

Diamond Rapid Set Capsules are packed in individual, easy to access foils and are suitable for Class I and II restorations, together with build-up fillings and linings, core build-up and retrograde root fillings. They are available in three matching tooth colour shades.



Warning alert

01733 892292

kerruk@kerrhawe.comwww.kerrdental.co.uk

Kerr is highlighting a warning issued by the Medicines and Healthcare Products Regulatory Agency (MHRA), asking UK dentists to check if they have bought counterfeit and unapproved dental curing light devices, after 261 products were sold by people on Ebay. The MHRA states, 'the products sold on Ebay have not been tested for safety or that they work. While the health risk remains low, people treated with them at dental practices could experience pain through tooth decay and may require additional treatment. Dentists who have bought these products are urged to dispose of them following appropriate clinical procedures. They can identify them by:

- No instructions for use
- On the genuine devices the Woodpecker mark is at the top
- The electrical plug supplied is of poor quality.

Kerr reassures its customers that all of its dental curing light devices meet all relevant regulations.

Kerr™

Kickstart this year's marketing

01642 206106

www.designerdental.co.uk

With the start of a new year, now is an ideal time for professionals to take control of their marketing. Key activities should be planned now to ensure a practice achieves its goals for the year ahead.

Designer Dental is a specialist marketing company working exclusively within the dental profession. The company offers a range of services to help practices professionalise their literature and promote their services.

This includes logo designs, posters and canvases, welcome packs, practice stationery, newsletters and e-zines, marketing campaigns, advert designs, referral packs, promotional products, direct mail campaigns and waiting room slideshows.

Take a fresh look at your practice's marketing for 2014. Combine training with marketing, and have a winning combination for success at www.designerdentaltraining.co.uk.

designerdental
MARKETING

Your first choice
for marketing
solutions

Kemdent's half-price disinfectant

01793 770090

www.kemdent.co.uk

January's a great time to try Instrumentsafe disinfectant from Kemdent. It is available on a half-price offer until the end of January 2014.

Instrumentsafe is one product within Kemdent's range of cross infection control products. It is available in a one litre-dispensing unit and in five litre and 10 litre refills.

Instrumentsafe is a pre-sterilisation concentrate for dental medical instruments including rotary hand pieces. It has a special non-corrosive formulation and the solution stays active until visibly contaminated so it is more economical. It has a broad spectrum of activity, fast and efficient (five minutes in an ultrasonic bath) and kills MRSA. The dosage chamber gives easy, safe dispense. Instrumentsafe works with standard tap water.

Instrumentsafe is recommended for use in an ultrasonic bath. It breaks down the enzymes left by blood and saliva that would inhibit sterilisation. Instrumentsafe can be diluted to different concentrations depending on the time available. 30ml of Instrumentsafe makes a one litre, 3% concentration soak. This concentration would render instruments safe from MRSA within 15 minutes.

