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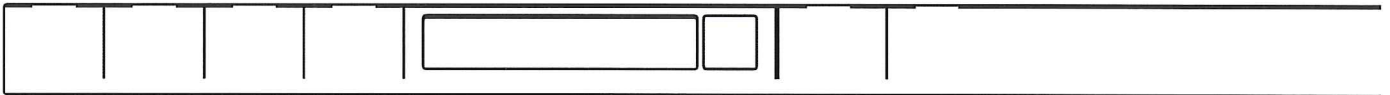
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All that's new in the world of dentistry



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Time for some good news... Michael Sultan

Posted by Erica Kilburn on Monday, 04 May 2015 in Product Updates

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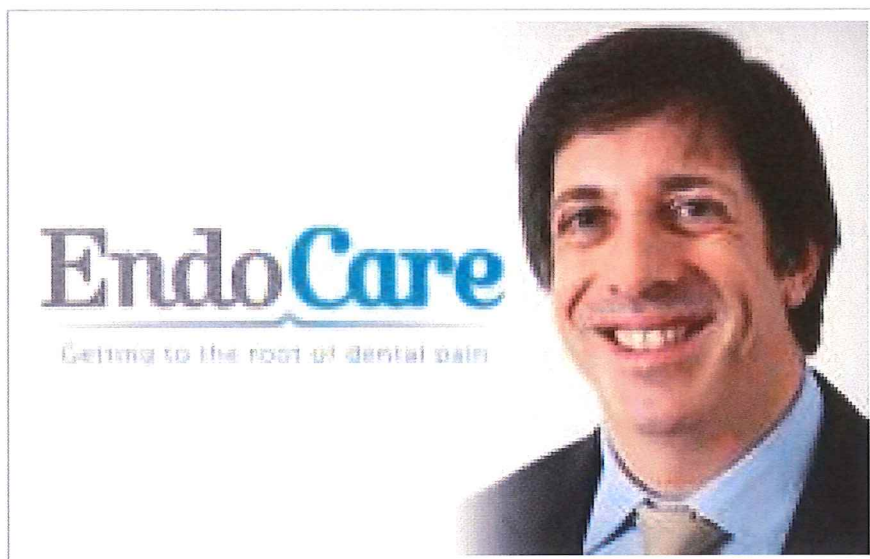
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It is well documented and often discussed that the professional climate we work in at the moment is a lot of uncertainty and disharmony with the regulators and governing bodies.

Indeed a recent news report that suggested doctors and dentists should 'snoop' on colleagues to ensure many antibiotics made me question the amount of negative press the healthcare professions receive.[i] dangers and concerns around the over-prescription of antibiotics and the inevitable antibiotic resistance required to counteract the rise in the unnecessary prescription of these medicines.

However, this report appeared to be yet another negative piece designed to make doctors and dentists make. Rather than galvanising the profession into action, the effect that this will have will be to encourage dentists soon won't feel able to do anything at all because they'll all be too frightened to do something.

It's interesting to note that there is so much negative press in the news towards doctors and dentists, a recent report from the NHS, *a Summary of the Dental Results from the GP Patient Survey: July to September* majority of NHS dental patients rate their care as positive.[ii] Indeed we hear more about the failures from the profession than the good news stories - of which I am sure there are many. To a certain extent how the national media works, but who is there standing up for us? Shouting about the amazing things on a daily basis? Yes there can be issues in dentistry around pricing and communication, as highlighted by the fact that positive seems to get swept under the carpet.

Of course the GDC's job is to regulate us, not to promote the profession. So who is out there actively advocating about dentistry? Who is supporting better oral health and the excellent, tireless, often thankless work of dentists?

The national media is all too quick to vilify and denigrate the healthcare professions, when what we really need are new stories. Perhaps we should all stop and consider something amazing a colleague has accomplished or someone has gone above and beyond the call of duty. Share this story with your peers and friends and spread a little good news.

For further information please call EndoCare on 020 7224 0999

Or visit www.endocare.co.uk

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Bristol University in 1986. He worked as a general dental practitioner for 5 years before commencing hospital, London. He completed his MSc in Endodontics in 1993 and worked as an in-house Endodontist before setting up in Harley St, London in 2000. He was admitted onto the specialist register in Endodontics and lectured extensively to postgraduate dental groups as well as lecturing on Endodontic courses at ECU, London. He has been involved with numerous dental groups and has been chairman of the Alpha Omega Society since 2008 he became clinical director of EndoCare, a group of specialist practices.

[i] Reported by the BBC, <http://www.bbc.co.uk/news/health-31490652> [accessed 27.2.15] and The Independent, <http://www.independent.co.uk/life-style/health-and-families/health-news/gps-advised-to-spy-on-collaborative-antibiotics-are-prescribed-unnecessarily-10052730.html> [accessed 27.2.15]

[ii] Most NHS dental patients rate their care as positive

<http://www.england.nhs.uk/statistics/wp-content/uploads/sites/2/2015/01/GP-Patient-Survey-Dental-2014-15.pdf> [accessed 2/3/15]

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Erica Kilburn

Following an extensive and successful career within dental, medical and healthcare publishing, Erica Kilburn founded Erica Kilburn Communications Ltd in April 2000. EKC is primarily a PR and media agency for the dental market. How