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# WELCOME BACK TO Birmingham!



I hope you've had a great start to the year and are looking forward to a successful and enjoyable 2022 ahead.

Last year was turbulent for us all, but it was amazing to get back to in-person events with our first Dentistry Show London last September. The conference provided a long-awaited opportunity for individuals and teams across the profession to come together after almost 2 years apart. We were delighted to welcome 2,000+ delegates through the doors at Olympia, where there was live education, a bustling trade exhibition and outstanding speakers from around the world. Video calls were happily replaced with face-to-face conversations as people caught up with friends and colleagues for some much-needed networking and socialising. I'm sure anyone in attendance would agree that this created an amazing atmosphere for us all to enjoy!

Aside from the return of live events, 2021 brought many milestones for the dental profession. Practice and lab teams continued to battle the consequences of the pandemic and varying confidence levels among the general public in light of constantly

changing nationwide rules and regulations. Dental SOPs have also been amended as the situation developed, with increasing material costs and transport concerns all adding to the challenges faced. In fact, the resilience and dedication of the dental profession has been astounding. Despite all of this and more, professionals have continued to deliver high-quality care for their patients – something for all to be very proud of.

Looking ahead to better and brighter times, there is much to look forward to in 2022. We are preparing for the return of the British Dental Conference and Dentistry Show Birmingham, and the Dental Technology Showcase (DTS) in 2022. Of course, we will be adhering to all guidelines and recommendations at the time to prioritise the health and safety of all attending, but we are very confident that much will be as it always had been. With the biggest event of its kind back in business, there will be in-person education, networking and more for all to make the most of once again. More on that later...

For now, I hope you have returned to work after taking time to rest and recharge. While some challenges remain and there will no doubt will new obstacles to face in the coming months, this year looks set to be a positive across the dental profession. There will certainly be plenty of opportunities to connect with like-minded peers and catch up with social activities after so much time apart! With this in mind, we look forward to welcoming you to Birmingham in May.

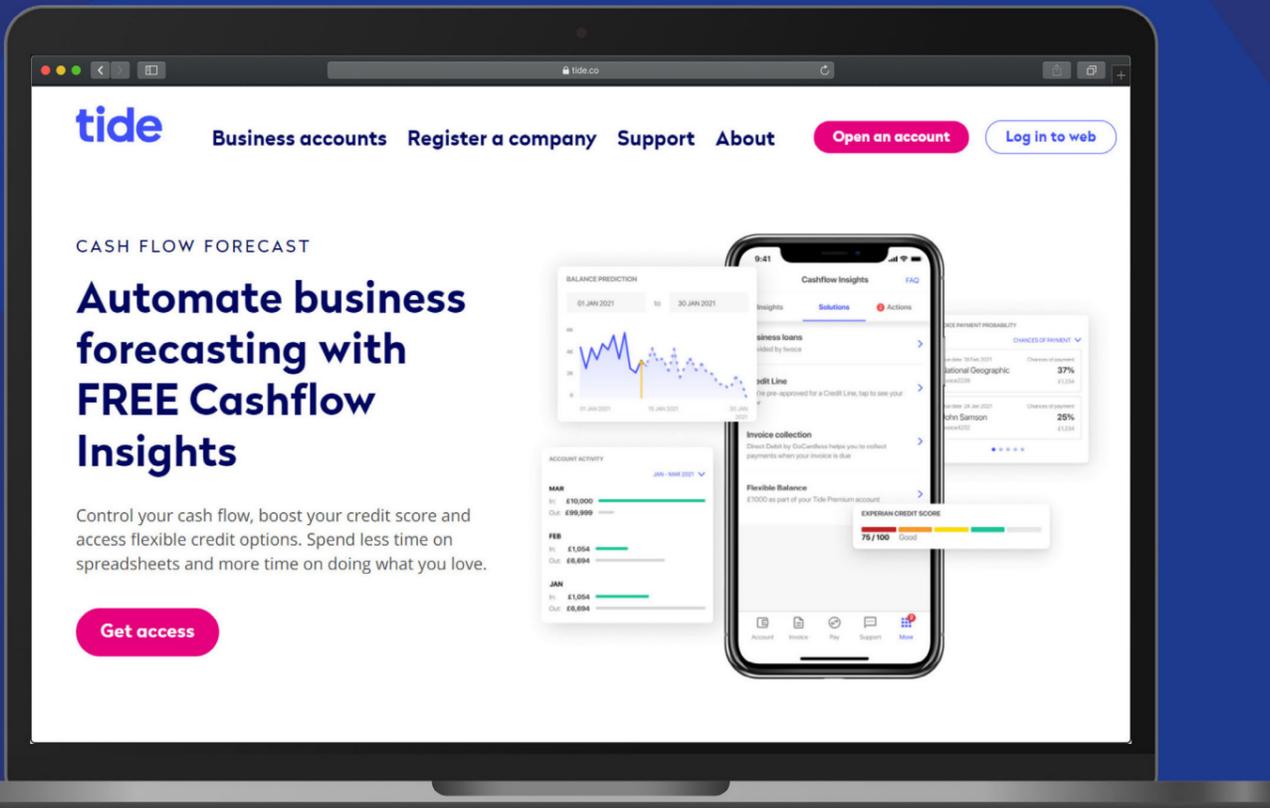
**Alex Harden**  
Group Event Director  
**Dentistry Show Portfolio**



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# MAJOR LIVE DENTAL EVENTS BACK WITH A BANG



The Dentistry Show London 2021 saw major live dental events return with a bang! After nearly two years of staying apart and interacting with the professional community via remote technologies only, individuals and teams took full advantage of the opportunity to finally engage with friends and colleagues face-to-face. With a buzz in the air and smiles all round, thousands of professionals travelled to London Olympia for long-awaited learning and networking.

## IN-PERSON LEARNING

The benefits of in-person learning instantly came to the fore as the dynamic two-day educational programme kick started on a bustling Friday morning. Delegates had seven theatres to choose from, enabling practitioners to tailor their learning experience according to their specific clinical interests, current situations and career ambitions.

**G. Millman, Principal of Cavendish Dental Clinic, said:** "This was a well organised show with a good atmosphere. I've seen excellent presentations and lectures."

Audiences across the conference were keen to get involved and interact with both speakers and peers, asking questions, sharing experiences and clearly enjoying the ability to develop knowledge and skills without staring at their laptops. Programmes were designed to offer a snapshot of the innovative ideas, techniques, materials and technologies being explored, delivering fast-paced, exciting and diverse education for all team members.

## HIGHLIGHTS

With more than 100 speakers in attendance, including some industry

leading names from the UK and abroad, there many exciting highlights for delegates to enjoy. Claire Burgess was one such speaker that delegates really responded to, discussing the Bioclear method for predictable injection-moulding composite restorations.

**Following the lecture, attendee Sally Johnson, dentist at Dunblane Dental Practice, said:** "Very informative and inspiring! Claire is an excellent speaker. I have enjoyed connecting with wider industry again."

Barry Oulton was another speaker to draw a crowd and provided a stimulating session that delegates really appreciated. In a highly engaging and frank presentation, Barry discussed the prevalence of tooth wear and whether any should occur where there is normal function. His amusing and frank session covered how to encourage younger people to want dentistry so that parafunction can be identified and treated early. As the biggest cause of tooth loss, Barry recapped the many signs of parafunction and some of the devices that can be used to minimise further problems in patients affected.

**Aayesha, Principal of teeth@wl, was particularly impressed, having said:** "Brilliant! Engaging and funny. More

importantly, true and enlightening. Parafunction is a problem we must address."

Chet Trivedy delivered an equally engaging session in the Enhanced CPD Theatre, exploring medical emergencies in the dental practice. After highlighting the negative effects of Covid in terms of medical emergency risk and severity, he went on to detail the three Ps – Prevention, Preparation and Practice. These combine to increase the chance of survival for anyone who might experience a medical emergency and dental professionals play an important role.

Discussing another pertinent topic, Amit Rai focused on managing patient access and complaints. Describing the post-Covid landscape as "the busiest I can remember during my career", he discussed the impact of the pandemic on the public and profession and encouraged all practices to facilitate complaints at a local level. His idea was that giving patients the opportunity to air their concerns and apologising to them for a poor experience is a good way of de-escalating issues avoiding complaint at GDC level.

**Following his session, Amit commented:** "The show is busier than I thought any might be post-Covid. It's excellent that live shows are back – they are important for professionals' mental wellbeing. You need somewhere to belong, to share issues with others. Networking is also a big part of it. I am here to meet friends, find good offers on products for my own practice and get some CPD in. The location is perfect for me and, as a lecturer, I have been well-supported."

Other popular sessions in the Enhanced CPD Theatre covered an array of core topics from safeguarding vulnerable patients to legal and ethical issues. Delegates also had the opportunity to discover more about GDP orthodontics, endodontics, digital dentistry and business-related topics relevant to them.

## CONNECTING WITH THE INDUSTRY

The extensive educational programme was not the only draw that delegates were excited to take advantage of at the Dentistry Show London.

**Delegate Juliane Scandian, Principal of Sorriso Design Dental Clinic, commented:** "After a long pandemic, I was looking forward to meeting colleagues and discovering new products. The Dentistry Show London was well-organised, not only with all the safety measures, but also to welcome the dental team to a 'new normal'. I'm really enjoying seeing everyone's happy faces!"

As Juliane mentions, the exhibition hosted hundreds of dental manufacturers, suppliers, training and service providers. This was the perfect chance for delegates to discover exciting new products, technologies and materials, seek bespoke advice from product experts and source training to develop the skills of the whole team. Among the many popular brands demonstrating their latest solutions were:

- ADAM
- Adec
- Align technology
- BADN
- BADT
- DD
- Carestream Dental
- Agilio Software
- Colgate
- Dentex

- GSK
- MediHoldings
- Portman Dental Care
- ClearCorrect
- Straumann Group
- Sweden & Martina
- Belmont

**Delegate Uday Georgis, dentist at Cader Dental Practice, added:** "I am really impressed with the show and surprised on how many exhibitors came this year after stopping because of Covid."

A fantastic start to the live events calendar, the Dentistry Show London 2021 was a massive hit with all in attendance – a very positive step in the right direction for the entire profession.



Dentistry Show London 2021 Find more details at [london.dentistryshow.co.uk](http://london.dentistryshow.co.uk)





# A TEAM AFFAIR

The Dentistry Show London 2021 has been praised by delegates, exhibitors and speakers alike, providing a fantastic return to major live dental events for all. Delivering a dynamic educational programme with world-class speakers and a diverse exhibition floor, the event enabled face-to-face interaction for the first time in almost two years.

**Rachel McGrane from the Private Treatment Centre, said:**  
"Really good show, really interesting selection of speakers. Impressed by exhibitors and excited to discover new products. I came with my team, it's a good bonding exercise and great to have contact with the wider industry."

## FACE-TO-FACE

Networking was top of the list for many delegates in attendance and the atmosphere was buzzing with excited chatter and laughter as friends and colleagues were finally able to catch up in-person. The exhibition was full of activity and delegates were able to browse the 150+ stands for the latest products, technologies and training courses relevant to their role within the practice.

**Sheryl Lard Boads from The Richard**

**Beavan Practice commented:**  
"I'm excited to be here for the first time in a few years, especially after Covid restrictions. Happy to see old faces. I am particularly interested in looking at dental chairs and what new products are available for scanners etc."

Among the exhibitors on hand were:

- Acteon
- ADAM
- BADN
- BADT
- Bridge2Aid
- Carestream Dental
- DD
- Dentally
- Dentists' Provident
- E.M.S. Electro Medical Systems
- GSK
- Henry Schein Dental
- J&S Davis
- Practice Plan
- Software of Excellence

## ENHANCED CPD

Of course, the comprehensive educational programme was another highlight of the event, with many topics and speakers attracting full crowds. For team members, the Enhanced CPD Theatre was of particular interest, covering core CPD subjects and enabling attendees to refresh and top up their knowledge in important areas.

Chet Trivedy provided an insightful session on the three Ps of medical emergencies – Prevent, Preparation and Practice. He demonstrated how these can be implemented in practice to improve how dental teams responded in emergency situations, therefore increasing the chance of survival for the individual affected.

**Marcia Fester, Admin Manager at SGP & Associates, described the session as:**

"A brilliant lecture. Good information was given, resulting in us looking at medical emergencies in a new light." Jimmy Makdissi also drew a full house. Though presented remotely, delegates were still keen to get up-to-date on the latest radiology and radiation protection concepts and regulations. Jimmy's unmatched experience in the field was clear for all to see.

Taking delegates onto the topic of oral cancer, Philip Lewis discussed potential symptoms and implored professionals to always "look for evidence", rather than assuming something was not cancer. He highlighted the importance of screening, given that someone dies from oral cancer every three hours in the UK. He also stated that the examination begins as soon as the patient enters the practice, as non-clinical staff may be the first to notice any changes in their behaviour or appearance. Philip went on to explore self-examination and how this might be communicated to patients in the most effective way.

**Reflecting on the event in general, Nalin Karunaratne, dentist with Mydentist, noted:**

"I attended mostly for CPD and to find ways to upgrade my skills. I'm also here to purchase products and find courses. It's always good to catch up on CPD and find ways to upgrade my practice and increase enthusiasm."

## MANAGEMENT AND BUSINESS SUPPORT

Aside from clinical topics for the team, the Dentistry Show London 2021 also presented various business and management-related topics. For example, Victoria Marsden shared the CQC's strategy moving forward, with Agilio's Head of Compliance Alex O'Neill offering tangible ways in which to adjust protocols for the anticipated new style- of CQC inspections. Decontamination in the practice and safeguarding for the whole dental team were also covered, providing plenty of food for thought. For those who had experienced a particularly hard time of late, Tracey Stuart's lecture on how to build resilience among the team was another hugely beneficial session.

**Deki Bray, practice manager at Country Practice Dental Clinic, said:**

"The show has been really well organised. It's great to see everyone safely and catch up with friends after so long. Really nice to get the brain working too."

## TOGETHER AGAIN

Following the success of 2021, the Dentistry Show London 2022 is set to offer even more for the entire dental team. There will be the same high calibre lectures, with globally renowned speakers and a diverse range of topics discussed and debated. Though any necessary health and safety precautions will be in place to ensure everyone's peace of mind, we don't doubt that even more people will attend ExCeL London this coming October for market updates and business insights. That means a larger pool of colleagues to engage with and learn from as we all continue to navigate this new world dentistry. We look forward to seeing you there!



Dentistry Show London returns on 7-8 October 2022 | ExCeL London  
Find more details at [london.dentistryshow.co.uk](http://london.dentistryshow.co.uk)

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VISITOR ENTRANCE  
LISTERINE

## 2022 EXHIBITOR LIST

TITLE	STAND	TITLE	STAND
3Beam Imaging Company	B38	Happy Threads	B39
Acteon	H16	Henry Schein Dental	F25
Agilio Software	H15	Howden Insurance Brokers	B33
Align Technology	C20	iceConnect	G35
Anglian Dental	B40	Imaging Technologies	C50
Aspired Finance	B16	In-Line Orthodontic UK Limited	C40
Aura Infection Control Ltd	K10	Ivoclar Vivadent UK & Ireland	D42
Awesome Technology	F1	J&S Davis Limited	J45
Azatek Dental Instruments	B45	James and J Consultancy Ltd	J6
Belmont	D10	KaVo	C42
Bien-Air UK	A10	Kerr UK Ltd	F50
BlancOne	E10	Lemonchase	K25
Braemar Finance	J41	Lily Head Dental Practice Sales	C45
Bryant Dental	G10	MDDUS	J10
Bsolve Dental	G2	Micro Minder	E22
Care Quality Commission	J1	Myofunctional Research Company	B13
Carestream Dental	J30	Numed	A48
Cattani ESAM UK	B36	On Hold Communications LTD	E48
Cavendish Imaging	J40	Optident Ltd	F20
Chairsyde	C30	Orasoptic	F10
Christie & Co	B19	Osstem & Hiossen Implants UK	D35
Cloud 4 Dentists / Cloud 4 Ortho	B32	OXY DENTAL SOLUTIONS	B50
Colgate	D30	Performance Finance Ltd	F46
COLTENE	E12	Planmeca	C32
CosTech Dental Laboratory	B55	Pluto Partners	K35
DD	G40	Portman Dental Care	E20
Dental Compliance Made Easier	J12	Practice Plan Ltd	H42
Dental Digital Solutions LTD	J7	QED Ltd	D40
Dental Elite	J35	RASA Academy	G50
DentalMonitoring	D15	S4S Dental Laboratory	B30
Dental Protection	H3	Samera Business Advisors	G31
Dental Scan	F40	Samera Business Advisors	J50
Dental Air Utilities	K40	Shofu UK	B35
Dentally	E25	Snowbird Finance Ltd	B42
Dentex	H40	Software of Excellence	F22
Dentists' Provident	D50	Straumann Group	D25
EMS	C2	Trent Dent	A1
Evident	E42	Trycare	A2
EVO Dental	F58	Turn Key Dental Supplies Ltd	E18
F2 Medical Supplies Ltd	E46	ultraDEX	B34
Fortuna.BAMBACH	K33	VITA	J25
Frank Taylor & Associates / FTA Finance	G32	VOCO	F08
GC UK Ltd	B8	VS Dent	B10
GSK CH	C10	Wesleyan Financial Services	H52
Hague Dental Supplies Ltd	F45		



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# OUR COMPLETE EVENTS PORTFOLIO

As you will know, **CloserStill Media** – the organisers of the British Dental Conference and Dentistry Show Birmingham, and DTS – recently added the Dentistry Show London to our portfolio. This means we now provide education and networking for individuals to across the country. In ensuring the high standards of learning, speakers and organisation we are already known for with our other events, we aim to cater to the development needs and wishes of everyone in the modern dental profession. The success of the Dentistry Show London 2021 demonstrates the on-going appetite for live events and we were thrilled with its success – not only as the first major live dental event in nearly 2 years, but also as the first London show in our care. Some of the feedback from the event included:

**“I am really impressed with the show and surprised on how many exhibitors came this year after stopping because of Covid.”**

**DR UDAY GEORGIS, DELEGATE**

**“It was really nice to be back face-to-face again, seeing some colleagues in the industry and our customers. The event provided lots of good educational content and lectures, plus there was great organisation leading up to event and CloserStill Media were great to work with. The highlights were talking to potential new customers and demonstrating the equipment to people face-to-face. Many delegates were saying the lectures were beneficial and how nice it was to be back at a live exhibition. Everyone that visited our stand seemed very upbeat and were keen to engage with the team.”**

**SARAH GARDINER, STRAUMANN GROUP, EXHIBITOR**

**“After a long pandemic, I was looking forward to meeting colleagues and discovering new products. The Dentistry Show London was well-organised, not only with all the safety measures, but also to welcome the dental team to a ‘new normal’. I’m really enjoying seeing everyone’s happy faces!”**

**DR JULIANE SCANDIAN, DELEGATE**

**“The show is busier than I thought any might be post-Covid. It’s excellent that live shows are back - they are important for professionals’ mental wellbeing. You need somewhere to belong, to share issues with others. Networking is also a big part of it. I am here to meet friends, find good offers on products for my own practice and get some CPD in. The location is perfect for me and, as a lecturer, I have been well-supported.”**

**DR AMIT RAI, SPEAKER**

[birmingham.dentistryshow.co.uk](http://birmingham.dentistryshow.co.uk)



**We are looking forward** to building on the success of the Dentistry Show London 2021 with our Birmingham events in May 2022. Not only does the British Dental Conference and Dentistry Show Birmingham enable us to maintain momentum and keep the industry moving forward, but it also provides a chance for all members of the practice team to get up-to-date with the very latest materials, concepts and technologies on the market. The co-located DTS offers similar benefits for the laboratory team too, with lab-dedicated education and trade presence for dental technicians, orthodontic technicians, CDTs and lab owners to utilise. Whether you’re looking to get on top of current industry trends, find new solutions to upgrade your workplace or simply connect with colleagues from across the dental profession, you will have the perfect chance to do so.

Ultimately, we are all about bringing the profession together, uniting practice and lab teams in a safe and exciting environment where all can learn from and engage with the wider community after so long kept apart. Though always important, this connection with profession and trade is especially vital after the past couple of years. This has made the British Dental Conference and Dentistry Show Birmingham and DTS an even more important date in the diary for May 2022. As the largest event of its kind, this will offer an unrivalled selection of lectures, workshops and interactive sessions for all team members, with an extensive trade floor boasting hundreds of dental suppliers and manufacturers with a fascinating array of innovations, materials and technologies. Register your interest online today so you know as soon as booking officially opens!



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# NETWORKING: IT DOESN'T HAVE TO BE A CHORE

Networking is something that has become an integral aspect of many professions – dentistry has not escaped this phenomenon! There are varied opinions and feelings surrounding networking itself. It's well known that some people absolutely despise the ordeal whereas others thrive in the world of networking. The general perception is that extroverts excel and introverts feel highly uncomfortable.



## WHY DO SOME PEOPLE DISLIKE NETWORKING?

A small group of people have said that networking professionally makes them feel morally and physically dirty but what it really boils down to is that people feel inauthentic during these interactions. In a controlled experiment 306 people were asked to write about times they engaged in either social or professional networking and were then asked to complete word fragments.

Those who wrote about professional networking filled in the fragments to read words such as, "WASH", "SHOWER", and "SOAP" (words typically associated with cleanliness) twice as frequently as those who wrote about social networking. Those who wrote about the social side filled the fragments in to read more neutral words such as "WISH", "SHAKER", and "STEP".

This indicates that those whom have a negative relationship with networking are significantly affected by it emotionally/mentally.

Devora Zack, however, offers more detail into why people struggle with networking from a psychological and historical lens.<sup>1</sup> Remember Saber-Toothed Tigers? No, of course not but your brain does. Since the dawn of time man has grappled with beasts across the globe and, luckily, we have our fight-or-flight response to thank for the longevity of our survival. Zack suggests that walking into a networking event can be perceived by our brains as the same level of threat as being confronted by a Saber-Toothed Tiger when we still dwelled in caves. As well as this, catastrophic thinking is another reason why some people don't enjoy networking events. Essentially, this is over-thinking and turning what could be a small setback into a perceived disaster which causes one a lot of anxiety.

## LEARN TO LOVE NETWORKING

As some people may feel uncomfortable when it comes to networking it is not something you can hide from in the dental profession; especially if you would like to reap some of the many benefits. Networking doesn't have to be a negative experience. In fact, it can be quite positive and bring about new opportunities and advance your career, for instance. If you're hoping to enhance your networking skills there are some strategies you can put in place to aid you with this.

Focusing on learning can become a motivational focus to ensure that networking events are a pleasant way to spend your time. Most people have a dominant motivational focus and



psychologists refer to this as either a promotion or prevention mindset.<sup>2</sup> People with a promotion mindset primarily think about growth, advancement, and accomplishments when it comes to networking whereas those in the latter group view it as a task they are obliged to take part in. Essentially, the two groups of people have two different attitudes when it comes to networking events – one positive and one negative. However, you can change your perspective on networking events and try to see them as a chance for opportunity rather than an obligation.

Identifying common interests can also make networking more productive because if you align in terms of goals and interests you'll have the potential to forge meaningful working relationships. However, even if you meet someone you don't share an interest or goal with you will likely find something valuable to offer. It isn't always easy, but thinking beyond the obvious can bring about useful things to share – especially for people at the beginning of their career, because everyone has something to offer even when they think they don't. Finding a higher purpose can also affect someone's interest and effectiveness at a networking event.<sup>3</sup> If someone feels that, for instance, attending will result in helping patients or supporting their practice in some way then it will feel more meaningful. What could your purpose be?



## TIPS FOR SUCCESS

Here are some tips to remember for a successful networking event:

- 1 Be prepared:** Have a strategy and think about what you want to achieve. Do you want to raise your practice's profile or gain new contacts?
- 2 Challenge yourself:** Push yourself out of your comfort zone and try something you wouldn't usually do. Maybe attend a lecture you wouldn't ordinarily take interest in?
- 3 Be present:** Make eye contact, smile, and ensure your body language is open and friendly.
- 4 Follow through:** If you do make any new contacts ensure that you follow them up after the event - you never know where it could take you!

**Now you are ready to network with ease and positivity, why not put these incredible strategies into practice at the British Dental Conference and Dentistry Show Birmingham 2022? Here, you will be able to network with thousands of dentists, practice managers, dental hygienists and therapists, dental nurses, technicians, and laboratory owners. In summary, everyone can appreciate the challenges of networking, especially for those who are introverted. Although it can be seen as an obligatory part of one's career, networking can take you on journeys in your career that you never would have otherwise imagined.**

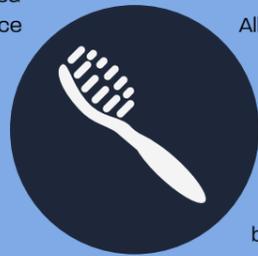
**The next British Dental Conference and Dentistry Show Birmingham will be held on Friday 13th and Saturday 14th May 2022, Birmingham NEC, co-located with DTS. For more information, visit [birmingham.dentistryshow.co.uk](http://birmingham.dentistryshow.co.uk), call 020 3957 6862 or email [dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)**

<sup>1</sup>Casciara, Tiziana, et al. "Learn to Love Networking." *Harvard Business Review*, May 2016, [hbr.org/2016/05/learn-to-love-networking](https://hbr.org/2016/05/learn-to-love-networking). Accessed 8 Oct. 2021.  
<sup>2</sup>Zack, Devora. *More Praise for Networking for People Who Hate Networking*. 2010.  
<sup>3</sup>Casciara, Tiziana, et al. "Learn to Love Networking." *Harvard Business Review*, May 2016, [hbr.org/2016/05/learn-to-love-networking](https://hbr.org/2016/05/learn-to-love-networking). Accessed 8 Oct. 2021.

# THE IMPACT OF DIGITAL AND DIRTY DATA

Much of the world we live in is digital – not just within dentistry, but in every aspect of our personal lives. Gone are the days of calling a friend on their landline, watching a video or listening to a cassette tape. Even the cars we drive, our homes and the environments we work in often rely on digital algorithms, automated technologies and online platforms. However, the unprecedented rise in the use of digital has created concerns regarding its impact on the natural world. 'Dirty data' is just one of many factors contributing to climate change.

**The rise of digital** has been driven by many factors, the most significant often being the increased efficiency and time-saving advantages afforded. In some situations, a reduced risk of human error and enhanced quality of a product or service have also transformed our way of life. Having recognised the impact that digital may be having on the planet, developers are today looking to optimise technologies while minimising their carbon footprint. This is especially relevant following the recent COP26 in Scotland, where key issues regarding the climate crisis were brought to the fore.



last time you cleared archives in your messaging services like WhatsApp or Facebook Messenger? Do you have text messages that are years old and you'll never read again?

All of these are dirty data – they are maintained on a digital device or in the cloud, even though they are obsolete. This may all seem very insignificant on an individual basis, but scale it up to the entire UK and this dirty

data accumulates rapidly. According to the Institute of Engineering and Technology<sup>1</sup>, unwanted photos alone are thought to account for up to 10.6kg of CO2 emissions every year – that's the same as more than 112,500 return flights between London and Perth, Australia! Similarly, one hour of video streaming has a carbon footprint of roughly 55g of CO2. With adults in Britain spending an average of 40 hours a week streaming video, that equates to over 113kg of CO2 annually, which would be the same as driving just under 300 miles.



## GENERAL DIGITAL IMPACT

Dirty data aside, there are general concerns about how digital technologies are adding to the problem of global warming. One source from 2019 suggested that consumption of energy by information and communication technologies was increasing by 9%<sup>ii</sup> every year. This remains controversial given the difficulty of measuring environmental impact of digital technologies and the speed with which solutions are developed, but it does highlight an interesting issue.

Of course, it's not all bad news for digital on the green front. These solutions, particularly artificial intelligence (AI) technologies, may be part of the solution to climate change as well. The Royal Society<sup>iii</sup> has already noted potential for AI to be applied to support significant societal changes, including what can be done in the quest for net zero. If utilised soon, digital could help us to upscale renewable energy production, minimise energy waste and combat the climate crisis more efficiently.

## DATA, DIGITAL AND DENTISTRY

Though there are currently no studies looking into the amount of unused and unwanted data saved within the dental world, we could safely assume it is substantial. Patient records for individuals you haven't seen in years, duplicated x-ray images saved in files, old postal addresses and other incorrect information would all contribute. Of course, some of this data – especially old patient information – will need to be kept on the system and so there is little you can do about it, but there may be some opportunities to clean up databases, empty trash folders or sort through

archives. You'll be doing your small bit for the planet and your practice software and technologies may even benefit from increased available memory.

For advice on how to safely arrange your data for maximum benefit, as well as other ideas on reducing your business carbon footprint, why not come along to the British Dental Conference and Dentistry Show Birmingham in May 2022? There will be plenty of IT experts on hand to help, in addition to 200+ speakers, 100+ hours of content, 400+ exhibitors and 10,000+ visitors.

Until then, simply being aware of the small ways you can have an effect on the planet is important. Just 10 minutes spent sorting photos on your mobile phone next time you sit down with a cup of tea would be beneficial. It's quick and easy, but it will make a difference.



**The next British Dental Conference and Dentistry Show Birmingham will be held on Friday 13th and Saturday 14th May 2022, Birmingham NEC, co-located with DTS. For more information, visit [birmingham.dentistryshow.co.uk](http://birmingham.dentistryshow.co.uk), or email [dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)**

<sup>1</sup>The Institute of Engineering and Technology. Dirty data. Media Hub. Press Release. October 2021. <https://www.theiet.org/media/press-releases/press-releases-2021/26-october-2021-dirty-data/> [November 2021]. <sup>ii</sup>The Shift Project. Learn ICT: Towards digital sobriety<sup>ii</sup>: Our new report on the environmental impact of ICT. March 2019. <https://theshiftproject.org/en/article/lean-ict-our-new-report/> [Accessed November 2022]. <sup>iii</sup>The Royal Society. Digital technology and the planet. December 2020. <https://royalsociety.org/topics-policy/projects/digital-technology-and-the-planet/> [Accessed November 2021]

# RECONNECTING WITH THE NATURAL RHYTHM OF DENTISTRY

Over the last two years everyone's lives have been disrupted, whether you suddenly had to work from home or were furloughed, the natural rhythm of everything has pretty much been in a state of chaos. Some people reported not being able to sleep while others slept too much. At the time, mainstream media reported likely causes to be anxiety and possibly lack of exercise and social interaction. However, it could also have been that people's circadian rhythms were disrupted.



## WHAT IS A CIRCADIAN RHYTHM?

Circadian rhythms are physical, behavioural, and mental changes that typically run in 24-hour cycles.<sup>1</sup> Most living organisms are affected by circadian rhythms including fruit flies, mice, plants, and fungi. Circadian rhythms are usually impacted by the changes in daylight and one that most people experience is sleeping at night and being awake during the day – a light related circadian rhythm.

## BIOLOGICAL CLOCKS

Every living thing that is affected by circadian rhythms has a biological clock that regulates the circadian cycle and they're made up of specific molecular proteins that interact with cells in the body.<sup>1</sup> As well as this, each tissue and organ contains its own biological clock that determines the circadian rhythm that it follows. There have also been similar genes found again in fruit flies, mice, plants, and fungi that show that the clocks are molecular components.

The brain has its own circadian rhythm known as the master clock which coordinates all the clocks within a living organism and keeps them in sync.

Vertebrate animals (anything with a spine: humans, dogs, cats, large mammals, and fish) have a master clock that is made up of around 20,000 neurons.<sup>1</sup> These neurons form a structure called the suprachiasmatic nucleus (SCN) which resides in the hypothalamus part of the brain and receives direct input from the



eyes. Period and Cryptochrome genes build up in the body throughout the night and lessen during the day. Studies in fruit flies suggest that these proteins influence feelings of sleepiness. These genes, however, are not the only factor that influences the aforementioned feeling; your brain's SCN also receives light cues from the environment that impacts the circadian rhythm. Overall, this is how the body regulates itself.

## ARE CIRCADIAN RHYTHMS RELATED TO HEALTH?

Research has shown that circadian rhythms can affect the health of a person.<sup>1</sup> They can influence functions in the body that relate to general health: hormone release, eating habits and digestion, and body temperature are all functions that are impacted by the body's cycles. Generally, however, it's difficult to notice when these cycles are affected and most people notice changes to their sleep patterns in this context.

Circadian rhythms can, however, become disrupted and this can impact a person's health. Factors that change someone's natural cycles include mutations or changes in particular genes that regulate biological clocks, jet lag or shift work can impact the light-dark cycle, and light from electronic devices can confuse this too. These kinds of changes to a person's circadian rhythm can cause sleep disorders and chronic health conditions such as obesity, diabetes, depression, bipolar disorder, and seasonal affective disorder (SAD).<sup>1</sup> SAD has become more widely discussed over the last decade as people in the UK seem to suffer in the darker months – the lack of light possibly affecting their circadian rhythm – with many people adopting a SAD light to try to combat symptoms of depression during the winter months.

The literature surrounding what affects circadian rhythms and how they relate to health is not extensive but research that has been carried out has linked disrupted natural cycles to conditions such as



cardiovascular disease.<sup>1</sup> As well as this, studies have identified circadian patterns linked to a broad range of cardiovascular events including angina, stent thrombosis, stroke and more. This indicates that a person's circadian rhythm is important to maintain which can be achieved by ensuring good health, hygiene, and exercise. It's no wonder the last two years have caused such internal chaos when people's daily routines, exposure to light (too much or too little), and social interactions were disrupted.

## COMBATING THE DISRUPTION

A lot of the natural rhythm of life is still somewhat unsettled and that includes how professionals network with each other. Events have started to get back up and running, albeit with extra safety measures in place and that's why the British Dental Conference and Dentistry Show Birmingham 2022 is going to

be a great way to reconnect with the community. You'll be able to get back into the natural rhythm of the profession as you network with colleagues, learn from internationally renowned speakers, and take advantage of over 250 seminars and workshop sessions available. In summary, the chaos of the last two years has disrupted the world immensely.

However, most people have managed to get back in sync on a personal level while some parts of life are still catching up.

**The next British Dental Conference and Dentistry Show Birmingham will be held on Friday 13th and Saturday 14th May 2022, Birmingham NEC, co-located with DTS.**

For more information, visit [birmingham.dentistryshow.co.uk](http://birmingham.dentistryshow.co.uk), or email [dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)

<sup>1</sup>National Institute of General Medical Sciences. "Circadian Rhythms." [www.nigms.nih.gov](http://www.nigms.nih.gov), National Institute of General Medical Sciences, 2020, [www.nigms.nih.gov/education/fact-sheets/Pages/circadian-rhythms.aspx](http://www.nigms.nih.gov/education/fact-sheets/Pages/circadian-rhythms.aspx). Accessed 25 Nov. 2021.

<sup>2</sup>Brainard, Jason, et al. "Health Implications of Disrupted Circadian Rhythms and the Potential for Daylight as Therapy." *Anesthesiology*, vol. 122, no. 5, May 2015, pp. 1170–1175, [www.ncbi.nlm.nih.gov/pmc/articles/PMC4632990/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4632990/), 10.1097/aln.0000000000000596. Accessed 26 Nov. 2021.

# SAVE THE DATES - PRACTICE TEAM

The British Dental Conference and Dentistry Show Birmingham 2022 will afford many advantages for all members of the team in attendance. It is renowned throughout the UK dental profession as the go-to event of the year for a reason – well several actually! Aside from the diverse educational programme, world-class speakers and extensive trade floor, all of which are available to delegates free of charge, it is also a fantastic platform from which to engage with colleagues and network with the wider professional community.

The two-day event has, therefore, become a staple in thousands of dental professionals' calendars.

## FIRST, WHAT'S NEW FOR 2022?

We are delighted to be working with the British Association of Private Dentistry (BAPD) and the British Society of Paediatric Dentistry (BSPD) to bring delegates the latest clinical and regulatory updates. We will also be introducing some new speakers we have not heard from before, offering unique perspectives and exciting ideas that the whole team can take away and benefit from.

We will also see many of the old favourites returning for 2022. For example, among the highlights of the programme will once again be the BDA Theatre, which offers a dynamic and comprehensive speaker line-up to deliver practical and highly valuable information for members and non-members alike. Brought together by the British Dental Association (BDA) to deliver inspiring and relevant content, the highly anticipated speakers will include:

- Len D'Cruz**
- Lochana Nanayakkara**
- Riaz Yar**
- Maevie McLernon**
- Wendy Newman**
- Deborah Gray**
- Oliver Bailey**
- Finlay Sutton**
- And several more!**

Other returning features for 2022 will be the Compliance Clinic, organised by Apolline – experts in compliance. This theatre will focus on compliance in a Covid world, offering a wealth of information and guidance to help delegates improve standards achieved throughout their businesses for greater confidence in CQC inspections and beyond. Sessions will include Pat Langley exploring the key points of compliance in the profession today, John Milne offering an update from the CQC, Nilkis Hussain covering infection control and health and safety, as well as Sarah Buxton discussing recruitment, retention and managing staff sickness. Chris Barrow will also speak on effective leadership and how this could benefit a dental business in the modern era, while Lisa Bainham will promote the importance of team motivation for efficient practice management.

Additional theatres will provide dedicated education on a wide range of topics, from clinical and specialist fields like endodontics and periodontology, to more business-focused material designed to help boost practice performance. We will also be collaborating with various esteemed professional organisations in addition to those already mentioned. The British Academy of Cosmetic Dentistry will present the BACD Aesthetic Dentistry Theatre to explore subjects relating to

cosmetic, implant and general dentistry. The British Society of Periodontology (BSP), British Association of Dental Nurses (BADN), British Society of Dental Nurses (BSDN), British Society of Dental Hygiene and Therapy (BSDHT), British Association of Dental Therapists (BADT) and Association of Dental Administrators and Managers (ADAM) will also be in attendance, supporting the programme with speakers and topics, as well as being available to members who wish to engage in-person once again.

In fact, there will be hundreds of organisations across the trade floor to connect with. An array of dental manufacturers, suppliers and training providers will be on hand to answer questions, demonstrate their latest innovations and provide on-stand learning to further enrich the delegate experience. Whether you're looking for new equipment, different software to streamline your workflow or educational opportunities to boost staff retention, this will be the place for you!

There really will be something for everyone – dentists, practice owners and managers, dental nurses, dental hygienists and therapists and treatment coordinators. They will also be plenty on offer for those focusing on private or NHS dentistry, others with an interest in periodontology, endodontics, implants or orthodontics.

**Be sure to save the dates in your diary and register your interest on the website today!**

**FRIDAY 13TH – SATURDAY 14TH MAY 2022!**



# HOUSE OF DENTAL

Inspiring an industry to improve the culture of dentistry

We are House of Dental; a family-run dental group situated in the heart of the Midlands. Our plan, as a company, is to innovate Dentistry from both an industry and patient perspective.

We currently have two dental practices in our portfolio: House of Dental in West Heath, Birmingham and House of Dental Station Road in Hinckley, Leicestershire. We are an exceptional team who, together, encourage development, growth and hold high standards of each other. We are bold and continually push boundaries with our progressive treatments and in-house training. We offer a supportive team and environment where staff are greatly valued and given the opportunity to develop, thrive and ultimately, reach their full potential.

Our passion is making sure that patients have a positive experience every time they visit their dentist. Making patients feel at home and nurturing long-term relationships is at the core of the House of Dental brand. We understand that no two patients are the same and adopt the philosophy of treating 'the individual' rather than 'the patient'.

As a specialist-referral group, using this philosophy, we accept a range of referrals from other practices and create bespoke treatment plans to provide the highest quality of care and predictable outcomes.

## Our locations



Birmingham: House of Dental  
31 Redhill Road, Birmingham  
West Midlands, B31 3JS



Hinckley: House of Dental  
34 Station Road, Hinckley  
Leicestershire, LE10 1AP

## Join the House of Dental team

We are looking to grow our team of Clinicians, Dental Nurses and Front of House staff across our Midlands practices. We are always looking to add like-minded individuals to our team and offer a supportive environment to nurture development.

For Clinicians, it's an opportunity to work in a mixed-specialist practice and treat advanced cases with the necessary support and training.

For Dental Nurses and Front of House roles, we offer a unique banding system, developed in-house, to ensure that there's always an opportunity to progress and develop in your career.

Interested in joining the team? Email us on [careers@houseofdental.co.uk](mailto:careers@houseofdental.co.uk).

"At House of Dental, we want to inspire a change in Dentistry. We want to improve patient perceptions by providing life-changing treatments by the best clinicians which make coming to our dental practices a positive and trusting experience. We can only do this by providing the best quality service for our patients all under one roof."



**Dr Karan Farmah**  
Co-founder at House of Dental

## Follow our Socials



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# BAPD SUPPORTS THE 2022 SHOW

The British Association of Private Dentistry (BAPD) has grown quickly and significantly since its first year of inception. It is becoming the go-to organisation for all individuals involved in the delivery of private dentistry, giving them a voice and fighting for a better profession for all.

Board member Bertie Napier highlights what the organisation is currently focus on: "Right now, we are dealing with day-to-day matters affecting practices to help steer them through the latest challenges presented by Covid. Many colleagues working in the private sector are

associates or DCPs, so they don't have first-hand access to the information and guidance provided by the regulators. The CQC, for example, are liaising with practice owners only, so it is up to individual principals to pass details onto their team. It is our mission to support our members

by keeping them updated and informed, sharing facts without muddying the waters with third party funding perspectives.



"The BAPD is also continuing to establish and strengthen partnerships with key organisations to protect those working in private practice and create in-roads to representation at government and regulator level. This is just one way we are helping clinicians practise the kind of dentistry they want to, ensuring the wider governance and expectations that facilitate the delivery of the highest

standard of care. Such areas are especially important for young dentists, who need an extra level of support as they navigate the early stages of their careers, particularly during such a difficult and uncertain time for the profession. It's about promoting quality dentistry and enabling clinical excellence across the board, being inclusive of the entire profession as it is today."

The BAPD will be programming and presenting the Private Dentistry theatre

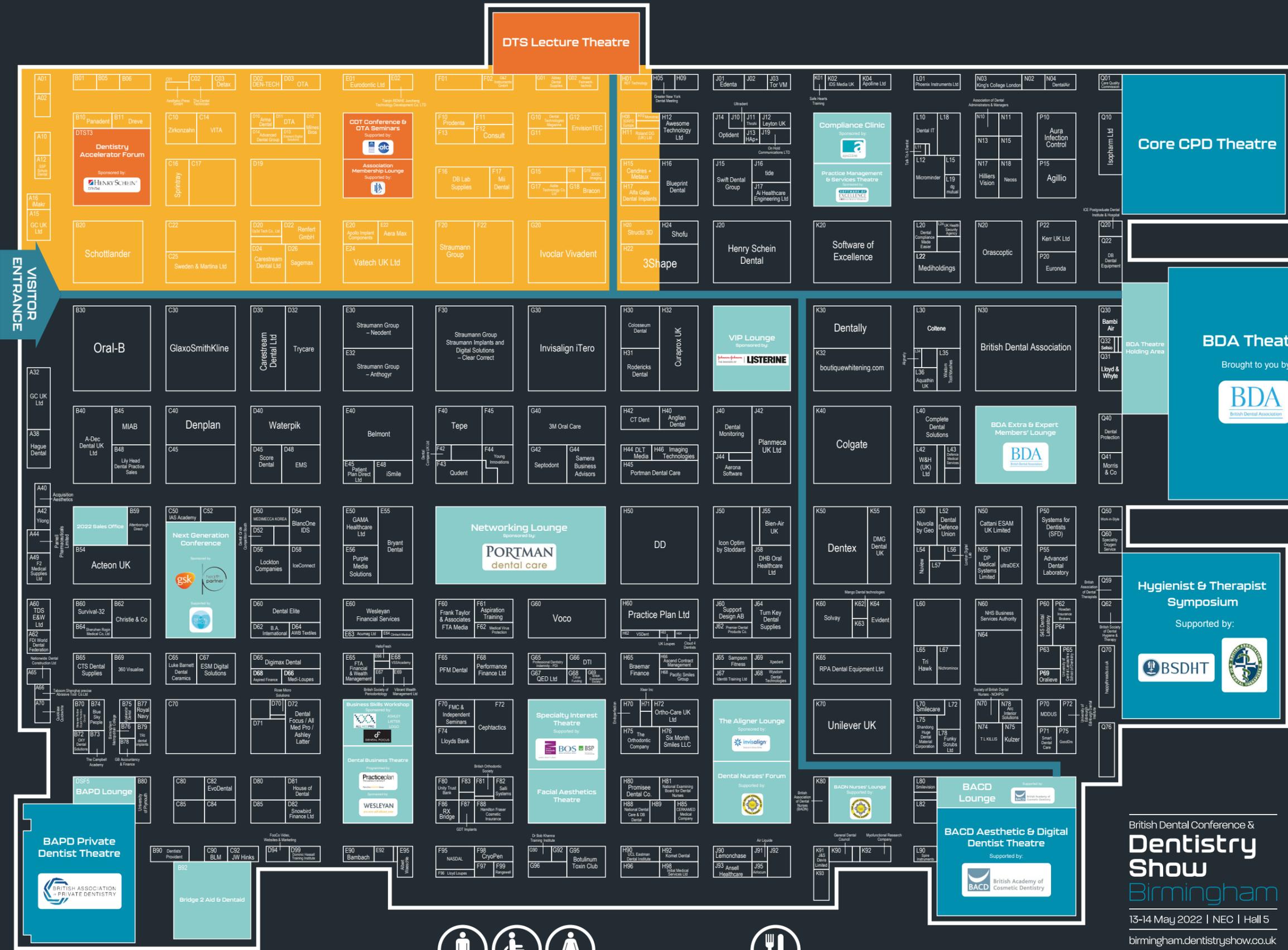
at the British Dental Conference and Dentistry Show Birmingham 2022. The Association will pull together an array of renowned speakers to share their expertise and offer guidance to help others maximise opportunities and enjoyment within the private dental arena. The goal will be to answer the big questions that individuals may have. Bertie adds: "I have worked with Alex Harden [Event Director] and her team through my association with other organisations. Their whole approach to

events makes them great to work with. They are very proactive, very supportive and always open to ideas. I also think that of all the shows at the moment, this seems to have the highest attendance – they understand what the profession is looking for. It is definitely worth going to as there is always something for everyone. It is also a great chance for us all to get together and have important conversations to build the future of our profession."

Details of the programme and speakers will be released shortly - watch this space!  
For now, we are delighted to be working with the BAPD for the British Dental Conference and Dentistry Show Birmingham 2022 and look forward to everything they will bring to the event



# BRITISH DENTAL CONFERENCE & DENTISTRY SHOW FLOORPLAN 2022



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# 2022 EXHIBITOR LIST

TITLE	STAND	TITLE	STAND	TITLE	STAND	TITLE	STAND	TITLE	STAND	TITLE	STAND
360 Visualise	B69	British Association of Dental Therapists	Q59	DMG Dental UK	K55	Invisalign iTero	G30	Pacific Smiles Group	H68	Straumann Implants and Digital Solutions	F30
3M Oral Care	G40	British Association of Private Dentistry	BAPD Lounge	Dominic Hassall Training Institute	D99	iSmile	E48	Parnell Pharmaceuticals Limited	A44	Support Design AB	J60
Acquisition Aesthetics	A40	British Dental Association	N30	DP Medical Systems Limited	N55	Isopharm Ltd	Q10	Panadent	J14	Survival-32	B60
Acteon UK	B54	British Endodontic Society	G69	Dr Bob Khanna Training Institute	G90	J&S Davis Limited	K91	Patient Plan Direct Ltd	E45	Swift Dental Group	J15
Acumag Ltd	E63	British Society of Dental Hygiene & Therapy	Q62	Edenta	J01	JW Hinks	C92	Performance Finance Ltd	F68	Systems for Dentists (SFD)	P50
A-Dec Dental UK Ltd	B40	British Society of Periodontology	E67	Element Digital Solutions	D13	Kerr UK Ltd	P22	PFM Dental	F65	T L Killis	N74
Advanced Dental Laboratory	P55	Bryant Dental	E55	EMS	D48	King's College London	N03	Phoenix Instruments Ltd	L01	Taboom Shanghai Precise Abrasive Tool Co.Ltd	A66
Aerona Software	J44	Care Quality Commission	Q01	Endoperfection	H70	Komet Dental	H92	Planmeca UK Ltd	J42	Talk to a Dentist	L11
Agillio Software	P15	Carestream Dental Ltd	D30	ESM Digital Solutions	C67	Kulzer	N75	Portman Dental Care	H45	TDS E&W Ltd	A60
Ai Healthcare Engineering Ltd.	J17	Cattani ESAM UK Limited	N50	EURONDA	P20	Lemonchase	J90	Practice Plan Ltd	H60	The Campbell Academy	B73
Air Liquide Limited	J91	Cephactics	F72	Evident	K64	Leyton UK	J12	Premier Dental Products Co.	J62	The Orthodontic Company	H75
AIRLOCUM	J95	Cerkamed Medical Company	H85	EvoDental	C82	Lily Head Dental Practice Sales	B48	Professional Dentistry Indemnity - PDI	G65	Throhi	J11
Albert Waeschle	E95	Christie & Co	B62	F2 Medical Supplies Ltd	A49	Lloyd & Whyte	Q31	Promisee Dental Co.	H80	Tide	J16
Alignerly	L34	Citrus Funding	G68	FDI World Dental Federation	A62	Lloyd Loupes	F96	Purple Media Solutions	E56	TOR VM	J03
All Med Pro	D72	Clear Correct	F30	FMC & Independent Seminars	F70	Lloyds Bank	F74	QED Ltd	G67	TRI Dental Implants	B79
Anglian Dental	H40	Clinitech Medical	E64	FooCo Video, Websites and Marketing	D94	Lockton Companies	D56	Qudent	F43	Tri Hawk	L65
Ansell Healthcare	J93	Cloud 4 Dentists	H64	Frank Taylor & Associates	F65	London Digital Lab	L56	Quicklase Quickwhite	A70	Trycare	D32
Anthogyr	E32	Colgate	K40	FTA Finance	E65	Luke Barnett Dental Ceramics	C65	Rangewell	F99	Turn Key Dental Supplies	J64
Apolline Ltd	K04	Colosseum Dental	H30	FTA Financial Wealth Management	E65	Malaysian Rubber Export Promotion Council	B70	Rodericks Dental	H31	UCL Eastman Dental Institute	H90
Aquathin UK	L36	COLTENE	L30	FT Media	E65	Mango Dental Technologies	K62	Rose Micro Solutions	D70	UK Health Security Agency	L24
Arc Interior Solutions	N78	Complete Dental Solutions	L40	FTA Mortgages	E65	MDDUS	P70	Royal Navy	B77	UK Loupes	H63
Ascend Contract Management	H66	CryoPen	F98	Funky Scrubs Ltd	L78	Medi-Loupes	D66	RPA Dental Equipment Ltd	K65	Ultradent	J10
Ashley Latter	D72	CT Dent Dental Imaging	H42	GAMA Healthcare Ltd	E50	Medical Virus Protection	F62	RxBridge	F86	UltraDEX	N57
Aspiration Training	F61	CTS Dental Supplies	B65	GB Accountancy & Finance	B78	Mediholdings	L22	S4S Dental Laboratory	P60	Unilever UK	K70
Aspired Finance	D68	Curaprox UK	H32	GC UK Ltd	A32	Medimecca Korea	D50	Safe Hearts Training	K01	Unity Trust Bank	F80
Association of Dental Administrators & Managers	N10	DB Dental Equipment	Q22	GDT Implants	F87	MIAB	B45	Salli Systems	F82	University of Central Lancashire School of Dentistry	P65
Attenborough Direct	B59	DD	H50	General Dental Council	K90	Microminder	L12	Samera Business Advisors	G44	University of Edinburgh - Edinburgh Dental Institute	P72
Aura Infection Control	P10	Defence Medical Services	L43	GlaxoSmithKline	C30	Morris & Co	Q41	Samson Fitness	J65	University of Plymouth	B80
AWB Textiles	D64	Denplan	C40	GoodDrs	P75	Myofunctional Research Company	K92	Score Dental	D45	Vibrant Wealth Management Ltd.	E69
Awesome Technology Ltd	H12	Dental Circle Competition Booth	D52	Greater New York Dental Meeting	H05	NASDAL	F95	Sedation Solutions	F83	VOCO	G60
B.A. International	D62	Dental Compare UK Ltd	F42	Hague Dental	A38	National Dental Care & DB Dental	H88	Sellsio Dental Software	Q32	VSDent	H62
Bambach	E90	Dental Compliance Made Easier	L20	Hamilton Fraser Cosmetic Insurance	F88	National Examining Board for Dental Nurses	H81	Septodont	G42	VSSAcademy	E68
Bambi Air	Q30	Dental Defence Union	L52	HAp+	J13	Nationwide Dental Construction Ltd	A65	Shandong Huge Dental Material Corporation	L75	Waterpik	D40
BDJ Jobs	N30	Dental Elite	D60	happythreads.co.uk	Q70	Neodent	E30	Shenzhen Rogin Medical Co.,Ltd	B64	W & H (UK) Ltd	L42
Belmont	E40	Dental Focus®	D72	HelloFresh	E66	Neoss	N18	SHOFU	H24	Wesleyan Bank	E60
Bien-Air UK	J55	Dental IT	L10	Henry Schein Dental	J20	NHS Business Services Authority	N60	Six Month Smiles LLC	H76	Wisdom Toothbrushes	L35
Birmingham Metropolitan College	B76	Dental Protection	Q40	Hilliers Vision	N17	Nichrominox	L67	Smart Dental Care	P71	Work-in-Style	Q50
BlancOne IDS	D54	Dental Tribune International	G66	House of Dental	D81	NOHPG	N70	Smilecare	L70	Wysdom Dental Technologies	J68
BLM	C90	DentalAir Utilities	N04	Howden Insurance Brokers	P62	Nuview	L54	SmileVision	L80	Xcelerator Dental	B75
Blue Sky People	B74	Dentally	K30	IAS Academy	C50	NUVOLA BY GEO	L50	Snowbird Finance Ltd	D82	Xlear Inc	H71
Blueprint Dental	H16	DentalMonitoring	J40	ICE Postgraduate Dental Institute & Hospital	Q20	Optident	J14	Society of British Dental Nurses	N70	Xpedent	J69
Botulinum Toxin Club	G95	Dentex	K50	IceConnect	D58	On Hold Communications LTD	J19	Software of Excellence	K20	Yilong	A42
boutiquewhiting.com	K32	Dentists' Provident	B90	ICON OPTIM by Stoddard	J50	Oral-B	B30	Solvay Dental 360	K60	Young Innovations	F44
Braemar Finance	H65	dg mutual	L19	Identiti Training Ltd	J67	Oralieve	P69	Speciality Oxygen Service	Q60		
Bridge2Aid & DentaId Escape Room	B92	DHB Oral Healthcare Ltd	J58	IDS MEDIA UK	K02	Orascopeic	N20	Spire Instruments	L90		
British Academy of Cosmetic Dentistry	BACD Lounge	Digimax Dental	D65	Imaging Technologies	H46	Ortho-Care UK Ltd	H72	Straumann Group	E30		
British Association of Dental Nurses (BADN)	K80	DLT Media	H44	Initial Medical Services Ltd	H98	OXY DENTAL SOLUTIONS	B72	Straumann Group	E32		

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- 10 March, **Manchester**
- 23 March, **York**
- 31 March, **Heathrow**
- 27 April, **Birmingham**
- 5 May, **London**

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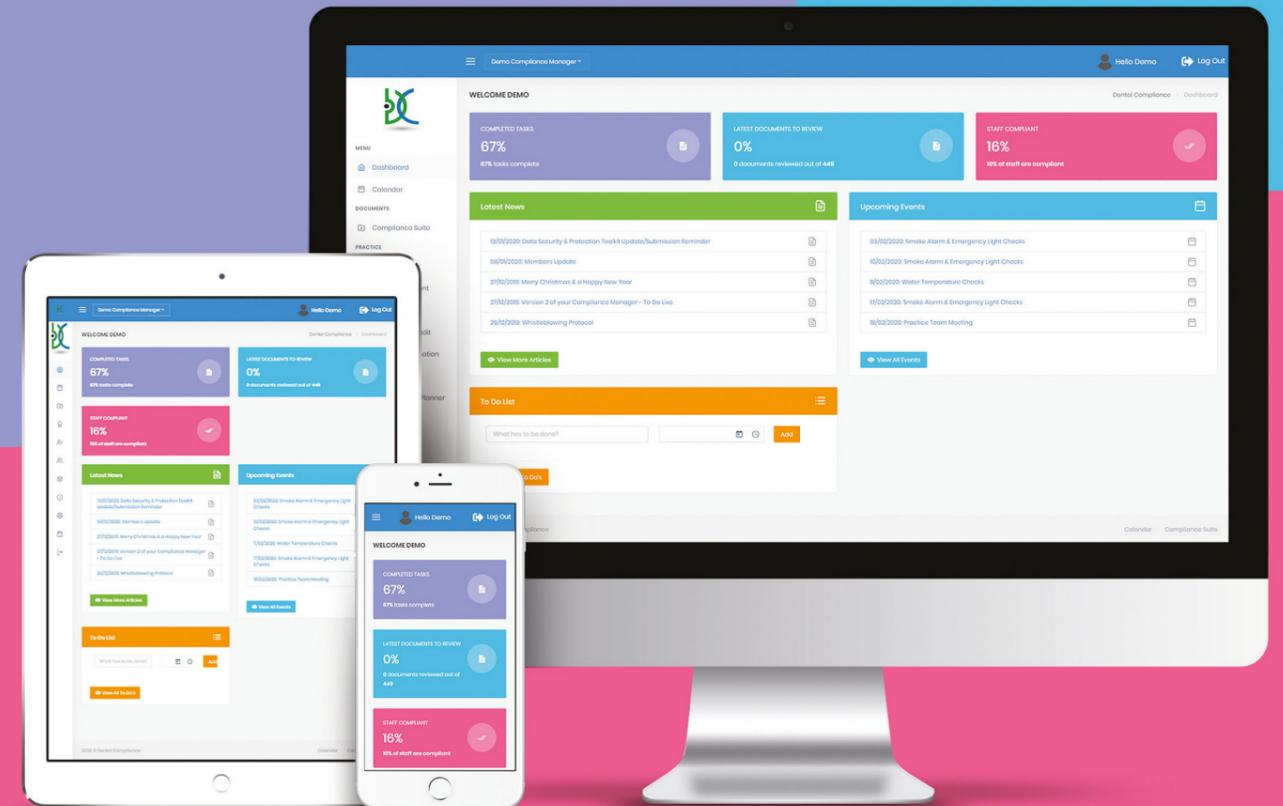
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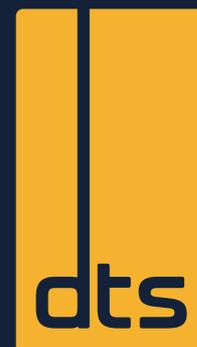
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