

DRIVING ADVANCES IN ORAL CARE

For the sixth year in a row, 3M ESPE has been ranked as the most innovative company in the worldwide dental industry, according to the 2010 *Dental Industry Review*.

With an average of 45 innovations per year, 3M ESPE has produced many ground breaking technologies, reflecting a culture of innovation which promotes the sharing of knowledge in material science and technology across the entire global diversified technology company. Coupled with sustained investment in

research and development, this has led to breakthroughs that really make a difference in delivering better healthcare, industry and consumer efficiencies.

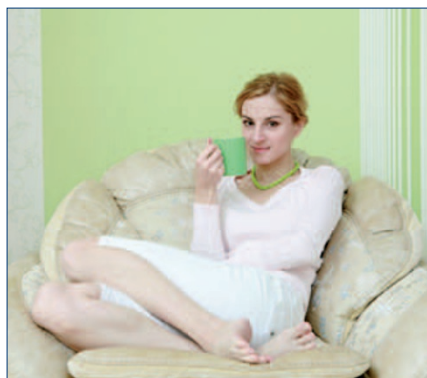
The same technology used to mix impression materials in 3M ESPE's Pentamix mixing unit is being used by auto-body repair specialists to mix fillers for car body work. Similarly, nanotechnology that improves the performance of Filtek Supreme universal restorative is helping to create the next generation of fishing rods.

Reader response number 53

PLAN A STRESS-FREE TRANSITION

Making sure you don't waste money on unnecessary additional services is common sense financial prudence and DPAS prides itself on its position as the lowest cost of the three major providers of dental plans. A per-practice fee that remains the same regardless of the number of dentists, patients, or plans, helps to minimise administrative costs and the benefits are passed on to practices. DPAS still offer all the additional support necessary to launch and run your payment plan and a partnership with them creates a highly effective strategic alliance that can really benefit your practice financially.

Dental payment plans provide a cost-effective method of offering patients a way of budgeting for dental care whilst at the same time ensuring predictability in terms of practice income. Once on-plan, practices can look forward to a stable income even during holidays or periods of natural slowdown, so when other practices are suffering



from cancellations or falling victim to the turbulence of the wider economic climate, those with payment plans continue to receive a steady monthly revenue stream.

Whether you've recently converted from NHS to private practice or already have an established private practice, DPAS can make the transition to 'practice-branded' plans smooth and stress-free, allowing you to benefit from improved cash-flow and stable revenue streams.

Reader response number 54

WELL-DRAFTED PARTNERSHIP AGREEMENTS

From drafting contracts to dealing with partnership dissolution, Goodman Legal, Lawyers for Dentists will help you create an effective, stress-free partnership agreement. Practising in partnership with other dental professionals has many advantages for dentists, however, the process also involves numerous legal issues that must be properly

considered, discussed and incorporated into a suitable agreement.

You don't have to be a cynic to acknowledge that even though we may all enter into professional partnerships with the best of intentions, unfortunately sometimes despite all our efforts things do not always pan out as we planned. Should a dispute arise, in order to avoid becoming embroiled in unpleasant legal battles or leaving your nearest and dearest in dire straits, it is essential that a

PASS THE WEBSITE ACID TEST

Dentsure Ltd has launched a new consultancy service, Valident, bringing peace of mind to practice principals responsible for publishing dental practice websites on the Internet. Registration with the GDC, CQC and the Information Commissioner's Office (ICO) brings Internet regulatory compliance responsibilities associated with all of the regulated professions including dentistry.

Statutory Instruments concerning Electronic Communications and Commerce are the source of the regulations that apply to dentistry.

Dentsure Ltd is an Internet Service Provider and the Company CEO Dr Nigel Knott is an experienced dentist who has developed the Valident product. Any dental practice website displaying the Valident Accreditation Warranty indicates to patients and dental authorities alike that the website fulfils the necessary regulatory compliance requirements.

A very large number of dental practice websites fail the acid test and a Valident Consultancy Report (VCR) can be obtained that scrutinises website content and design together with a technical analysis for Search Engine effectiveness and Internet visibility.

The VCR comes free of charge with Dentsure's brand new Practice Genie website service.

Reader response number 55

clear and up-to-date partnership agreement be drawn up. The dental mantra 'prevention is always better than a cure' is certainly applicable here.

Without a current up-to-date agreement in place, the partnership will legally fall into the category of 'partnership at will', and be subjected to outdated statutory provision which might not reflect the interests and wishes of all concerned.

Reader response number 56