

British Dental Conference and Exhibition preview

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CLINICALLY SIGNIFICANT NEW PRODUCTS

Philips will be showcasing several clinically significant new products on its stand at the British Dental Conference and Exhibition and in the event's Innovation zone.

As a result of continued research and development, Philips has made further inroads into the technology of brushing and interproximal cleaning, and the show marks the UK debut of new products which add even more depth and breadth to its already comprehensive Sonicare oral healthcare portfolio.

The event will also give Philips the chance to talk to delegates about the positive opportunities tooth whitening presents following EU regulation changes, and on its stand will be demonstrating the most recent whitening innovations which build on the Zoom legacy.

Now that it has such a broad range Philips has launched a direct sales operation which will enable dental professionals to obtain *all* their oral health and tooth whitening products directly from the company for the first time. Traditionally, dental professionals have accessed education, training and support from Philips, but the company was asked myriad times to add a sales operation to its long list of services, which it has now introduced.

More information can be obtained from stand J06, in the Innovation zone, by visiting via www.sonicare.com or by telephoning 0800 0567 222.

THE ONLY PLACE TO BE THIS APRIL

Over 100 exhibitors are due at the British Dental Conference and Exhibition 2013, which takes place at ExCeL London on 25-27 April. Features within the exhibition will include the Training *essentials* theatre, the Demonstration theatre and the Innovation zone.

In 2012 over 5,000 people attended the event, and as always, in 2013 there will be an inspiring line-up of world renowned and respected speakers. www.bda.org/conference

SAVE MONEY ON DENTAL PLAN ADMINISTRATION

Dentists who want to find out more about saving money on dental plan administration costs, while simultaneously boosting patient recruitment, should visit DPAS at this year's British Dental Conference and Exhibition.

DPAS continues to provide the lowest cost option of the three major dental plan providers, for practices with reasonable numbers of patients on plan, but low cost doesn't mean that practices must lose out on marketing support. In fact, a recent survey of practices

transferring from another provider in the last two years, revealed 100% approval ratings for DPAS in this area.

In support of the official launch of the Mouth Cancer Screening Accreditation Scheme (MCSAS), a Mouth Cancer Foundation volunteer will be on the DPAS stand to provide information on the scheme which will accredit dental practices that routinely screen for oral cancer using their '2 Minutes to Save a Life' screening protocol and meet other specific criteria. DPAS' ever popular caricaturist will also be on hand to capture a great memento of the show - with voluntary contributions being donated to the MCSAS.

For all these reasons to be cheerful and more, head over to stand H02, call 01747 870910, or visit the brand new website at www.dpas.co.uk.

THE PAYMENT PLAN PATIENTS ASK FOR

According to recent consumer research, Denplan is the third most widely recognised healthcare brand in the UK, behind only BUPA and AXA PPP, with a 50% recognition rate.

So, as the only dental payment plan provider that patients can ask for by name, Denplan has enhanced its brand identity even further to increase consumer recognition and help drive patients into Denplan practices.

And that's not all - Denplan is also re-launching its Excel Accreditation Programme to provide additional benefits to accredited dentists. As the only independently validated clinical governance

and risk assessment programme, these enhancements will mean even greater recognition and assurance for accredited dentists and their patients.

For more information about Denplan, visit stand G01 at the British Dental Conference and Exhibition, go to www.denplan.co.uk or call 0800 401402.

