

New products and focus on practice marketing and oral health

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NEW COMPARISON WEBSITE FOR DENTAL CONSUMERS

At the new website CompareMySmile.com, UK consumers can compare the cost of private and cosmetic dental treatments at dental practices through a user-friendly website, backed by a team of patient co-ordinators.

The service aims to help patients quickly gather detailed estimates based on the kind of dental work they need, while providing financial options to improve affordability.

Over a third of all dental patients spend time researching before proceeding with dental work, while 28% admit to price being a major factor in purchasing treatment, according to the Dental Health Survey 2011. CompareMySmile.com puts all of this information in one place.

CompareMySmile.com also helps dentists promote their skills and services to thousands of potential customers seeking treatments to create a consistent stream of new business. For example, the service allows its dental panel members to provide prospective estimates to patients, while promoting themselves through a customisable profile page that displays customer endorsements, photographs and qualifications.

The comparison website also provides free 90-day dental insurance cover to protect patients and dentists in the event of an accident or unplanned repair work.

Visit www.CompareMySmile.com for further information.

TOP UP YOUR CPD AT THE TAJ MAHAL

The Dental Study Tour to North India will take place from 12-24 February 2014 and will visit Delhi, a city of contrast between old and new; Agra, home to the Taj Mahal; the 'pink city' of Jaipur; the 'blue city' of Jodhpur, dominated by Mehrangarh Fort; and the 'Venice of the East', Udaipur.

The tour will be led by Dr Ashok Sethi, Programme Director for the Diploma in Implant Dentistry of the Royal College of Surgeons of England, and will encompass sightseeing; lectures on the current practices of implant dentistry and the changing needs of dental patients; a visit to a dental clinic in Delhi; an elephant ride; a Bollywood movie at a

local cinema; a rickshaw ride; a visit to a spice market; a jeep safari; an evening cruise across Lake Pichola; and an opportunity to learn of an inspirational rural education programme.

An extension to the trip is available from 24-27 February 2014, with a stay at Nahargarh Fort, a small tiger reserve with one of the country's largest Bengal Tiger populations.

The tour includes continuing professional development (CPD); the ground only cost of the tour is £1,995. For full details and a brochure visit www.jonbainestours.co.uk/itinerary.php?tour_id=27.



RECOMMEND WITH CONFIDENCE

Getting patients to heed your oral hygiene advice is not easy. One of the main reasons for this is that patients simply do not remember exactly what it was they were supposed to buy once they leave the surgery. This is particularly the case with power toothbrushes where there's a wide range of manufacturers and models to choose from. In response to dental professional feedback, Oral-B has produced patient sample packs of their power refill toothbrush heads. The packs are generic in the sense that they allow hygienists to recommend the model that they feel would most suit their patient. They will also

encourage patients to change the toothbrush head regularly as an old, splayed product will not remove plaque as effectively.

Each pack contains 30 samples. If you would like a pack contact your local Oral-B representative. If you are unsure who your representative is call 0870 242 1850.

