

# Dental news

The BDJ News section accepts items that include general news, latest research and diary events that interest our readers. Press releases or articles may be edited, and should include a colour photograph if possible.

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## YOUNG DENTAL WRITERS CELEBRATED

The presentation of the British Dental Editors Forum (BDEF)/British Dental Trade Association (BDTA) Young Dental Writer of the Year Awards 2009/2010 took place at a reception held at the British Dental Association (BDA) on 15 September.

First prize was awarded to Dr Sarah Gatley from Cardiff, for the paper *Requirements, in terms of root canal treatment, of undergraduates in the European Union: an audit of teaching practice*, which was published in the *British Dental Journal* (*Br Dent J* 2009; 207: 165-170). Dr Gatley received a certificate and a cheque for £500. The second prize of £250 was awarded to Dr Vishal Aggarwal for his paper *Unexplained toothache: an evidence-based approach to diagnosis and management*, which was published in

*Primary Dental Care* (*Prim Dent Care* 2010; 17: 29-32).

BDTA President Ed Attenborough, who presented the awards, said, 'I would like to congratulate this year's winners for their hard work and successful entries. These awards are a fantastic opportunity for young writers in the dental industry to present their skills and put forward new ideas about current and significant issues in dentistry.'

The Young Dental Writer of the Year awards were revived by the BDEF in 2009 after an offer of sponsorship from the BDTA. All UK dental editors may nominate authors who have published in a UK dental journal or newspaper between 1 July and 30 June the following year. Authors must be under 35 years of age on the day that their work is published.



Young Dental Writer of the Year Sarah Gatley with her certificate

## GDC INCREASES ANNUAL RETENTION FEE FOR DENTISTS AND DCPs

The General Dental Council (GDC) is increasing the annual retention fee (ARF) for both dentists and dental care professionals (DCPs).

The dentist ARF will go up by £11.50 a month to £576 per annum beginning 31 December 2010. Restoration to the Dentists Register will cost £696 and temporary registration during any period of 12 months will cost £576.

Beginning 31 July 2011 the DCP ARF will increase from £96 to £120 per annum, equivalent to £2 more per month. Restoration to the DCP register will cost £144; first entry of a

person's name will be a cost equivalent to £10 for every month until the renewal date of 31 July; and adding an additional DCP title will cost £12.

GDC Chair Alison Lockyer said: 'We have faced a very difficult decision over the annual retention fee for 2011. We have kept levels the same since 2008 and this combined with rising costs of regulation has left us with little room to manoeuvre as we set our budget for next year. Our new strategy has reaffirmed our commitment to protecting patients, regulating the dental team.'

Alison Lockyer also commented that the GDC's fitness to practise workload has risen by 40% and shows no sign of slowing, so more caseworks and hearings are required.

'We have restructured the GDC and cut back on staffing which is not directly linked to our regulatory function. [...] Currently the best information we have is that dentists account for at least 74% of our costs and dental care professionals 26%. That's why dentists' and dental care professionals' fees are going up by different percentages. Our commitment to protecting patients is one we believe you share.'

## GOLD MEDAL AWARDED IN BRIGHTON



Mr David Tewson (left) and Mr Ross McDowall (right)

The Faculty of Dental Surgery of The Royal College of Surgeons of Edinburgh has awarded the Gold Medal for the MOrth RCSEd examination to Ross James McDowall. The medal is awarded to the candidate scoring the highest mark in the year.

Mr McDowall was presented with his medal by Mr David Tewson, the lead examiner for the Membership in Orthodontics examination, at the British Orthodontic Conference in Brighton in September. Mr McDowall received his three-year specialty orthodontic training at Manchester University Dental Hospital and the Royal Blackburn Hospital.

## COURTESY TITLE EMBEDDED IN UK DENTISTRY

Four-fifths of dentists think it is appropriate to continue using the courtesy title 'Dr', according to a poll carried out by the British Dental Association (BDA).

The survey was carried out between late July and early September as part of a discussion hosted on the communities section of the BDA website ([www.bda.org](http://www.bda.org)) and attracted high levels of interest, being viewed more than 2,800 times. The results of the poll will be used to emphasise the profession's concerns in the BDA's formal response to the General Dental Council's (GDC's) consultation on the issue.

'It is clear from the contributions to this forum that, as long as it is made clear that the individual in question is a dentist, patients do not seem to be confused by the use of the title. The practice of referring to dentists in this way is long-established overseas and is also now firmly embedded in the UK,' said Dr Susie Sanderson, Chair of the BDA's Executive Board.

## INTEGRATED TECHNOLOGY TO BE USED AT DENTAL INSTITUTE

The Dental Institute, which is part of the Barts and the London (BLT) NHS Trust, has selected AxSys Technology as their preferred supplier to deliver Excelicare as the clinical information system for its dental hospital and school.

The new system will support the needs of clinical managers in providing patient care and management, as well as supporting the needs of clinical teachers involved in student clinical training. The project, which is being funded by a Department of Health grant, will also provide a solid basis for future dental research work, including applying for fund-based research.

The Dental Institute currently uses the Cerner Millennium Care Record Service (CRS) that records patient demographics and clinical notes. Excelicare will integrate with the Trust's CRS and allow the capture of patient dental notes and appointments as well as student activity data.

'The system will be invaluable for monitoring student learning, patient management and research,' said Professor Farida Fortune, Dean for Dentistry at Barts and The London School of Medicine and Dentistry.

The new system will take approximately 12 months to implement and will be used by more than 700 staff and students.

## MEETING SECURED TO ADDRESS CQC SHAMBLES

The British Dental Association (BDA) has secured an urgent meeting with the Care Quality Commission (CQC) to express once again its concerns about registration with the body. Dentists throughout England are finding severe practical problems in the registration process and the quality and consistency of information from the CQC.

'This is a shambolic situation which exacerbates the concerns that family dentists across Britain have expressed about the role of CQC,' said John Milne, Chair of the BDA's General Dental Practice Committee.

In its letter to the CQC requesting the meeting, the BDA said that it remains very concerned that the current regime lacks proportionality and fails to accord with the general principle of simpler regulation.

## BEWARE THE 'B' WORD WHEN PROMOTING YOUR PRACTICE

Dental practices risk litigation if they mention proprietary brands of botulinum toxin and other prescription-only medicines (POMs) in their advertisements and marketing literatures, warns the Dental Defence Union (DDU).

The DDU advises that according to *The Medicines (Advertising) Regulations 1994 No 1932*, it is a criminal offence to advertise POMs directly to the public. Dental practices need to work within the regulations to avoid action from the Committee of Advertising Practice, the

Medicines and Healthcare Regulatory Agency or the General Dental Council (GDC). While for example a particular brand name of botulinum toxin may be a household name, dental practices cannot actually refer to it in publicity material as it is a POM.

Practices also must not mention POMs on their website homepages but the names of POMs may be given on other pages which patients have chosen to access, as long as it is in the context of an overview of treatment options.

## CARDIFF IS TOP FOR STUDENT SATISFACTION

The Cardiff School of Dentistry has been ranked as the top dental school in the UK for overall student satisfaction in the latest National Student Survey (NSS).

Ninety-eight percent of students at the Cardiff School of Dentistry indicated their overall satisfaction with their experience on the course, the highest score of any UK dental school.

'We take student feedback extremely seriously, and are making considerable

efforts to act upon any issues that are highlighted,' said Professor Paul Dummer, Vice-Dean for Learning & Teaching at Cardiff School of Dentistry. 'For the past two years we have undertaken a continuous improvement programme of projects to review and enhance the effectiveness of our educational provision. It is pleasing to see that these efforts are being recognised by our students.'

## INCOME DATA CAUTION

New figures published by the NHS Information Centre in October on Northern Ireland dentists' earnings and expenses must be interpreted with caution as they are 'experimental data' based on small sample sizes and featuring double counting, the British Dental Association (BDA) has warned.

## GRAND TOUR TAKES PLACE AT DENTAL ACADEMY

The new University of Portsmouth Dental Academy marked its successful launch by opening its doors to a host of visitors and students.

Professor Nairn Wilson CBE, Dean and Head of King's College London Dental Institute (KCLDI), joined colleagues and students from Portsmouth in welcoming the first cohort of fifth year dental undergraduates from King's and meeting representatives from the local dental community.

On 15 September students attended their first seminars in the building and had their first sessions in the brand new state-of-the-art clinic. Over 80 people from local dental practices toured the new £9 million facility.

Every year around 80 student dentists will join dental hygiene therapy and nursing students from Portsmouth to train and work together in a team-based model of primary care dentistry for ten weeks each. Together they will



Professor Nairn Wilson with University of Portsmouth Dental Hygiene and Therapy students

provide high quality, prevention-based minimal intervention care to a diverse range of patients in and around the local area.

The Dental Academy will also offer

continuing professional development (CPD) training events for local dental care professionals (DCPs).

The official opening of the new facilities will take place later in the year.

# DIARY

## OCTOBER

### BACD Belfast Study Club – 10 Top Tips to Survive and Prosper in the Next 10 Years

Date: 27 October 2010  
Telephone: 020 8241 8526  
Email: suzy@bacd.com

## NOVEMBER

### 33rd annual meeting of the Society of Craniofacial Genetics

Date: 2 November 2010  
Venue: National Institute of Dental  
Craniofacial Research (NIDCR),  
Bethesda, MD, USA  
<http://craniofacialgenetics.org>

### Professional and Profitable Perio by A. Gill, R. Seymour and S. Howe

Date: 3 November 2010, 1-9pm  
Venue: The National Motorcycle Museum,  
Solihull  
Telephone: 07738 287764  
[www.positivecomm.com/events](http://www.positivecomm.com/events)

### The Journey is the Reward by A. Gilbert, S. Howe and J. Stanfield

Date: 6 November 2010, 9am-5pm  
Venue: University of Exeter  
Telephone: 07738 287764  
[www.positivecomm.com/events](http://www.positivecomm.com/events)

### The 2nd Future Trends in Implantology International Dental Conference

Date: 11-13 November 2010  
Venue: Firenze Fiera Congress & Exhibition  
Center, Florence, Italy  
[www.ftidental.com](http://www.ftidental.com)

### Diagnosis and Treatment of Breath Odours: Current Insights

Date: 15 November 2010  
Venue: Institute of Physics, London  
Email: [lisa.cornwell@iop.org](mailto:lisa.cornwell@iop.org)  
[www.iop.org/events/scientific/  
conferences/y/10/breath/](http://www.iop.org/events/scientific/conferences/y/10/breath/)

### Know How To Get Your 5 A Day – Healthcare Conference

Date: 17 November 2010  
Venue: Rhaged, Penrith  
Telephone: 01768 864466  
Email: [debs@doddaccountants.co.uk](mailto:debs@doddaccountants.co.uk)  
[www.doddaccountants.co.uk](http://www.doddaccountants.co.uk)

## CALIFORNIA ACHIEVES 58% WATER FLUORIDATION

California now has the largest total number of residents of any state in the US receiving fluoridated water, thanks to efforts led by the California Dental Association (CDA) Foundation.

Fifty-eight percent of Californians (21.5 million) receive fluoridated water, up from 27% in 2002, according to the Centers for Disease Control and Prevention ([www.cdc.gov/fluoridation/statistics/2008stats.htm](http://www.cdc.gov/fluoridation/statistics/2008stats.htm)).

Before CDA spurred efforts to expand fluoridation in the late 1990s, only 17% of California's population received the benefit of fluoridated water. Progress was achieved largely by Assembly Bill 733, CDA-sponsored legislation approved

in 1995 that required communities with 10,000 or more water connections to fluoridate when funding became available to do so.

Lindsey Robinson, DDS, chair of the CDA Foundation board of directors, said that the government's objective for fluoridation of 75% is a target CDA will work hard to achieve in the near future.

Approximately 10% of the UK population benefit from a water supply where the fluoride content has been adjusted or is naturally present at around the optimal level for dental health ([www.bfsweb.org/One%20in%20a%20million/7%20extent.pdf](http://www.bfsweb.org/One%20in%20a%20million/7%20extent.pdf)).

## REGISTRAR EARNS FELLOWSHIP TO RESEARCH HPV

Mr Andrew Schache, a Specialist Registrar at University Hospital Aintree and the University of Liverpool, has been awarded the first, joint training research fellowship by the Faculty of Dental Surgery at the Royal College of Surgeons and the Wellcome Trust to further his research into the role of the Human Papilloma Virus (HPV) in mouth and throat cancer.

Mr Schache has been given a joint research fellowship of £179,707 to conduct a two-year project investigating the best test for HPV positive cancers and improve targeted, individualised treatment. Recent international research has linked the HPV, most commonly associated with cervical cancer, to development of oral and oropharyngeal cancer.

'With incidence rates increasing in the UK it feels timely to be investigating this aggressive disease,' said Mr Schache.



## BADN FEEL FAILED BY THE GDC

The British Association of Dental Nurses (BADN) says that it is 'appalled' to hear the General Dental Council's (GDC's) decision to raise dental care professionals' (DCPs') annual retention fee (ARF) to £120 per annum from July 2011.

'The BADN [salary] survey showed that the majority of dental nurses in the UK earn £15,000 or less a year,' said BADN President Sue Bruckel JP. To expect them to pay £120 merely to have the right to practise their profession is

unreasonable and unacceptable. Dental nurses should not be penalised for the GDC's current financial difficulties.'

Sue Bruckel went on to say that the implementation of registration, for which the BADN campaigned for more than 40 years, has been mishandled by the GDC, who have 'failed to realise that dental nurses are not merely an extra 40,000 or so registrants but a completely different registrant constituency with very different needs'.