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Please send your trade news information and illustrations to Sarah Murnal at the BDJ, 64 Wimpole Street, London W1M 8AL. This issue, the Trade News focus is **computers**. Our regular 'what's new' section, for new trade products and services, appears on page 528.

## PDS pilot flying high

Aylesbury Vale Priority Dental Care was launched recently in Buckinghamshire as a Personal Dental Service (PDS) pilot and the Arthur practice management system is playing a critical role in the collection and analysis of clinical, epidemiological and logistical statistics. Five sites are involved in the pilot, representing a total of 15 surgeries.

Hitherto, the Community Dental Service and a salaried service had been running in parallel at three of the centres, with differing commitments and costs. In the past, people who saw a salaried dentist were charged for treatment, whereas the same treatment was provided free under the CDS. The aim is to create a single integrated service.

Aylesbury has the second lowest NHS registration figures in the UK and PDS was seen as an opportunity to provide emergency care for unregistered patients, those with medical disorders, children and patients in pain.

Many people who thought they were registered with a dentist had allowed their registration to lapse. Once a patient requiring emergency treatment had been seen, they would be helped to register at a practice. The Arthur software is at the heart of the project, and will be carefully evaluated over the next three years. Eventually they hope to network the computers across all five sites.

**Reader response number: 057**

## Tailored technology by DSD

Dental Systems Design, now a part of Henry Schein Technologies, announce a new clinical module for their best selling software.

Following an in depth development program, the new software allows dentists



*Above:* Staff at one of the Personal Dental Service's pilot clinics, Brookside; Mark Ackford, Helen Parkhurst, Mark Taylor, John Vlitos and Helen Falcon, director of dental services.

to tailor symbols used in clinical charting to closely replicate those already in use.

Attention to detail and ease of use is a common thread throughout the program, and according to Dental Systems Design, makes it one of the easiest packages to use on the market today.

Dental System Design will be happy to provide a free demonstration of their computer system in your practice, at a convenient time. Call Stephanie Spindler on 0117 922 5994.

**Reader response number: 058**

## Get personalised with Denplan

In the 1999 Dental Awards, Denplan was named the winner in the *Best Use of Media* category for its 'Ideas in Practice' initiative.



This is a comprehensive artwork pack, designed to help member dental practices produce personalised literature and stationary with a professional gloss, while accessing support from a national brand.

The pack includes a Macintosh based

CD-Rom with the artwork, which features the Denplan apple logo, for letterheads, compliment slips, business and appointment cards, newsletters and advertisements, amongst other print-work.

An accompanying booklet exhibits images of all the items on the CD Rom and offers help on selecting artwork, asking for quotes, and gives suggestions for promotional material.

Practices can simply take the CD to their local high street printer to produce their personalised artwork. The artwork pack will ensure consistency of brand image for Denplan across all member practices.

**Reader response number: 059**

## On line ordering

According to Procure Dental, Procure OnLine is the easy way to order your surgery needs. The free software runs on any DOS or Windows system. Accessible 24-hours a day, you can easily find the product you want, check stock availability and find out about the latest special offers, promotions and new products.

Disks are available for self-installation by one of Procure's computer engineers. Everything you need to know is only a key stroke away.

**Reader response number: 060**

## MIA goes for IT

Medical Insurance Agency (MIA) was the first dental system supplier in the UK to be awarded Microsoft Certified Solution Provider status (awarded to companies

which can demonstrate a high level of technical competence, while meeting Microsoft's stringent commercial criteria).

MIA has been involved in several PDS initiatives in the UK, where information technology is key. The increasing usage of TriDent by dentists in the UK and overseas, underlines its status as a leading provider of IT systems and services to the profession.

In March 1998, MIA won the world's largest dental software installation contract with Stockholm Lans Standing (similar to Community Dental Service), to provide Trident to 1,200 workstations.

**Reader response number: 061**

## Elements of finance from LMS

LMS suggest that leasing or hire purchase is a very common way of acquiring IT equipment since the user can easily upgrade the equipment thus avoiding the risk of obsolescence.

However, they say that when looking for finance, it is worth taking the time to check what has actually been quoted.

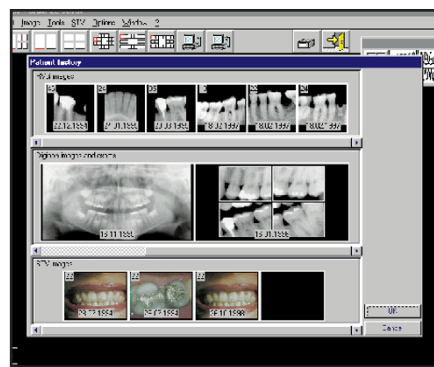
Firstly, ensure an APR% (Annual Percentage Rate) is supplied. This is the only

way to compare competitive rates. For a lease quotation this is not a statutory requirement. Most finance houses will, however, be happy to give you an equivalent APR. Secondly, get an accountant to explore the full tax benefits that can be derived from finance and leasing. Lastly, check that your business insurance covers the equipment being acquired.

LMS Professions Finance, a division of GE Capital Finance, has been servicing the financial needs of dentists for the last twenty years. Please feel free to consult LMS on 0800 614697.

**Reader response number: 062**

## The inevitable move



The move towards the use of computers

in dentistry is inevitable. The DPB is to move all NHS participating practices to processing claims via the EDI system. Other pressures come from the need to modernise the practice from a business and marketing perspective.

TriDent Plus was originally written as Windows software and was not an upgrade from a previous DOS system. It is already the choice of the British Armed Forces and a number of large corporations, as well as many small dental practices.

TriDent Plus addresses the needs of all types of practice; from NHS with high throughput and heavy administration requirements to the wholly private practice with the need for sophisticated presentation of bespoke treatment plans to the patient.

The TriDent Plus Practice Management System includes: clinical charting, periodontal charting, integration of RVG and intra-oral cameras, and appointment book. There is instant access to records, reports, statistical information, treatment analysis and other information for profitable practice management.

As regards charging, the robust electronic claims system ensures nothing is missed from patient invoices or insurance claims.

**Reader response number: 063**