

Here to support you

Initial Medical will be on hand at this year's British Dental Conference and Dentistry Show (BDCDS) to support delegates with all their waste disposal needs. Chat to our team and find out how we can help you to streamline your waste disposal, take the eco-friendly route with your documentation, and help to protect your practice with some of our exceptional infection control solutions.

As we offer bespoke, tailored solutions to your waste disposal needs, you can speak to us about your unique requirements and find out how we can help you. We also provide amalgam separators and amalgam waste collection services to help ensure your practice remains compliant and our oceans remain safe. Come find us at stand H98 – we're happy to help and look forward to seeing you there!

To find out more, get in touch at 0870 850 4045 or visit the website www.initial.co.uk/medical



More accessible than ever!

The British Academy of Cosmetic Dentistry (BACD) is delighted to announce the re-launching of its BACD Accreditation.

The newly designed programme is now more accessible to more clinicians than ever before. It has never been easier to submit images for review, plus the categories have been updated to reflect the kind of dentistry being performed in modern practices every single day. In fact, every GDP will come across the kinds of cases they need to apply for BACD Accreditation, ensuring relevance and convenience of the scheme as clinicians develop their careers.

If you're interested in finding out more, the BACD team will be at the BDCDS in May and happy to discuss how you could get involved at stand N80. For further enquiries about the British Academy of Cosmetic Dentistry visit www.bacd.com

An expert in his field

The upcoming British Dental Conference and Dentistry Show (BDCDS) 2022 would like to inform readers that professionals will have the chance to hear from Ashley Latter and discuss some of his innovative ideas. He will be presenting several sessions in the Next Generation Conference and Business Skills Workshops.

Ashley is renowned across the dental profession for his expertise in training and coaching for ethical sales and business management. One of the core areas he explores with professionals is communication in the dental practice and this is something he feels many teams could improve upon with support.

He says: 'I feel communication is lacking in many areas of dental practices today. For example, at the front desk, reception staff often have no formal training in how to deal with new enquires into the practice. Many new patients will make enquiries about potential NHS services, but these often result in the reception team saying no and more or less ending the conversation. No rapport is built, no questions asked and a potential opportunity is missed. If the reception were to engage in a conversation with these patients, at least 30% would come into the practice at a later date and a new relationship would form.'

'In addition, many dentists openly admit to me that they make assumptions about their patients on what they can or cannot afford. This means major opportunities are missed and treatment plans not discussed, because they feel that the patient is not interested. On many occasions after dentists take my two-day Ethical Sales & Communication Course, they realise their biggest opportunities are with existing patients of 10 years or more. These people mention treatment they would like to have because the dentist is now asking more meaningful questions. I have a list that could go on and on for similar opportunities missed.'

Considering whether the pandemic has impacted the level of communication needed and delivered in the dental practice, Ashley continued: 'Many things have changed since the pandemic. The big change is that patients are now more interested in ensuring they have a regular dentist and are seeing the value of their investment. They are more willing to



join a membership plan and want the security of having access to a dentist in the future. With the growth of video calling technology, many people have noticed aspects of their smiles that they are not happy with, so there has been a big demand for treatments such as orthodontics and tooth whitening. The greater influence that social media and reality TV shows have, this has further increased demand for cosmetic treatments. Patients are shopping around and you only get one chance to make a first impression. Having world-class technical and communication skills is now essential.'

Commenting on why he would encourage dentists to attend BDCDS, Ashley concludes: 'Why would you not attend? Ever since I have been in the business training industry – which is now over 30 years – I have spent at least an hour a day learning my craft, reading books, watching and attending courses. One new idea can literally change the way you think, behave and act. One new skill can change everything. You can gain access to all this; you can listen to some brilliant speakers and attend some wonderful courses all in one location, over two days. It seems like a no-brainer to me.'

The British Dental Conference and Dentistry Show will be held on Friday 13 and Saturday 14 May 2022, Birmingham NEC, co-located with DTS. For more information, visit birmingham.dentistryshow.co.uk, or email dentistry@closerstillmedia.com.