

# Dental products and services

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## Boost your career with cosmetic dentistry

New figures released by the Oral Health Foundation indicate a surge in the popularity of cosmetic dentistry, pinpointing the under 35s as having the biggest spend per annum and 53% having had cosmetic dentistry in the UK.

With practices looking to the year ahead in dentistry, could a focus on cosmetic dentistry provide the key to unlocking potential growth, due to this current and now pent up demand?

The Academy By Ash offers the ideal three-day smile makeover course for those looking to get started or increase their clinical skills in this area.

Course creator, Dr Ash Parmar, said: 'Current issues such as PPE costs and uncertainties with the NHS and so on mean that there is a great opportunity to progress and excel in private dentistry. Selecting the right course and investing for your future is essential right now. Learning new and better skills will allow you to do more comprehensive dentistry and earn more income, so any investment is actually a financial win in the long term.'

Dr Parmar will be ably assisted by Dr Manish Chitnis, who added: 'Many of us have made great use of virtual learning opportunities over the last few months, but hands-on experience is absolutely essential when updating your clinical dentistry skills. Being present during live demonstrations and taking part in hands-on sessions is very much responsible for where I am today, and I cannot imagine that would have been possible through virtual learning alone.'

In terms of ensuring post COVID-19 safety, delegates may rest assured everything will be taken care of, including delegates being in an AGP-free bubble during the live demonstrations. Using high definition video and audio camera equipment, Ash can teach as he is working on the patient simultaneously – this is truly a unique learning opportunity for dentists that want to excel in restorative

& cosmetic dentistry, with a very thorough understanding of occlusion.

For further information, visit [www.theacademybyash.co.uk](http://www.theacademybyash.co.uk) and to book simply go to <https://bit.ly/2KLgLNq> or call Aditee at Dental Concepts on 07885 428887.



## Antibody testing for your patients

Testing has barely got a mention in any of the guidance produced by recognised bodies. Why? Possibly because the UK government has had a poor record with testing to date. Swab tests for COVID-19 which are 'have you got it now?' tests are held up as the standard but are actually only between 50–70% accurate. They require laboratories and take several days to turn around results. Point of care antigen testing outside of hospitals does not seem to be an option. Good antibody tests, such as Spring Health's, can offer close to 100% accuracy and if they are highly specific, will not give you false positives. Tests like this can offer a point of care solution.

So what can these tests tell you? If a patient has had symptoms of coronavirus and has a positive antibody test using an accurate test such as Spring Health's, you can assume with some degree of comfort that they have recovered from COVID-19. It's very unlikely and likely impossible that they will pick this version of coronavirus up again and pass it on. By screening patients, we can see how much coronavirus has been passed around our dental community, and how prevalent the disease is. Screening can keep us alert to how much of a problem it continues to be within our own population of patients. Remember some parts of the country and some ethnicities seem to have been worse hit than others. Testing staff regularly and after illness is also important in their new COVID-19 workplace. As the risk level reduces, why not use these tests to stratify patients into risk categories: low risk COVID-19 antibody positive patients, requiring modified PPE (a visor, surgical mask and gloves) and COVID antibody negative patients requiring more protection.

For more information, visit [www.salubritas.co.uk](http://www.salubritas.co.uk) or email [guidance@salubritas.co.uk](mailto:guidance@salubritas.co.uk). Tests cost £18 inc VAT and come in boxes of ten.

