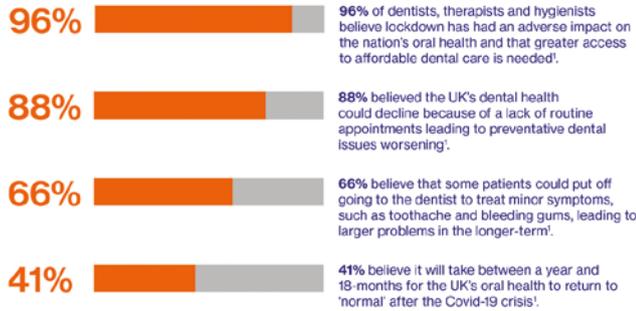


### Patient care in a post-COVID world

As a result of the national lockdown, dental professionals expressed their concerns and highlighted challenges surrounding patient care. If dentistry faces closure during a second lockdown, it is apparent that the nation's oral health could be negatively impacted well beyond the 'new normal'.

#### Stats



1. Survey of 600 mydentist practices  
2. British Orthodontic Society news release, 6th June 2020

consultations. Dr Atkins recommends that dentists consider increasing their teledentistry offering to help reduce the risk of viral transmission and compliance with social distancing measures.

Adult orthodontics has also been identified as an opportunity for growth for practices post lockdown. Over three quarters (80%) of orthodontists in a new survey saw an increase in adult patients, and over half (60%) say this is due to heightened awareness of adult orthodontics. More than 15% of orthodontists say their adult patients are influenced by celebrities and bloggers. The majority of adult patients (85%) are in the 26–55 age bracket and female (80%).

According to Dr Mark Cronshaw, President of the Pandora Group [an independent think tank], the dental profession has led the way for stringent safety measures. While protective masks, gloves and clothing have always been the gold standard for patient and doctor protection, during lockdown, this lobbying organisation created a recommended 8-step protocol for reopening safely. This included evidence-based advice about the length of fallow time, air sterilisation, aerosol generating procedures (AGPs), rubber dam, PPE (levels of) suction technologies, and patient pre-treatment checks.

The protocol aims to reduce the risks associated with AGPs down to around 0.1% risk, and cumulatively reduce the overall risk and impact on the provision of general dental practice. Additionally, while dentists have been advised that they should have a month's worth of PPE in reserve in case of a second wave, no dentists questioned reported concerns about access to PPE, underlining how the profession's forward planning measures are already in place.

Align Technology has committed \$1 million to the Align Foundation to source and supply personal protective equipment (PPE) and medical supply donations as well as making cash donations to the World Health Organisation in Europe. It is also using its 3D printing technology and manufacturing expertise to produce face shields and medical swaps to support the fight against COVID-19. In addition, the company is supporting campaigns to help dentists and dentistry through sharing best practice, cooperating with leading associations, providing practical support for organisations and developing technologies to support the profession, including introducing virtual solutions to connect doctors and patients.

Visit [www.aligntech.com](http://www.aligntech.com) for more information.

### Ten years of clinical success

Trycare Ltd is the UK distributor for Adin implants. With millions sold worldwide and over 40,000 in the UK, Adin implants deliver over ten years of clinical success and are the first choice for many implantologists worldwide.

Adin's spiral design implants are suitable for all indications and exceptional for immediate loading. Their unique thread and tip slices through bone compressing and condensing on the way, offering outstanding primary stability and optimal restorative orientation. If necessary, they can be redirected during placement with little or no reduction of stability, the dual cutting blade edge helping to minimise the osteotomy site and trauma to bone and surrounding soft tissue. This makes them ideal for thinner bone ridges.

Macroscopic grooves on the surface of Adin implant threads double the surface area of most other implants and give better bone-to-implant contact. Whilst their surface treatment has been shown to increase osseointegration. New York University research proved that Adin implants integrate as well, if not better, than Nobel, Straumann and Astra.

For further information visit the Trycare website, [www.trycare.co.uk/adin](http://www.trycare.co.uk/adin), where you can download the Trycare Surgical Essentials and Adin Catalogues. Alternatively contact your local representative or call 01274 885544.

### Centuries of expertise

Meisinger is a brand that has been pushing boundaries in dentistry since it was established in 1888. Among its top solutions on the market today is the Master-Pin-Control system, designed specifically to enable the fixation of resorbable, non-resorbable and titanium membranes on local bone.

Developed by Dr Istvan Urban, it provides a reliable and easy-to-use system that offers high-precision fixation, even in compact cortical bone. It also makes removal of pins simple and the whole kit is autoclavable for convenient infection control protocols.

The Master-Pin-Control system is currently available through J&S Davis in the UK. Discover how you could improve your implant dentistry by contacting the team today.

For more information on the industry-leading products available from J&S Davis, visit [www.js-davis.co.uk](http://www.js-davis.co.uk), call 01438 747 344 or email [jsdsales@js-davis.co.uk](mailto:jsdsales@js-davis.co.uk).

