

## Confident, competitive cover at conference

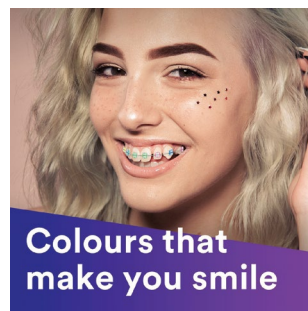
Howden is returning to the British Dental Conference & Dentistry Show (BDCDS) in May. Howden is a specialist dental indemnity provider that offers contract-backed Cover for Confidence in a wide number of scenarios – and they're Cost competitive too! That's why Howden call their approach the three Cs.

Head to stand L12 to find out how switching to Howden is easy – with a safety net of retroactive protection for added reassurance. Howden's clients get added valued with a 24/7 mental health helpline and medico-legal helpline. They will give you quality advice, guidance and a space to vent – with Howden you'll have the right people on your side when you need them most. Secure your FREE pass to BDCDS, NEC Birmingham, 12–13 May. For more information or to contact the team, visit [www.howdengroup.co.uk](http://www.howdengroup.co.uk) or call 020 3918 9127.

## Making coloured braces cool again

Oral care products provider 3M has launched an award-winning digital marketing campaign to help orthodontists attract Gen Z patients by re-creating a trend for colourful elastics used with APC Flash Free braces.

The 'Colours that make you smile' campaign is intended to provide orthodontists with pre-prepared marketing materials and information to help them reach this target audience. Materials include a downloadable social media toolkit, paid media templates, Instagram reels and other patient-focused communications including posters, advertisements, banners, video for patient waiting rooms, and pocket brochures for patients to take away from their orthodontist after an appointment.



The pre-developed digital marketing materials and social media pack allow for a cohesive and uncomplicated implementation for practitioners. 3M oral care also rolled out a trade show programme to provide in-person training sessions for orthodontists looking for demonstrations on how to use the promotional incentives.

To date, the campaign has achieved a total of 3 million online impressions, 25,000 clicks on Facebook, and 336,000 impressions on LinkedIn, and the social media toolkit for orthodontists has been downloaded over 1,000 times. The campaign team also won the prestigious 'Marketing Campaign of the Year' award at the Dentistry Industry Awards 2022, highlighting its initial success and reach.

## Comprehensive on-demand endodontics curriculum

Dentsply Sirona's new On-Demand Endodontics Curriculum is designed to build and expand clinicians' skills through self-paced, user-friendly, interactive online learning. The new endodontics continuing education (CE) courses, now available through the DS Academy, cover diagnosis and the entire endodontic therapy workflow, from fundamental to mastery topics.

The new Endodontics Curriculum provides dentists with the knowledge, skills, and inspiration they need to stay up to date with tuition-free interactive, user-friendly online CE courses. Developed in collaboration with world-renowned clinicians and instructional designers, the comprehensive curriculum showcases current endodontic techniques and procedures. Participants can start with the curriculum at the level that best suits their clinical experience and interests. It is self-paced and interactive, meaning that courses can be taken at the clinician's convenience, anytime, anywhere.

The new curriculum is focused on the entire workflow and is grouped into three learning tracks: Foundational, Procedure-Based, and Mastery. Those new to endodontics should start their learning journey with the

foundational learning track which includes four courses concentrating on an introduction to endodontics, including diagnosis. Those with more experience can jump further down the learning pathway to the intermediate, procedure-based level. The three courses of this track primarily discuss endodontic therapy and the factors influencing treatment outcomes. The mastery courses are ideal for experienced clinicians interested in further refining or expanding their existing skills. The three courses of this advanced level discuss non-surgical retreatment, the management of perforations, and the open apex.

Dentsply Sirona has been offering high-quality clinical education on their academy page for many years. This new curriculum, together with the implants curriculum launched in 2022, and the diagnosis and treatment planning curriculum also currently launching, supports a procedure- and workflow-based approach. Combined with hands-on training at one of the 55 global state-of-the-art DS Academy training and education centres, dental professionals can gain the confidence needed to expand patient care.

The new Endodontics Curriculum is now available on Dentsply Sirona's website.

## Drop by to see a demo

The Waterpik Water Flosser is a fantastic tool to help patients enhance their oral health – why not drop by at the British Dental Conference & Dentistry Show Birmingham (BDCDS) to see it in action?

Supported by over 80 studies, the Waterpik Water Flosser has been clinically proven to remove up to 99.9% of plaque and is three times as effective as string floss for patients with braces.

The team will be on-hand to showcase the product, in addition to the latest clinical research. Be sure to visit stand K36 to find out more about how the Waterpik Water Flosser can transform oral health.

For more information on Waterpik Water Flosser products visit [www.waterpik.co.uk](http://www.waterpik.co.uk). Waterpik products are available from Amazon, Costco UK, Argos, Boots, Superdrug and Tesco online and in stores across the UK and Ireland.

