

## LEARN HOW TO GROW YOUR ORTHODONTIC PRACTICE

Lucie and Aalok Shukla, directors of Click Convert Sell, have launched the first orthodontic lifecycle marketing and sales system that promises to break the boundaries of anything conventional and revolutionise the way you have been growing your orthodontic practice.

The Straight Teeth Engine Academy is a 12-week online course that shows you how to install a complete orthodontic sales and marketing system to start more braces daily. The course includes ready-to-use templates, examples and step-by-step guides and directions on how to get your team on board to help implement the system.

Developed by UK-based marketing strategist and dentist, Aalok Shukla, the system curriculum is complemented by training and worksheets and is the most complete system on the market. As opposed to other courses and training out there, the Straight Teeth Engine Academy provides participants with a complete overview of the whole system they need to successfully grow their orthodontic practice systematically.

The next course will start on 26 April and only one practice per area can enrol on a first come first served basis; to avoid disappointment visit [ppc.clickconvertsell.com/straight-teeth-engine-academy/](http://ppc.clickconvertsell.com/straight-teeth-engine-academy/) to join the waiting list.

## INCREASED FUNDING AVAILABLE FOR RESEARCH

Align Technology, Inc. has extended its funding of the Align Research Award Programme for a sixth consecutive year for universities in North America and for a fifth year for international universities. The Align Research Award Programme is an annually funded scheme designed to promote clinical and scientific dental research.

Eight one-year awards of \$25,000 each for dental research at international universities (outside the USA) is being made available. Additionally, there are five one-year awards of \$5,000 each for intraoral scanner research at universities globally. As part of each scanner research award, Align will either loan the award recipient an iTero scanner for one year or provide an additional \$10,000 credit towards the purchase of the iTero scanner. Study proposals for

intraoral scanner research are not limited to the field of orthodontics; they may address any aspect of dentistry in which scanner technology would be of value.

Eligible applicants for the dental research award component include full- and part-time faculty members involved in dental or scientific research at universities where Invisalign is available. Eligible applicants for the scanner research award component include full and part-time faculties involved in research in orthodontics or general dentistry, in countries where the iTero scanner is commercially available.

For complete information regarding the awards and the application process and documents, visit <https://learn.invisalign.com/internationalresearch>. Applications must be emailed by 1 March 2015.

## SUPERB IMAGING FOR ORTHODONTIC CASES

Digital Dental offer the complete Planmeca ProMax 3D family, which incorporates their unique Ultra Low Dose protocol offering superior 3D images for doses less than a traditional panoramic unit.

ProMax 3D units are superb

for orthodontic cases requiring localisation of unerupted or impacted teeth, detection of facial asymmetries, defining orthodontic landmarks, post-operative and follow-up images in maxillofacial surgery. [www.digitaldental.co.uk](http://www.digitaldental.co.uk)

## FOR ADVICE IN A BOOMING DENTAL PROPERTY MARKET

Average business property prices increased significantly in the dental sector in 2014 due to continued high levels of demand in relation to supply – that's according to *Business Outlook 2015*, the annual state of the markets report by specialist property adviser Christie + Co, which was launched on 15 January 2015.

Christie + Co's Director and Head of Medical Simon Hughes said that they are seeing an insatiable appetite for dental practices continuing unabated across the UK, with most instructions attracting multiple offers and in many cases businesses selling for in excess of the quoted asking price.

Christie + Co launched its brokerage service into the dental sector in late 2013 and in 2014 it saw significant momentum as awareness of its expertise in this market increased. Despite proposals to reform NHS dentistry, there appears to be little nervousness, with most operators taking a 'wait and see' approach.

However, Christie + Co believe it is likely that they will see providers of larger NHS contracts take the opportunity to sell before the changes cause uncertainty in the market, so 2015 may see an increase in dental practices available for purchase.

To discuss how Christie + Co might help you achieve your future plans contact Simon Hughes on 020 7227 0749.

## DRAMATICALLY REDUCING CHAIRSIDE TIME

Fuji Ortho LC is the first light-cured, resin-reinforced glass ionomer for bracket bonding. It enables clinicians to work faster and easier, whilst securing the full strength needed without decalcification at debonding. Fuji Ortho LC is moisture-friendly, so it bonds perfectly in a wet field. It can be used with either a non-etch or etch technique and no separate bonding agent is needed. As it is less technique-sensitive operators can dramatically reduce chairside time. Fuji Ortho LC light-cures in 20-40 seconds with instant strength and will set chemically in the absence of light. You can insert orthodontic wires during the same visit.

For further information visit [www.gcurope.com](http://www.gcurope.com) or contact GC UK Ltd on 01908 218999.

