

AROUND **THE** COUNTRY

THIS MONTH PPD HEARS ABOUT POTENTIAL PROBLEMS AS AESTHETIC TREATMENTS GET MORE POPULAR, THE BENEFITS OF SPECIALISING AND A BOOK RECOMMENDATION



WESTON-SUPER-MARE

David Houston is seeing demand for aesthetic treatments on the rise in the west of England, but feels a lack of trained support staff could be a problem

At Smile & Face at Houstons, we have noticed two significant trends over the past few months.

In respect of treatments, there has been a significant increase in the number of patients (of both sexes) seeking facial aesthetic procedures.

Interestingly, many of the approaches are from new patients, a significant number of whom are former clients of clinics in London, now seeking treatment closer to home.

Male patients now make up an increasing percentage of aesthetic patients, with their interest initially being in core treatments such as botulinum toxin and dermal fillers.

Almost all patients present with a degree of core knowledge, mostly gained from searching the web.

Encouragingly for the profession, these patients are keen to source treatments from professionally-trained clinicians who are operating from quality premises, with experienced support staff, based in permanent locations.

We've found that offering free

consultations with an actual clinician leads to a very high treatment plan acceptance rate.

The other major issue affecting practices in this area is a lack of trained dental nurses and a dearth of training places for nurses new to the profession seeking examination preparation courses.

Our practice formerly offered an annually run BADN approved evening course at our main practice site, both for our own and other local practices' trainee dental nurses. An average year previously would have attracted approximately 10 students.

Now, in response to demand, we have had to increase the course to twice a year, held at both our headquarters and branch practice locations. Each course now enrolls approximately 12 students.

It is a concern to the senior nurses who act as course tutors as to the future nurse provision for the profession, with so few places available to meet unprecedented demand.



David Houston

WOKINGHAM

Wayne Williams recommends a book which he feels has played an important role in the success of his practice

Some 10 years ago, Ed Bonner introduced me to a really brilliant little book called *Fish!* Subtitled 'A proven way to boost morale and improve results', it totally inspired me then and it's just come back into my consciousness thanks to our Patient Care Co-ordinator, Bev Cox at smile2o.

This book will help any practice on a quest to provide great patient journeys. Essentially, it teaches you four principles:

1. Take your work seriously, but have fun with it - and that means everyone; you, your team and your

- patients
2. Each member of your team has the power to choose their attitude at work
3. Presence - acknowledge each and every patient
4. Create a memory the patient will remember forever.

I've been leafing through it again and as I read the familiar words, two things struck me. First, it refreshed my memory about the above four principles, designed to help us succeed in business. And second, I realised happily that we've been (sub-consciously) applying these principles since we established our private referral practice eight years ago. This little book has been a bigger part of

our ongoing success at smile2o, than I could ever have imagined.

I regularly receive calls from dentists wanting to know what they should do to be as successful as we have been fortunate enough to be, reading *Fish!* would certainly go a long way.

This book will have a huge impact on your practice. It's great value for money too - currently just £3.66 from www.amazon.co.uk



Wayne Williams

BUCKHURST HILL

Rana Al-Falaki has found specialising in one area, in her case periodontics, very rewarding

As dentists, we all know that fear and anxiety, whether mild or severe, is real and for many people can be a barrier to seeking dental treatment. Drills, needles and numb lips all contribute to this.

I've just invested in a very new and very exciting technology to offer the patients at my specialist periodontal practice. The Waterlase MD is a YSGG laser for hard and soft tissues, which enables me to perform treatment non-surgically, where I probably would have needed surgery before. The laser energy is very effective for minimally invasive removal of both subgingival inflamed tissue and calculus deposits, to prepare the pocket and surface of the tooth for healing and new attachment.

There are huge benefits to the patient in that they experience far less pain and

discomfort than with traditional methods, and there are fewer side-effects. The healing period is also dramatically decreased.

Specialist practice is a very different world to general dentistry, but I love it. Working as a specialist periodontist allows me to home in on just one area and carry it out to a very high, precise standard.

There is so much more we are able to do in periodontics now than just scaling, including lots more cosmetic surgery (perio plastic surgery).

Helping to improve my patients' periodontal condition by ridding them of disease, and making my referring dentists' lives a lot easier keeps me enjoying things. I wouldn't mind a bit less paperwork though!



Rana Al-Falaki

If you would like to let us know what is going on in your part of the UK, we'd be delighted to hear from you. Please contact us at: comments@ppdentistry.com

