

IMAGING AT YOUR FINGERTIPS

Incorporating the latest 3D imaging technology, Sident Dental Systems' new Orthophos XG 3D delivers excellent image quality, minimum radiation dose, intuitive software and efficient clinical workflow. It enables the operator to switch between 2D panoramic and 3D imaging at the touch of a button. Optimised for day-to-day practice assignments it incorporates height adjustable field of view options for maximum efficiency. It enables clinicians to see more detail and treat patients more efficiently because it provides more diagnostic benefits and better treatment planning capabilities.

Its 3D capabilities are ideal for implant procedures enabling implantologists to generate radiographs,

carry out in-depth diagnostics, treatment plan and order surgical guides – ultimately enabling them to achieve greater diagnostic accuracy and place more implants 'in-house'.

Similarly orthodontists can use a cephalometric version to benefit from its high quality traditional 2D imaging to identify unerupted teeth and its 3D capacity to optimise treatment planning. This optional cephalometric module can be retro-fitted when desired.

CEREC users can use their CEREC design data for simultaneous prosthetic and surgical implant planning.

Whichever option is most appropriate the fully interactive Easypad touch interface facilitates perfect workflow and puts the entire spectrum of imaging programs at the user's fingertips.

Reader response number 58

JOINING FORCES TO BENEFIT DENTISTRY

Discus Dental was already a thriving and dynamic dental company which had achieved worldwide success with its Zoom chairside tooth whitening system and other innovative oral health technologies and products. However, it was recently acquired by Philips, a company devoted to encouraging greater health and well-being. Oral healthcare is a significant part of its strategy to enhance consumer wellness, and an important growth driver of its product portfolio.

The Discus professional tooth whitening business will strengthen Philips' position as a leading oral healthcare brand amongst dental professionals and consumers. Moreover, the Discus range of oral care products complements the Sonicare portfolio.

Discus Dental has been rebranded as Philips Discus Dental and has a new logo. The Philips stand at the BDTA Dental Showcase in Birmingham in October featured both Sonicare and Discus brands under one umbrella for the first time.

By joining forces the companies can offer dental professionals many benefits: even greater access to some of the UK's thought-leaders, clinical and business consultancy, mentoring and training via one to one meetings, lectures, seminars, countrywide roadshows, articles and a newly launched Transitional Support Programme website portal for newly qualified hygiene-therapists.

Reader response number 60

GUARANTEED TO BEAT INSURANCE QUOTES

As from 17 October 2011, the Post Office is guaranteeing to beat business insurance renewal quotes for dentists' surgeries.

The business insurance policy, which can be accessed from any one of over 11,800 Post Office branches, as well as by phone and online, will provide dentists with access to the wide ranging cover required in the course of their business including:

- Employers' liability insurance up to £10 million
- Client or staff trips and slips in the workplace
- Computer equipment breakdown

- Loss of gross revenue due to business interruption
- Legal expenses up to £50,000.

The guarantee is valid for all renewals within three months from the 17 October 2011, providing that the business currently has three years' no claims history. Annual premiums must be above £238.50 per annum. The Post Office quote will be valid for 60 days. The renewal quote must be on an equivalent basis to the Post Office's quote and the offer is available to new Post Office Business Insurance customers only.

Reader response number 59

FREE EDUCATIONAL LEAFLETS

Following feedback from the profession, Oral-B has developed a range of educational leaflets. The leaflets explore common questions and issues posed by patients and are not product-focused. One leaflet examines the topic of restorative dentistry, explains the importance of prosthodontic procedures and details the difference between bridges, crowns and implants. Another leaflet

explains why regular dental visits are important and illustrates what measures patients should be taking to look after their teeth and gums between appointments. There is also a leaflet on tooth whitening, which clarifies the difference between external and internal staining and the various treatment options available to whiten their teeth. This leaflet includes a section advising patients on the best way to avoid staining in the first place.

The leaflets are available for free to UK dental practices from your local Oral-B representative or, if you prefer an electronic copy, they're available to download from the Oral-B website.

Reader response number 61

