

THE WORLD UNITES TO CELEBRATE HEALTHY SMILES

On 20 March 2014 more than 100 countries and 70 national dental associations celebrated World Oral Health Day.

On the day – a memorable date in the calendar as children should have 20 deciduous teeth – practising dental professionals, students, governments, oral care companies and members of the public came together to celebrate healthy smiles, promote worldwide awareness of oral health and educate about the importance of maintaining good oral hygiene.

Amongst the highlights this year was an attempt to break a national record for the highest number of people brushing simultaneously in Malaysia, free restorative treatments for children in Rwanda, and flash mobs in Malta and Moldova.

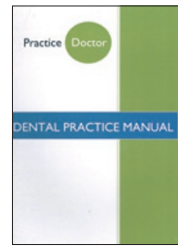
Dr Tin Chun Wong, the President of the FDI World Dental Federation, said: 'This year we are focusing on the importance of our teeth and mouth in our everyday lives. Eating, chewing, kissing: these are all everyday actions for which we need to maintain good oral health.'



This year, the FDI also marked World Oral Health Day with the publication of *The tooth thief* (pictured), an illustrated story for children which includes oral health tips. The story aims to instil good oral care habits in children from a young age. The prologue has been written by Yaya Touré, Manchester City FC player and African Football Player of the Year for the last three seasons and this year's World Oral Health Day ambassador. Yaya has also filmed an advert that is available online and which has been played on the NASDAQ screen in Times Square, New York.

Visit www.wohd.org/get-involved; to download *The tooth thief*, visit the Apple iBook Store, Amazon or www.worldoralhealth-day.com/book.

BOOK REVIEW



PRACTICE DOCTOR: DENTAL PRACTICE MANUAL

A. Ballard, G. Barnby, S. Goss (eds)

Practice Doctor Ltd

price £99.00; pp 219

www.practicedoctor.co.uk

Practice doctor is a unique practice support package containing a manual and a CD, specifically developed to help dentists and their teams to cope with the evolving complex operating environment within dental practice. This text primarily focuses on the patient, the team and practice management. *Practice doctor* has produced a practice manual for over ten years, updating it as legislation and regulations change. This latest edition has been re-written in a new format, which is deemed to be more 'user friendly'. It uses dental terminology and standards and it is anticipated that it will help establish, maintain or develop a successful dental practice.

In my opinion, this manual gives principals and practice managers the theoretical and practical knowledge needed to manage their dental practice. It is aimed at anyone who has responsibility for overseeing the administration of a dental practice and seeks to bridge the gap between where you are now and where you want to be in the future.

'Part one: patients in the practice' is subdivided into: the journey of patient care, consultation and treatment, continuing patient care. Basic topics are discussed including the importance of good customer service. It states that training in practice complaints procedure is imperative and emphasises the importance of working hard to give the patient a satisfactory outcome. Key points are summarised succinctly at the end of the chapter and sources for further information are provided. Further sections discuss communication skills, treatment planning and define the role of the practice co-ordinator. Information is clearly provided with bullet points.

In 'part two: the practice team', the necessary steps involved in recruiting a practice member are discussed. The induction process is explained in a step-by-step manner. Training and development of the practice team is reinforced with suggestions including the introduction of a staff bonus scheme.

In 'part three: practice management', some issues relevant to monitoring the cash flow of the practice are addressed. Sections are devoted to key performance indicators, stock control and dealing with self-employed associates. The final section of the manual is devoted to health and safety at work and good medical practice. Supplementary documents can be adapted and personalised for individual practice use. Appendices and audit forms are presented on a CD.

In conclusion, this manual is a useful adjunct to successful practice management.

L. DUNPHY

PHOTO STORY



Dental students from Plymouth University Peninsula Schools of Medicine and Dentistry have, as part of their studies, worked with those caring for people with dementia to develop strategies the carers can use to ensure and maintain good oral health in their charges. The project has been supported by the Alzheimer's Society.