

QUARTERLY MAGAZINE FOR DENTISTS

Practice News

DECEMBER 2018

THE STANDARD
YOU'VE BEEN LOOKING FOR



The Campbell Clinic

Hello and welcome to the latest edition of The Campbell Clinic's practice news.

In this edition, you will find an article written by our Orthodontist Andrew Flett regarding a recent orthodontic case which took place at the clinic.

In October, I took a trip to China, in this newsletter find out why and what I got up to.

Here at The Campbell Clinic, throughout the year we want to hold activities and events for Dental Practitioners from across the East Midlands to come together, get to know one and other and socialise outside of the 'dental world'. We find these events are a great opportunity to get to know our colleagues and gather connections where necessary, all whilst having fun! We will be telling you about some recent events that have taken place.

The Campbell Academy is running throughout 2019 and already our courses are getting booked up. We bring you some information about the Academy and what we have to offer in the coming year.

We have teamed up with the founder of Mark Topley The CSR Coach. Mark is a long-standing friend of The Campbell Clinic and shares with us a unique interest in corporate social responsibility. His involvement in the team will develop our involvement and in this newsletter, we will be telling you how.

As our referring General Dental Practitioners, we want to ensure we're doing as much for you as possible, and within the clinic we have a strategic team that strives to achieve this. We have members of the team specifically tasked to keep you informed with your patient's treatment and ensure that their experience with us is to a high standard. We want to share with you this team and how their day to day tasks play a huge role in the benefit of your referred patients that as always, we are extremely grateful for.

Thank you for taking the time to read this, we hope you have a very merry Christmas and happy new year.

Best wishes

Colin



Multidisciplinary Treatment (MDT) at the Campbell Clinic

This article presents a case that was recently completed at the practice. It highlights the multidisciplinary treatments available at the Campbell Clinic.

Zoe attended the practice in 2017 at almost 16 years of age; she was unhappy about the spacing around her upper front teeth and was seeking a long-term solution for this.

Zoe presented with class I incisors on a class I skeletal base complicated by microdontia of the maxillary central and lateral incisors. As is common in cases of this nature, the microdontia was associated with hypodontia of the LR5 and LL5. However, both the lower right E and lower left E were retained, firm and had no decay in their surfaces.

After viewing the OPG a decision was made to maintain the E's for as long as possible.

We began orthodontic treatment in February 2017 with the following treatment objectives:



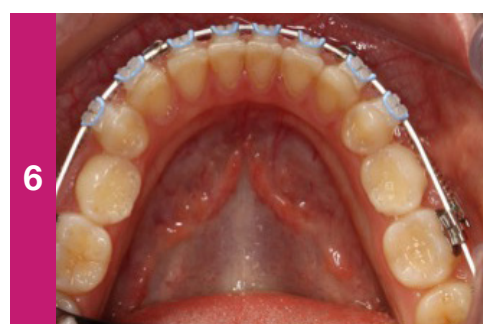
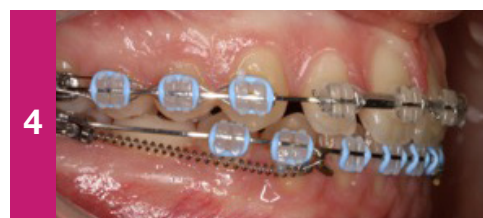
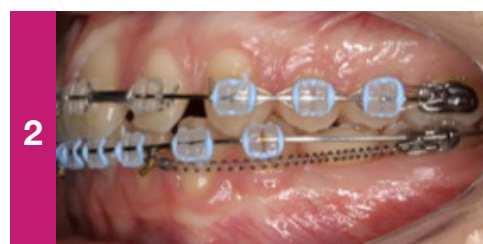
- To redistribute the spacing in the upper arch to allow for composite build ups of the upper incisors (both left and right laterals and centrals)
- To reduce the patients increased overbite
- To maintain the lower E's for as long as possible.

At the consent stage, we also had a discussion regarding implant or bridge placement should the lower E's fail during treatment.

Zoe was bonded up with upper and lower aesthetic ceramic brackets. Once the spaces were idealised, her records were sent to Neil Poyser, our Restorative Dentist, for a pre-de bond check, before removal of the brace.

As with all multidisciplinary (MDT) cases, the success of the case depends on excellent communication between the clinicians that are treating the patient, in this case they were Andrew Flett, Orthodontic Consultant, and Neil Poyser.

With agreement from Neil, Zoe was debonded in April 2018.



Her active treatment was completed in a little over 12 months.

At debond Zoe had some soft tissue inflammation and enlargement of the interdental papillae. She was given oral hygiene instruction and time was allowed for the soft tissues and papillae to settle before proceeding with the composite build-ups.

The teeth were restored at 6 weeks post-debond utilising the GC Gaenial multi-layered composite resin system. Restorations were placed to the mesial surfaces of the upper canines, and the distal surfaces of the lateral and central incisors. She was instructed on how to clean the restorations interproximally. Zoe was pleased with the aesthetic outcome.

The build ups were completed in August 2018 and Zoe is now being retained with an upper bonded retainer and an upper essix retainer which is to be worn every night for the next year, as well as continuing to wear her lower essix retainer at night time.

As with all patients with an initial mid-line diastema there is some evidence in the literature to suggest a high rate of relapse in spaced cases. Therefore, Zoe decided that a 'belts and braces' approach to retention would give her the best chance of a long term stable result.

This case highlights the MDT nature of orthodontics available at the practice. Closing the space would have been the incorrect solution in this case as this would have resulted in poor aesthetics, a reduced overjet and overbite and likely class III incisors. This would not have been stable in the long term.



Zoe is very happy with the result, she kindly agreed to leave us a testimonial regarding her treatment with us at The Campbell Clinic.

"We were recommended to The Campbell Clinic by another private Orthodontist. We needed somewhere that did both orthodontics and dental filling work."

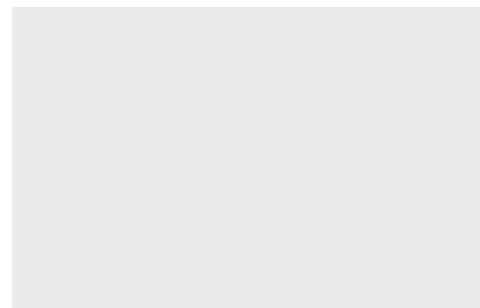
We found the clinic to be very professional and well organised. We received a detailed treatment plan and price breakdown, including options for the treatment."

We are really pleased with the result. The gap in my teeth has completely disappeared and my teeth are all aligned."

Andrew was very friendly and made us feel at ease. All the staff were welcoming and answered any questions."

We would definitely recommend The Campbell Clinic."

We visited other places before this who were all unable to do the treatment. We are very pleased we found this place."



The Campbell Clinic *Social Events*



Throughout the year The Campbell Clinic host a number of events for our General Dental Practitioners.

We find these events very successful and a great opportunity for colleagues to come together, get to know one and other and socialise outside of the 'dental world'. They're a great opportunity to get to know our colleagues and gather connections where necessary, all whilst having fun!

We started the year off by taking a hand full of Dentists to see Michael McIntyre at the Motorpoint Arena.

We have done something similar before, taking dentists to the Arena to see Micky Flanagan, and after such great feedback we decided to do it again.

We went for food beforehand at Annie's Burger Shack where we discussed a range of topics, both dental related and not. It's a great chance to get to know the clinician behind the name and understand one and others relations, their specialised treatment and how colleagues can help other colleagues in future circumstances. We then headed over to the Motorpoint Arena where we hired a private suite to

watch the comedy show in comfort with drinks and nibbles.

It was a great night with plenty of laughs, we will definitely be doing it again.

We decided to run something slightly different where dentists and their teams could get involved.

After a relatively recent Campbell Clinic team day where we visited 'Escapologic', we decided to invite Dentists and their teams to the same venue as a team building exercise. These Escape Rooms are based in Nottingham and are great fun. Each room is given a different scenario where your team needs to escape, but of course it's not that easy. You're given tasks and clues within the hour slot you're in there for to find your way out.

Once all teams had completed the task we headed to Mem Saab for some food and drinks.

The discussion was mainly focused on the Escape Rooms that we had just completed (well, some teams had completed) what we all got up to, the basis of each scenario and the hilarious activities we got up to in each room.



November welcomed the fourth annual Campbell Clinic Charity Ball.

This year's theme was Ultimate Pop Legends where people dressed up as their favourite pop stars, bands and alter egos.



The evening was a great success raising £10,000 for charity. Both Dentists and dental suppliers attended the ball along with friends and family of The Campbell Clinic.

The evening, as well as an amazing cause, brings the profession together to do

something amazing and have a great time. We will be hosting another Charity Ball next, but the question is, what will next year's theme be?

Carrying on the activities and bringing some festivities into the mix, we decided to take some dentists and their families to the pantomime at The Playhouse theatre in Nottingham.

Again, this was a great evening with food, drinks and laughter. A great way to close the activities for 2018.

All these activities are a chance for the profession to come together socially but also a chance for the Campbell Clinic to say thank you for the support from the referring clinicians across the East Midlands.

These activities will carry on into 2019, we will continue to appreciate your support and we will ensure we build on the connection between ourselves and our referring clinicians.

As well as social activities, we also want to utilise our educating facilities and



help clinicians to develop and learn. For our referring practitioners, on certain Campbell Academy courses, we will run ballots for clinicians to come along and

join the delegates on courses such as, Jason Smithson's Composite Course and the Campbell Academy's Restorative Course.

Keep your eye out for when these ballots are released, the courses are a massive opportunity and something us at the clinic want to use as a gesture to thank our referring practitioners for their continuous support.

Campbell Travels to China

A year ago, I was asked if I was interested in travelling to China to lecture for Geistlich, the Bio materials company whose products I have used since 1998.

I use Geistlich Bio material products (Bio Gide and Bio Oss) for bone grafting procedures and implant dentistry, in particular sinus grafts and anterior implant placements.

For 20 years I've used contour augmentation during 90-95% of my upper anterior implant placements to provide stability over the long-term. In the practice, we have now measured this for five years with a prospective study and are due to publish the results soon.

Our second prospective study in this subject using digital technologies is already under way and four cases in.

I've worked with Geistlich educationally in the UK for years, but last year came the opportunity to begin a discussion on a trip to China to lecture at a conference on Anterior Implant Placements and Contour Augmentation.

To say I was interested was an understatement, but there was much negotiation to be done, both at home and at work to see whether it would be feasible.

In the end, we decided to plan a trip

which involved speaking in three different cities, but travelling to five different cities in five days (7 different cities if you include Birmingham and Dubai on the way in and back).

In October, I set off from Birmingham Airport on my Chinese odyssey.

I arrived in Shanghai late at night after travelling Business and First class on Emirates (that was amazing) and then was taken round central Shanghai by the Geistlich team. I then flew to Wuhan, which is a city two-hours to the west of Shanghai by plane. It has 10,000,000 people; it's massive, if unheard in the UK.

I provided my 3-hour lecture in the morning of the following day after eating cows stomach and goose intestines for my tea the previous night!



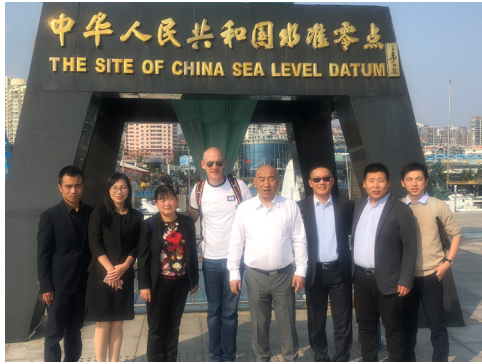
This was a whirlwind tour. I had lunch with the Professors at the dental school and was whisked away to the airport to fly to the city Hangzhou, south of Shanghai where I would speak the following day.



To give you some idea of the scale of the Chinese market place, the dental school in Hangzhou places 10,000 dental implants per year, which is almost certainly more than what is placed in Nottingham, Leicester and Derby combined.

The lecture in Hangzhou went very well and I was then taken round a UNESCO World Heritage site called 'Westlake' that day.

It was back on a plane again to fly to Qingdao which was the site of the 2008 Olympics sailing venue, where I gave a lecture at a conference centre on the same subject.



That was the end of the lecture trip, from there I flew to Beijing where I was able to see the Great Wall and the Forbidden City before being back on a plane again to Birmingham via Dubai.

This was the most extraordinary experience, to be able to present our research, service evaluations and our clinical experience to a massive audience around an amazing country, which technologically is way advanced compared to us in many areas and aspects.

I really felt it was an indication of how we have stuck to our guns as a team at the practice, providing treatments that are proven to last a long time and look good, function well and not just be a 'flash in the pan'.



There were some healthy debates in China around immediate versus type 2 implant placement but it was difficult to argue with what we were presenting, because the evidence in the opposite direction is really so limited overall.

I need to give a huge thank you to Geistlich for facilitating such a fantastic trip and a lovely opportunity going forwards, to see more of the market and more of the world trying to spread the message of ethical and honest implant placements and treatment far and wide.



What's going on in 2019?!

2018 has been the busiest year yet for The Campbell Academy following the introduction of some new, innovative and exciting courses. This included the first edition of The Year Two Implant Course and events with both Jason Smithson and Rob Oretti who will both return in 2019 - more on that later!



2019 is shaping up to be even bigger and we hope that within our ever-expanding programme of courses there will be something of interest to either yourself or another member of your team.

The first step on our 3-5 year implant pathway is our Year Implant Course which continues to evolve and develop as the years go by. 2019 will welcome the fourth cohort of delegates to the growing tribe we are building at The Campbell Academy

and we do currently have a couple of places still available.



Following on from this, our Year Two Implant Course is the natural progression to the Year One course and provides the opportunity for the more experienced clinician to tackle more advanced and complex treatments. The course can be spread across two years and is delivered in a flexible format allowing you to map out your preferred implant pathway.

Our final modular course is The Business Course which we run in association with Straumann. Delivered across 6 modules you will attend alongside either your Practice Manager or another member of your team. There are modules discussing HR, strategy, finance, marketing and leadership and you will complete with your team course projects which will allow you to take away a detailed action plan to move your business forwards in the years to come.

Our CBCT, Sinus Grafting, Full Arch, Restorative and Aesthetic Live Skills courses will all once again be held once during the year. Moreover, Jason Smithson will return twice firstly with his Advanced Composite Course which will again take place in June. In addition, he will be providing a brand new ceramic prep course 'VERTICAL' which will run in October. Jason's courses always fill quickly so please get in touch if you would like more information on either of these events.

Following his successful one day master class in 2018 Rob Oretti will be delivering a two-day Live Skills course titled Challenges in the Aesthetic Zone. This is already very nearly fully booked up!



Our programme of courses continues to grow year by year as we continue to provide the very best pathway we can for clinicians who want to reach a situation where they are placing and restoring fifty or more implants per year.

Hopefully we will see you in 2019!

Who we work with:



Mark Topley

The CSR Coach



In April 2018, we decided to join Mark Topley in his pathway to developing Corporate Social Responsibility in the work place.

Mark Topley is a **CSR coach** and a long-standing friend of The Campbell Clinic. He has a wide experience designing, implementing and developing CSR programmes and partnering with companies from one-man consultancy businesses to global corporates and everything in between.

Over the past 23 years, he has worked with charities and businesses on four continents. We have previously worked

with Mark when he was working for Bridge2Aid, a charity we at The Campbell Clinic are passionate in supporting. Mark began his career as a teacher, before moving into community project management, charity start up, and the music industry. A chance encounter involving a curry saw him enter the Oral Health world and start work with Dentaaid and then Bridge2Aid in 2003.

Mark was deeply challenged by the pain and suffering he witnessed first-hand affecting millions of people caused by untreated dental disease across East Africa. His response took him and his wife Jo to Tanzania in 2006 to work alongside the Founders of Bridge2Aid, Ian and Andie Wilson.

Over 10 years, whilst living in Tanzania, **Bridge2Aid** grew to become the UK's foremost dental charity, now run in Tanzania by Tanzanians, respected and recognised at the highest levels of Government, with an impact on millions of East Africans.

In 2017 Mark made the decision to take his experience and passion into a new role, inspiring businesses to maximise the benefits to be gained from CSR, and work productively and meaningfully with charities.

Hearing this The Campbell Clinic wanted to get on board and introduced Mark and his new project into our business maximising our charity and good causes involvement and creating what it is today. Our (newly named) Social Responsibility Legacy is an ongoing project and with Mark's help we will develop this into something extraordinary.

We continue to support Bridge2Aid, however, have taken on three local charities in Nottingham as well which are We R Here, The Children's Bereavement Centre and Framework, which we will support throughout the year with donations, support and fundraising activities.

Mark is a great influencer in this profession, and if it's something you're interested in getting involved in, The Campbell Clinic will be the first to recommend his services.



Research at The Campbell Clinic

It seems I start many of the blogs of late with a description of where I am at the time that the story starts, I don't quite know why it became like that but let's keep with that theme for the next one.

So, I'm sitting on the second to bottom stair inside my house putting my trainers on and getting ready to take the dog for a walk.

It's about 9pm on a Friday night at the end of a really busy week (aren't they all?)

I finished football training with the boys at 7:45 and have only managed to have something to eat and put my son to bed before it's time to take the dog for a walk and hopefully chill out and listen to a book for 15 – 20 minutes.

Grace is upstairs, doing homework I think and Rosie is in her favourite Friday night position on the settee in front of the TV with a blanket on.

I am tying up my On-Running trainers. They're really cool, at least to me, and I was the first person I knew that had them. They're for triathletes (or former triathletes) and my jeans are folded up at the bottom like Simon's because I thought that was cool too, although it probably isn't.

I finished tying them up and my coat cupboard is immediately to my right and in a hurry, as I usually am, I turned towards it to try and get to the door still sat on the seat.

The next thing, I realise I have smacked my head pretty hard against the corner of the wall and it's a pretty sharp corner and I have no hair. As a reflex action I stand straight up, walk a couple of steps forward and then I'm on my hands and knees on the cream rug just by my front door.

Rosie must have heard a noise and shouts "are you ok?" but there's claret running through my fingers onto the cream rug.

This is the second time I've done this this year, the first in the practice as I poked my head under the stairs to say "hi" to a patient and lifted it too hard and split the crown of my head. This one's worse though, it's about 2 inches long. I know, from experience of Maxfax, that scalp wounds bleed like sh**.

So, it's time for someone from healthcare to step forward and that someone is Rosie.

Rosie is my 14-year old daughter, middle child, second child with an older sister of 16 and a younger brother of 10.

Rosie wears her heart on her sleeve, has a big mouth and likes attention (no idea where she gets those traits from!!!)

She runs to me and tries to comfort me and then I tell her to get me something to put over the wound. Instinctively she goes to the kitchen and wets some kitchen roll and brings it back. She then brings me a dish towel because it's bleeding a lot more than she thought.

Then she's upstairs for the medicine box

for the dressing and shouting at her 16-year old sister to tell her what to do.

She assumes the role of leadership in the crisis that is my split head. Grace comes down, her 16-year old sister, she is not healthcare.

She's clumsy and finds it difficult, she's a little bit frightened and she tries to reassure me but it washes over me.

Rosie is completely different. She looks me straight in the face, asks me if there's anything I need and tells me it's going to be ok.

In the end, it's just a bang on the head but it must have had some significance because when Alison came home even she was a little bit worried about it and she spent some time dressing it with strips and a dressing like only a proper nurse could do.

But afterwards you're left with a taste in your mouth of realising that whatever path that Rosie takes it should be to help people. Somewhere along the line in genetics or development or environment

or all three, she is healthcare through and through.

How do we test that? How do we select that? Because you can be damn sure we can't bottle it and sell it.

Alison is the same, and me and Rosie and not Grace (I'm not sure about Callum yet but I think he is) I know plenty of people who work in healthcare who are not.

If I've never told you about the Italian dentist who looked after Callum when he cracked his teeth then come to one of my lectures and I'll no doubt talk about it. He was healthcare. He was the healthcare that I would like to be.

Last Friday Rosie was the healthcare that I would like to be too.

Blog Post Number: 1813

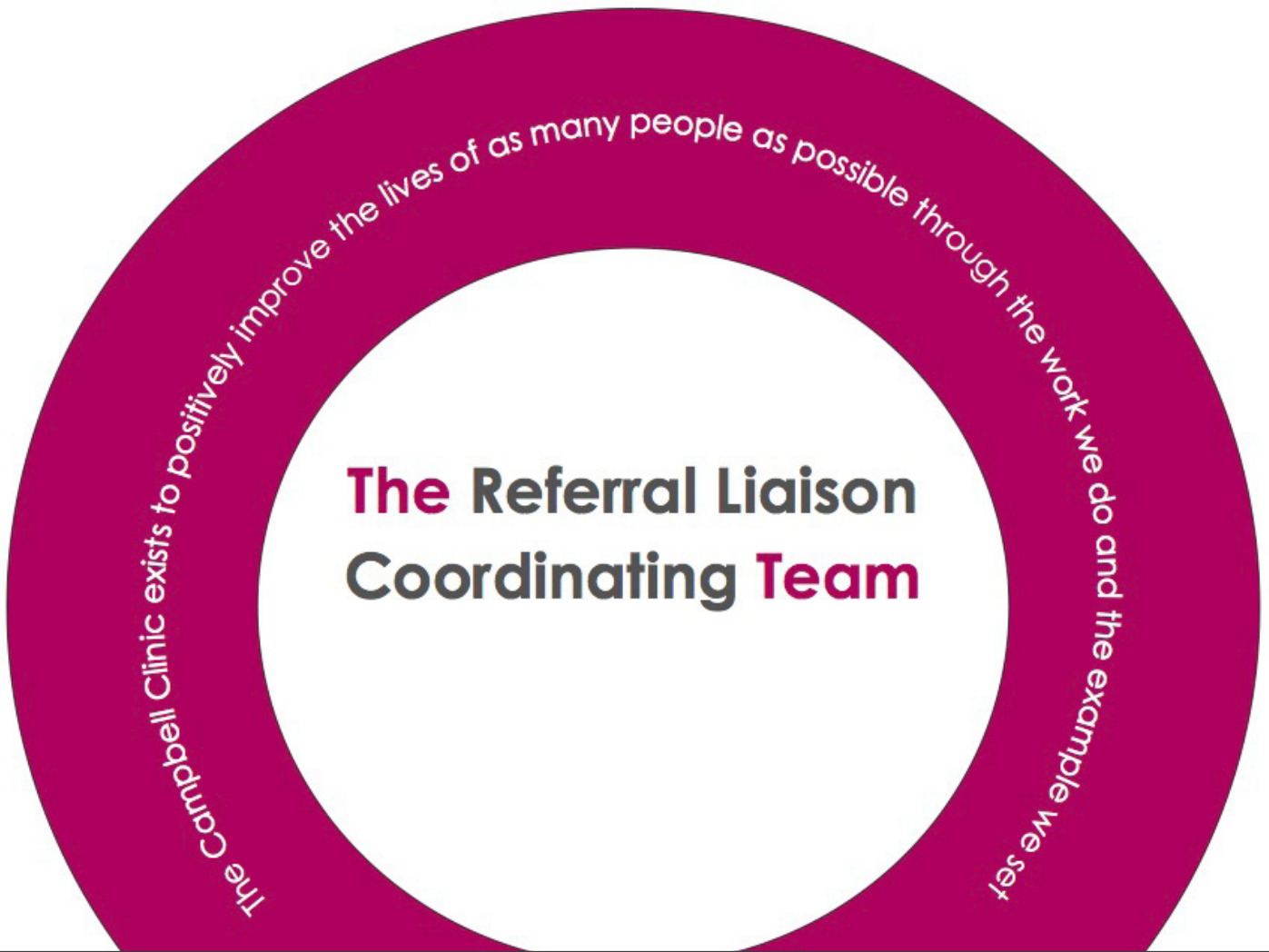
Colin writes a regular blog which is published on his website:

www.campbellacademy.co.uk

An example of one of the recent blogs is listed below, just to give you an insight into what goes on inside his crazy head.

If you are interested in receiving the blog either email, RSS feed or through Facebook, just contact Colin at: **colin@campbell-clinic.co.uk** and we will sign you up.

Why not have a look and why not comment it is great for discussions overall.



Our Referral Liaison Coordinating Team

For the benefit of our patients and referring General Dental Practitioners

Here at The Campbell Clinic we strive to continuously improve, whether this be educational, new skills or in-house experiences. We think we can improve a patient's experience within the practice by developing innovating and new tasks and job roles. A patient's experience at The Campbell Clinic starts with their referral, and their referral starts from you.



Therefore, we have developed a new role within the clinic to benefit both our patients and our referring dental practitioners.

We believe in treating others like a member of our family, this includes staff, suppliers and of course our patients, and so you can rest assured that we strive above and beyond to care for all our patients.

We're more than an implant clinic, we provide a range of treatments in house. We have specialists in endodontics, orthodontics, periodontics and restorative dentistry at The Campbell Clinic with a combined experience of 70 years. We also have our own Clinical Dental Technician on site with a full running digital laboratory.

With so many branches to our tree we think it's important to inform our referring practitioners, if they choose to be contacted, about their patients and where they're up to with their treatment as well as their chosen treatment option and the clinician who will be involved.

As a clinic with a multidisciplinary team it's easy for more than one clinician to be involved in a patient's treatment, we

do this to try and give a patient the best possible experience with the best possible qualified and experienced team. We like to keep in contact, not only to thank you all on your continuous support but also to inform you on the patients you send, the treatment they receive and their experience at the clinic.



The new Referral Liaison Coordinating team will ask our referring practitioners to sign up to this as we're aware not everyone would be interested, for those who do however will gain many benefits in doing so.

Signing up to this means you have an allocated point of contact. You can contact the Referral Liaison Coordinating team throughout a patient's treatment to discuss any relevant issues if necessary. The Referral Liaison Coordinating team will have access to patient's

details, notes, treatment details and correspondence so further information for our referring dental practitioners will be easily accessible.

Referring dental practitioners will find out information regarding upcoming courses at the Clinic and the Academy as well as new information occurring at the Clinic, updates on employers, treatments available and equipment.

If you're interested in signing up to be involved with our Referring Liaison Coordinating team please let us know when referring your next patient or contact the team at rlc@campbell-clinic.co.uk

We hope to hear from you soon.



WHAT IF YOUR CHILD had toothache and no hope of help ●

Its effects are **not mild** or inconsequential, they are **agonising, debilitating** and **inescapable**.



70%

of the world
has **no access**
to a dentist
but

£5 will give access to **emergency treatment**
for the **whole family** in East Africa



Visit www.bridge2aid.org/whatif to find out how you can help

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