

Q U A R T E R L Y M A G A Z I N E F O R D E N T I S T S

Practice News

DECEMBER 2017

THE STANDARD
YOU'VE BEEN LOOKING FOR



The Campbell Clinic

Hello,

How has December come around again?

I hope you all have an amazing Christmas and a lovely New Year. This year is the second year I will be taking a six-week sabbatical to spend quality time with friends and family and overall a general cool down from the amazing year that 2017 has been.

The clinic is open throughout **Christmas and New Year closing at 4:30pm on Friday 22nd** and returning at **9am on Wednesday 27th** and of course back to work on **Tuesday 2nd January** to kick start 2018!

We hope 2017 has been one to remember and from us we can't thank you enough for your amazing referrals throughout 2017.

Thank you for taking the time to read this, we hope you enjoy it and look forward to seeing you all soon.

Best wishes

Colin



A New Kind of Peer Review

In 1997 when I started Vocational Training after three years working in the hospital service I began to feel some what isolated in my practice in Ilkeston despite the fact I was doing VT training on a Friday.

It got worse after my Friday study days ended in 1998 and I began to get my head down and work in my surgery all day, every day.

At that time my then principle introduced me to the concept of peer review. This was a new initiative, funded by the government where dentists could get together (paid – fancy that!) to meet up and discuss different subjects and cases. The peer review group that I was introduced to was a wonderful group of people who were all very committed to providing high quality care for dentists with a broad range of skills across the Profession.

I learned a lot from that group.

In 2010 at the practice in Nottingham we reinvigorated the concept but called it a Study Club and for 2 years it was a roaring success with 40 people turning up monthly over 2 separate evenings to discuss different subjects,

topics and cases; but it ran out of steam and the numbers dropped. Everywhere we looked everybody seemed to be doing study clubs and the concept became diluted.

As is always the case with these things though they need reinventing and reinvigorating to continue to be successful. It's not enough to set something up in the first place; you need to continue to work really hard to keep it going.

So, in November after we presented the Learning from Failure conference with almost 60 people at The Carriage Hall in Nottingham, openly discussing problems in dentistry, cases, learning from failure and hearing from some wonderful speakers we knew it was time to reinvigorate the concept and reinvent it for 2018.

With that in mind I am delighted to announce the launching of 'Peer Review with The Campbell Clinic'. It's long past the time when we should of be getting together with our Colleagues regularly to be able to talk about cases, problems with running dental practices or just being dentist and sharing our woes and learning from each other.

This is our Study Club with a difference.

It will be launched on the 28th February with Chris Barrow. Chris

has been a long-standing friend of the practice from the days when he intensively coached us towards some sort of business stability. Chris' title for his lecture will be 'Winter is Coming' and he will be investigating the changes in circumstances in dentistry again, with what looks like the downfall of corporate dentistry as some of the larger corporates appear to explode from the inside out. He will discuss the impact this will have all the way across dentistry from dental teams to associates to principles and the prices of practices; but more importantly some tactics and strategies as to how we might survive this as a group and prosper.

Chris has done this many times over the years and his insights, to me at least are priceless..

In 2013 Chris helped us launch The Campbell Clinic as a thing, and that evening we had 120 people at the Riverbank to hear what he had to say. It would be amazing if we could start the Peer Review with The Campbell Clinic in the same way.

I said this will be a study club with a difference though and we intend to launch a closed Facebook group, which will allow us to share problems, difficulties, cases and circumstances and to discuss these as a small tribe who are trying to do the best thing for patients.

At The Campbell Academy we found this to be an enormously successful forum where people feel they can openly and honestly discuss issues and difficulties with the group.

This will not be a public Facebook group and it will not be open to all. It will be really carefully and clearly restricted to people who are part of the Peer Review with The Campbell Clinic group; therefore local practitioners wishing to make a difference in the East Midlands area.

We intend to run Peer Review with The Campbell Clinic utilising all the skills, experience and knowledge we have at the clinic together with outside influences as we go forwards. We will use the first few meetings to engage what those that attend want and try to book speakers accordingly with that in mind. We have provisionally put forward 15 dates to take us up to April 2019 to give you a flavour of what the study club will involve.

We will be based either at The Riverbank in Nottingham or at the practice depending upon the numbers of each evening. We also intend to run 'tandem evenings' where we train team members at one site and clinicians at another before bringing them together at the end of the evening for a meet and catch up.

The details for Peer Review with The Campbell Clinic are all listed on our website with available booking. You can also book by telephoning the practice or emailing.

We intend to make a small charge for each of the study clubs of £20 (including VAT) and this will go directly to our two charity projects, The Friary and Bridge2Aid. 100% of the £20 will go to the charities and it's merely to try and add some value to the clubs to reduce the inevitable heavy attendance rate that sometimes happens when you set things up for absolutely free.

On a final note, in relation to the launching of this wonderful and exciting project for us, the second meeting on March 22nd will be a special one from me.



In 2015 I spoke to the British Dental Conference about my experiences of a GDC case and also some solutions for the Profession that I thought might help in view of what I had been through personally.

It was one of the highlights of my career.

I vowed that following that day when I received a standing ovation in the main room at the British Dental Conference that I'd never do that lecture again, but I've decided for one night only we're

going to present 'my GDC case and other more important matters' for our local practitioners in the East Midlands.

If you think that's something that you might be interested in or would like to contribute to the discussion that will no doubt happen afterwards long into the night then it will be lovely to see you there.

It's a big deal for me to do it again and I don't think I'll do it after that. On a final note look out for details of our new referral liaison coordinator who will begin to reach out to practices who refer to us and others to see if we can help. She'll give you details of all the events and things that we're putting on and also of how we can work together clinically to treat patients both at your practices and at ours for the benefits of patients overall. She will also be able to bring out a new referral charter, which will be unveiled in February at the first meeting.

I hope you feel this is a worth while effort, we would be really keen to have as many people as we can to begin to engage and to show people outside of the profession that we do care about what we're doing and we can talk to each other and improve and grow as a group.

See you soon.

An Anterior Replacement

One of the most common presentations we see in younger patients is the fractured central incisor. Whether it be while the patient was looking at their phone (!) or having had perhaps one glass of wine too many, the result is the same.

Often and otherwise unrestored dentition is now subject to the worst possible event, the loss of a front tooth.

Charlotte (name changed) was at a friends wedding when an overzealous dance caused her to fracturing her front tooth. (*figure1*)

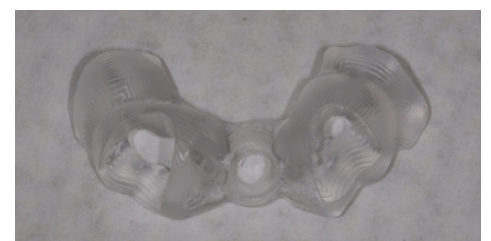


An examination revealed a large fracture that extended into the gum. It became apparent that this was too deep to restore successfully so a replacement needed to be considered.

In this case the patient wanted something fixed so a denture was out of the question. She also had very healthy unfilled teeth either side of the space. A traditional tooth retained bridge would be very destructive for a patient so young. This left the option of an adhesive bridge or a dental implant. Whilst an adhesive bridge can be successful a dental implant will give a much more secure and long-term result for a young patient. In fact we used an adhesive bridge as a temporary solution during her implant treatment.

Once the tooth has been removed and the temporary bridge fitted we then planned the case for implant surgery.

We use the very latest in digital planning software, combining the 3D scan of the bone with a scan of the patient's teeth. This allows us to mock up the proposed position of the tooth digitally and produce a surgical guide (*figure2*)



Whenever we look at replacing any tooth there are always 4 options to consider:

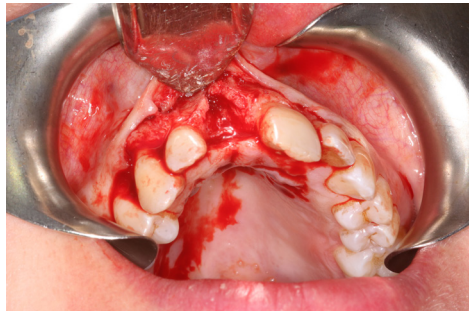
1. Nothing - unusual with a front tooth!
2. Denture
3. A tooth retained bridge
4. An implant supported tooth

that makes sure the implant is in the correct position for the tooth. This is especially critical for a front tooth as any deviation in the position of the implant may result in a poor outcome for the patient.

Charlotte's surgery went according to plan. After local anaesthetic was applied (figure3), a gum flap was



raised (figure4) and the digitally



produced guide was used to identify the ideal position for the implant (figure5). After the bone

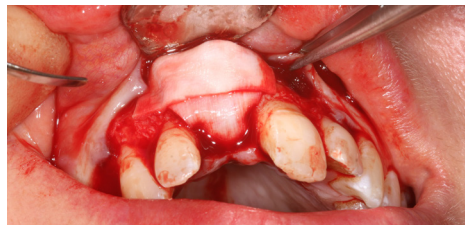


was prepared and the implant was placed it was apparent that there was a small bone defect. This is very common when we place implants in the front of the upper jaw. In order to repair this

defect and to secure the implant with enough bone we carry out guided bone regeneration using a combination of the patients bone, bovine (cow) (figure6)



derived bone and a porcine (pig) collagen membrane (figure7).



This provides a scaffold for the patients own bone to grow and will give an excellent final contour to the bone.

After surgery the temporary bridge is refitted and then the area needs to be left for 3 months. This allows the implant to integrate with the bone and also for the bone augmentation to stabilize.

Following 3 months healing a small surgical procedure was carried out to expose the implant. An implant impression was then taken and a temporary acrylic crown made (figure8) to



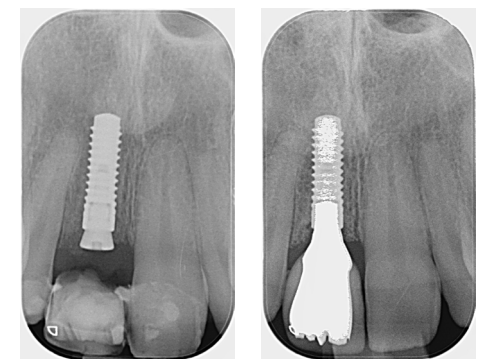
begin the final reconstruction. The temporary crown is used to contour the gingival margin and establish the final soft tissue architecture. It also gives the patient a preview of what the final crown will look like and allows us to alter the shape to suit the patient's wishes.

Once we were happy with the shape of the gum a final impression was taken and the final porcelain implant crown was made.

As you can see we have managed to copy the position of the original tooth well (figure9)



and the patient was delighted with the final result and even had a 'Tooth Party' to celebrate, complete with 'Pin the crown on the teeth' and denture shaped ice cubes!



Having a Blast

The Campbell Clinic are strong believers in corporate social responsibility (CSR) and because of this designate time and money to help those less fortunate every year. This is something that rolls on year on year and we are very pleased to say that The Campbell Clinic charity ball took place again this year on November 18th.

The Campbell Clinic ball is ran by the colleagues of the clinic who put together a fantastic night to help raise funds and awareness for two amazing charities, Bridge2Aid and The Friary.

This year the ball was themed 'Wild West' and we decided to take this to the extreme. With fancy dress being compulsory we're sure November 18th was the first time there was so many cowboys and Indians in one place in Nottingham!

Everyone took part and it was a roaring success.

Throughout the night we had many opportunities to raise funds by having a raffle with some fantastic prizes, an auction and a roulette table.

We carried on the Wild West theme by throwing in some fun and including a rodeo bull, after all this is surely something every cowboy can naturally do?

The night was awesome and great success. We raised over £13,000 for charity and everyone had a great time. The money raised will help no end for both charities and we can't wait to start the preparations for next year!

Get the date in your diary if you wish to attend. We will be holding next years charity ball at The Crowne Plaza in Nottingham on Saturday 17th November. The theme is yet to be confirmed but we can guarantee it's going to be a night to remember!

Love to see you there!



Bridge2Aid

Bridge2Aid fights the causes of poverty in some of the poorest communities in the developing world. They do this by strengthening local healthcare systems – specifically by training local healthcare workers in the provision of emergency dental treatment.

Through the money that The Campbell Clinic has raised, we are now responsible for over 100,000 individuals in East Africa. The Campbell Clinic and Bridge2Aid believe that everybody has the right to safe emergency dental care.

More than 70% of the world's population has no access to the most simple dental pain relief, leaving billions to face a daily battle with pain in the toughest of life circumstances. There is a desperate need to tackle oral disease, infection and chronic pain in communities throughout the developing world – to enable people to work, attend school and care for their families. Our work and the money raised means local people are able to function free from pain, and avoid the risk of preventable infections and diseases.



The Friary

The Friary are a local charity that empower homeless and vulnerable adults to rebuild their lives by offering practical services, advice and emotional support.

They run open sessions that provide food, confidential Welfare Guidance, practical Assistance and someone to talk to. They also provide shower and laundry facilities, access to an IT suite and games and books. They make a huge difference to the Nottingham community and the money we raise can make a huge difference to those in worse cases than us.

Academy Business

A little update for everybody as to what is going on with The Campbell Academy which is our (me and Andy's) teaching project where we provide education on implant dentistry and other topics.

We are just completing the third year of the Academy project and things are going from strength to strength. It means that next year we're able to schedule in more courses than ever into the year where many of the courses are either full or almost full.

We had a huge success with the first running of our 'Building the Modern, Independent, Dental Practice Business' which is a 12 day and 6 module Business course for practice principles and practice managers. This was based at The Carriage Hall in Nottingham (where the Failure Conference was hosted) and will be there again next year.

We're really lucky that this course is full. All the places have been taken by the Straumann dental implant company because they were so impressed with the first sitting of this. We're taking names for people who are interested in the 2019 course, so if you're interested then get hold of Tom at the address below.

2018 will also see the third running of our Year Implant Course, a 12 day module throughout the year course including live surgery on live patients! At the time of writing this the course is almost full and looks like there is only one or two places left (it might even be full by publication) so if you're keen then you best get

hold of us ASAP or put your name down for 2019. We launch our Year 2 implant course for more advanced training and procedures this year and I'm also delighted to say that this has filled up fast; but again many people book their CPD a year in advance so you can get your name down for 2019 as soon as you like.

Other courses include our Sinus course on 19th to 21st April 2018. This is a teaching and cadaver teaching course with live surgery for people interested in providing sinus and advanced bone grafting. Our CBCT course which is a three day CBCT interpretation course including 20 scan reporting homework on the 7th and 8th June and 5th October and our Full Arch Implant Live Skills course led by Andy and John Wibberley which has been a huge success and has always booked up very quickly. This is on 14th to 16th June. Our Aesthetic Live Skills course has just finished in November and is almost full for next year, this takes straightforward implant practitioners to a more advanced level and gives them a well structured and safe approach to providing aesthetic implant dentistry in the upper anterior region. It has become one of our most successful courses. Next years course is on 22nd to 24th November.



We also have some Master Classes next year. Rob Oretti will be providing a soft tissues Master Class which will be appropriate for implant practitioners and periodontal practitioners alike. He will also be doing an ITI study club in the evening which is free for all non ITI members if they haven't been to two previous meetings or free for ITI members overall. We have invited back Professor John Gibson who will do an all day Master Class on facial pain in the morning and local anesthetic in the afternoon.



This will be applicable for any

dentist keen to update those skills. John will be providing an ITI study club in the evening on medicine in relation to dentistry. This is a shortened version of the Master Class that he did in 2017 which was an extraordinary day. Again this is free to non ITI members who have not been to two ITI study clubs and free to ITI members.



Finally and last but not least we have our DES conference (a version of a TED conference with 18 minute lectures) in June, immediately followed by a joint teaching course with Jason Smithson on advanced composite restorative techniques. Jason is well known

for his extraordinary expertise in composite restorations but also his amazing teaching style. This will be a hands on microscope course based over two days in Nottingham which we expect will be extremely popular. It's the only one of its kind that Jason will be providing in the UK next year.

That's a short update for The Campbell Academy. All the information is on the website or you can email Tom, the Academy Manager, and he will answer any questions you may have.

tom@campbellacademy.co.uk
www.campbellacademy.co.uk



Kath Hare



**Research
Coordinator**



I started working here in May 2016. My background includes a PhD and 8 years in laboratory-based research but I had worked in Outreach in both Industry and Higher Education for the last 10 years.

In a chance conversation with Colin about my wish to return to research led to the position of Research Coordinator at The Campbell Clinic.

Our research team aims to use data generated in routine patient care to study patient experience and long term outcomes. I am responsible for the ethical approval of any research work we do, and coordinate the collection of data from treatments (with patient consent: you may have seen our research consent forms). I am also involved in the analysis and publication of any key findings.

The effect of this on the practice is that we can use this research to continually improve the service we provide to our patients. We can provide our own evidence for treatment options and patient satisfaction with results, to help patients make a fully informed decision.

I live in Nottingham with my family, with whom I enjoy Park runs and long countryside walks.

A Social Event

The Campbell Clinic works along side many referring dentists in the East Midlands to help provide specialist care.

We love working with our referring dentists and enjoy the interaction to help understand how we can help them to provide the best possible care for our patients.

Understanding this we decided to get to know our referring dentists and invite them to social events throughout the year. This has been really successful and we intend to continue to do this throughout 2018.

Back in May we arranged for 20 of our referring dentists to come together and watch Micky Flanagan, the comedian, live at Nottingham Ice arena. We hired a private box, which was an amazing experience, and definitely something we will do again. This gave us all a chance to enjoy ourselves and get to know one and other. Prior to the event we also treated our referring dentists to a curry at one of Nottingham's Indian

restaurants, a short walk away from the ice arena.

The feedback from this event was amazing and so we decided to make it a regular thing, trying to keep ideas fresh and different so everyone can enjoy the experience and come along.

And so, on December 7th we took 10 of our referring dentists and their families to The Playhouse theatre in Nottingham to watch the pantomime Cinderella. We hired part of the restaurant next door and enjoyed festive nibbles, mulled wine and gifts for the children. It was a perfect opportunity to start 2017 festivities!

As well as enjoying these social events they're also perfect opportunities to get to know our referring dentists and for them to get to know us. A chance for them to ask us questions, understand what we're about and what goes on at the clinic.

The Campbell Clinic has many clinicians working at it, some of which are specialists and a consultant. The skills throughout

the clinic are extraordinary and the possibilities for patients are amazing. Ensuring our referring dentists are aware of this not only helps our referring dentists when necessary but also ensures that patients of the East Midlands have access to the best possible, ethic care.

We thrive on providing excellent care and enjoy looking after our referring dentist's, opportunities like social events are a great way to do both!

Look out for further events being organized throughout 2018, you won't be disappointed!



Colin's Blog

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.

62

There are two Café 62's and I have stopped at both of them at times when I ride my bike with Simon, Louis, Neil or Dom or anybody else that want to.

They're not big, but they're nice. They're happy and generally the people that work in there seem to be pretty satisfied.

The last time we went into the one that is furthest away they were all decorated for Halloween and it looked amazing.

The more daft the world gets the more efficient everybody tries to become, the harder the targets get to hit, the easier it is to break outside and do something different like opening Café 62.

Of course it doesn't have to be a coffee shop, it could be a dental practice somewhere where a corporate has already handed

back the contract in a rural setting where you become part of the community. It could be any sort of business that your heart is in and that you enjoy working in but it just starts somewhere else; away from the madness, away from the nonsense. We all choose to work where we work and to live where we live but at times we forget the old adage ...

Whenever your work stops to do that it really is time to think long and hard at whether it's time to change your work for it to give you the life you want.

“

**Your work
exists to
give you
the life that
you want**

”

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

0845 8509877  @Bridge2Aid  Facebook.com/Bridge2Aid

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