

QUARTERLY MAGAZINE FOR REFERRING DENTISTS

Practice News

JULY 2017



THE STANDARD

YOU'VE BEEN LOOKING FOR



The Campbell Clinic

Welcome to the first edition of The Campbell Clinic Newsletter of 2017. We hope 2017 has been great for you so far.

In this edition of The Campbell Clinic newsletter we have added some information surrounding the topic of “scanning” within the practice. As some of you may know our practice is always trying to strive above and beyond in digital dentistry and scanning plays a huge role in this. We have included information regarding the two main elements of scanning in our practice, and how these are beneficial to our implant cases.

Recently The Campbell Clinic invited referring dental practitioners to a night of comedy at the ice stadium to see Micky Flanagan live. We hired a private suite and took some dentists out for dinner. It was an all round fantastic experience.

More and more you will see opportunities to come and meet the guys and do this as we try to reach out to referring practitioners to find out what you guys need, what your problems are and how we can possibly help.

We plan to do this more and more through the year, encouraging dentists to come to our social events like our charity ball and nights at the ice stadium, together with high level educational events that we will invite guys to as well.

We would love you guys to come along and say hi and tell us how we can assist and work together for the benefit of the patients of the East Midlands.

On that note I would also like to take this opportunity to say thank you to all of our referring dentists for your constant support and referrals throughout this year. We strive to provide the best service for all of your patients and hope that we achieve this. If you ever have any questions or suggestions please get in touch, we would be happy to hear them!

Best wishes

Colin



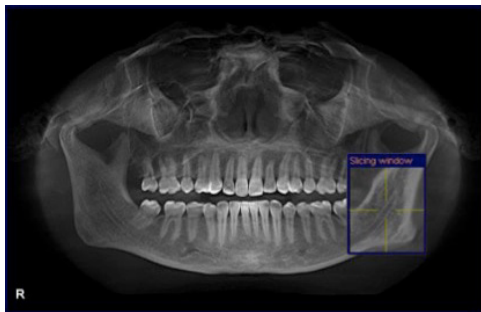
Scanning in the dental practice

Over my time at the practice at West Bridgford we have invested over £350,000 in digital scanning technology to improve the outcomes for our patients and the working environment for the team. It's also a wonderfully exciting thing to be involved in in dentistry.

In this short article I am keen to explain what happens in our practice in relation to scanning and the workflow that we have developed, but also to define and demonstrate the different aspects of scanning within the practice.

Types of scanning

When people talk about scanning in a dental practice there are two distinct entities that they are discussing:



1. CBCT scanning (Cone Beam Computerised Tomography) or 3D radiography. Most people are now aware of the explosion of CBCT in dentistry. When we first invested in CBCT in the practice in 2009 we were reckoned to be the only practice within a 50-mile radius to have a CBCT scanner. There are now at least 2 others within a mile of us.



2. Optical scanning. Video and laser technology to capture a digital model of

the mouth (STL – Stereo Lithic file). The most commonly understood application of this technology is in CEREC scanning.

Both of these aspects of patient care can be considered in isolation but the most exciting thing that has happened in our practice over the last 2 – 3 years is the integration of both types of scanning together to assist us in implant planning.

CBCT scanning will assist in many aspects of dentistry and not just exclusive to implants. It can be used as a diagnostic x-ray tool and to investigate pathology in various aspects of dentistry.

These being :

- **Endodontics**
- **Orthodontics**
- **Trauma**
- **Implant planning**
- **or Post-implant diagnostics.**

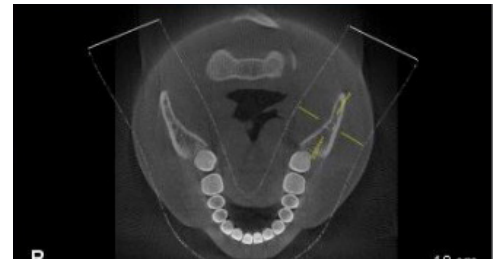
There are also many other applications of CBCT scanning.

One of the main points to be considered in CBCT scanning though is not the scan itself but the interpretation of the scan following its capture. This is perhaps the most important aspect of CBCT scanning and is where the 'intellectual property' element exists in its greatest degree. It's very cheap and inexpensive to have a CBCT scan carried out almost anywhere and you will also be able to tag on a report which makes it legal and safe. But the interpretation of the data and the images is the most important and most valuable aspect to your patient.

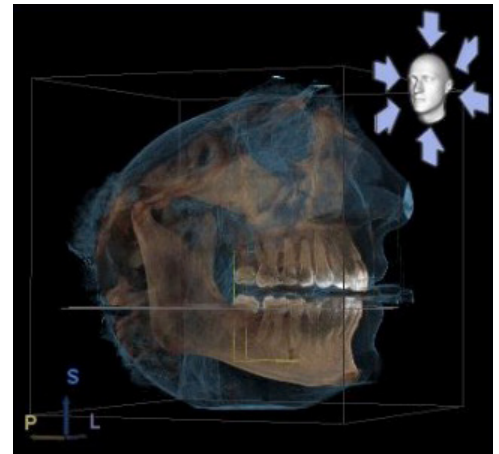
Without this the scan is at worst useless and at best only being used for a proportion of its value. Being an x-ray examination it is the responsibility of the practitioners involved to gain the most diagnostic yield out of the x-ray that is taken.



In endodontics your able to search for extra tooth canals in ways that are impossible using plain x-ray films. This has been proven within research.



In orthodontics the identification and orientation of impacted teeth or third molar teeth for extraction in oral surgery are essential elements of CBCT scanning and interpretation.



In trauma it can change treatment plans based on findings and in implant planning it can secure patient safety by avoiding vital structures and defining the position of implants in the correct orientation for ideal implant placements.

CBCT scanning in our practice has been nothing short of revolutionary to the way we practice. It is used routinely on a day-to-day basis with thousands of scans having been reported. We simply could not do without it, but more importantly, we could not do without the interpretation of the scans by a team who are hugely experienced. Our current machine is a Sirona 3D XG, which ties in with our intra oral scanning technology.

But the greatest advantage and application has been the introduction of guided surgery. So let me give you a short tour...

For patients requiring guided surgery at our practice they undergo a CEREC scan of their mouth, avoiding the usual alginate impressions for study casts. Followed by a CBCT scan. From this we are then able to design the new restoration digitally on the CEREC system, we demonstrate this to the patient and then import this with the CBCT scan, providing digital diagnostics on a 3D bony model. With the new restoration in an ideal orientation and occlusal position we can position the implant in the CBCT scan and make sure it is possible for the implant to be placed, with or without bone grafting and avoiding vital structures. Once we're happy with this position we can press a button and the CEREC system will mill us a surgical guide to allow us to place the implant in exactly this position inside the mouth.

After we had installed the capability to provide CEREC scanning and Sirona CBCT scanning in the practice we invested a further £75,000 in a digital a lab set up with a lab scanner (to transfer models to STL files) and a 5-axis milling machine. We are now in a position to mill our own full arch implant reconstructions or full arch conventional restorative solutions together with surgical guides and much else besides.

During the Digital Symposium on May 5th and 6th I presented a full guided surgery case from start to finish with my friend and colleague from Glasgow, Jameel Gardee. It was a wonderful introduction for anyone who would of been interested in this technology and ways to bring this into the practice.

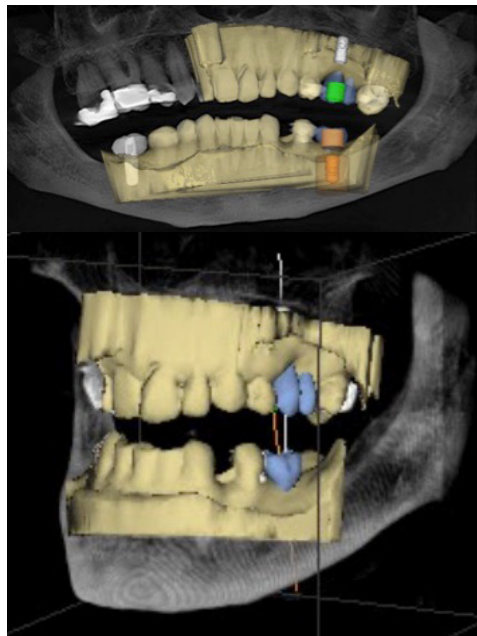
You don't have to invest tens of thousands of pounds in the hardware to be able to take advantage of digital technology. If you're placing implants at the present time and wish to move to guided surgery you can outsource your CBCT to someone else and take a study model and have this converted to an STL using a lab scanner. You can design your surgical guide and the lab can print it for you – no hardware required! We've even reached a situation in the practice where for our referring dentists in straightforward implant cases can scan the implant at the time of surgery and design and mill the crown. This can be delivered back to the dentist for a single fit appointment – therefore no impression required even at the referring dentists practice.

For more information about the system we have or to have a look at it, email us on info@campbell-clinic.co.uk and we'd be happy to have a chat.



Intraoral scanning was initially brought into the practice to utilise CEREC technology. Providing restorations on back teeth and basic implant diagnostics but it has become a much larger part of the practice. We are now able to use CEREC technology for all of its classic uses. Including restorations on front and back teeth of extremely high quality and enormous longevity (studies show that posterior CEREC restorations have a 90% survival rate over 10 years which is much greater than composite restorations)

We were able to advance the CEREC technology in the provision of implant crowns. This is now something that is done routinely in the practice. We mill our own restorations, often on the same day, based on the CEREC scan of the implant site.



We demonstrate this to patients digitally on a screen and to say they are astonished would be an understatement! It has quite simply changed the way we practice.

The Campbell Giving Charity Ball

Its here again, our annual Campbell Giving Charity Ball. Last year was such a huge success, as it is every year, it would be rude to not hold another. Raising an amazing £12,000 last year, this year we are aiming to be bigger than ever.



This years ball will be the fourth year in a row, which has been such a huge success on the last three occasions.

The venue is The Crowne Plaza Hotel in Nottingham and the theme this year is 'Wild Wild West'.

Last year's event received a huge response to the fancy dress element that we have decided this years is solely going to be fancy dress.

We encourage people to come dressed as a cowboy, indian or anything you resemble to be from the Wild Wild West.

We have planned a casino, opportunities to get a professional photo taken, a raffle and a charity auction. It's a night of extraordinary fun and games, which in return raises money for charity.

We are selling tables of 10 at £45 per head, this includes an arrival drink, a three course dinner and a disco. We hope to count on everyone who was there last year to come again along with some new faces.



It's getting bigger and bigger every year with the opportunity to raise money for Bridge2Aid and The Friary in Nottingham. Bridge2Aid's mission is to provide access to simple, safe, emergency dental care treatment to all. They are based in Tanzania, East Africa, and so far The Campbell Giving team are responsible for helping over 200,000 people. Your money you help us raise goes towards an individual, allowing them to reach emergency dental care when necessary. The Friary is a homeless shelter based locally in Nottingham. They are ran by volunteers of the church and help support vulnerable, homeless adults across Nottingham. The money we raise for them helps provide clothing, food and other common supplies that we need every



day. They offer facilities to not only eat, seek medical and dental advice, but they now have computers to help those get on their feet, find jobs etc. to therefore get their lives back on track.

We fundraise to not only help others but to show the kindness and generosity we hold. Providing these charities with funds from this ball makes a huge impact to so many people's lives who are unfortunately a lot worse off than us.



We would love to see you all there. The more people we get, the more fun we have. Please get in touch by either the telephone number below or email Hayley to reserve your place.

It's the perfect early start to your festive entertainment!

It's a night you do not want to miss.

**For tickets please call:
0115 982 3913 or email:
hayleyedwards@campbell-clinic.co.uk**

The Failure Conference

We are planning another Failure Conference this year. This will be held on the 17th November at The Carriage Hall in Plumtree, Nottingham.

This conference will be the same format as the DES conference and run the same as the previous Failure Conference held last year. It will be in the same exceptional surroundings with great IT and wonderful food and company.

It's important to remember that the concept of this conference is very different to any other - a group of speakers will present aspects of their work that have not gone to plan, sometimes with devastating consequences for both themselves and others. The speakers will be varied this year and therefore not solely relating to dentistry.



The conference is about being open and honest.

It's about showing '**intellectual honesty**'.

Many of us feel that the discussion of problems and complications has been censored in medicine, dentistry and other elements of work and life and as a result, we shy away from what could be.



It's unlikely that you will ever learn more from a conference as much as you will from here because it's unlikely that you will go to a conference where people are as happy to talk openly about the things that have gone wrong in their working life.

There will be 9 speakers presenting in a 40 minutes slot – 20 minutes presenting a case or situation that went wrong and then 20 minutes of discussion with the whole room about how it might be improved.

These guys are being extremely brave to stand up and do this and we really want this to be the start of something where people can openly discuss things that have gone wrong and how they can improve things in the future and share that with their colleagues.

There will be no sponsors at this, only colleagues who are interested to learn from the mistakes. It is an entirely new way of thinking about embracing failure and we would love to have you there if you're open

minded and happy to contribute.

Last year was such a success that we hope it starts a little tribe of people who are happy to learn from mistakes and errors and talk about them openly in a non-threatening environment.

The conference will be held at The Carriage Hall in Plumtree, Nottingham on the 17th November. Lunch and refreshments will be provided along with some extraordinary and unique knowledge, which we are sure you will hang onto throughout your career.

If you are interested in this conference then keep your eyes open for how to book on. We will be releasing this information in the summer and are more than sure places will soon get booked up.

If you would like to be notified when this is released then please email hayleyedwards@campbell-clinic.co.uk

YEAR IMPLANT COURSE



We are launching the 2018 Implant Year course for The Campbell Academy. Places are now available, to find details of this and to book your places please visit

<http://www.campbellacademy.co.uk/the-year-implant-course>

It always seems a little bizarre to be launching this in the middle of summer when we are half way through the previous edition but this is how the process works. We are looking for 12 individuals who are keen to sign up to our philosophy for training and development and join us in January 2018 to start the journey towards 50 implants a year.

We state it regularly and often, we believe that dental implant surgeons need to be placing 50 implants a year. Our course is absolutely designed to introduce people into the straight forward aspects of implant dentistry with a view to reaching this goal over the coming years. It seems absolutely clear that the essential aspects of training in implant dentistry are both academic and practical. Our course offers the opportunity to gain perspectives in implant education from a fantastic faculty. It also allows the opportunity for practical experiences and detailed exercises within the course and the chance to place dental implants into patients. Delegates will plan and execute these implants under careful supervision at the practice.

The course itself also offers a fantastic and innovative online chat facility, where delegates can get together between modules to discuss all sorts of issues.

This course isn't supposed to be the cheapest or quickest, it isn't supposed to be the busiest, it's supposed to be one of the best.

Incidentally we encourage people to come with their friends on courses like this because it makes it much more enjoyable. There is a 10% discount if two of you come as a pair, and a 20% discount if four of you sign up.

If you are interested in participating in the course then head over to The Campbell Academy website or get in touch with Tom.

Look forward to starting again in January.

www.campbellacademy.co.uk

Tom@campbellacademy.co.uk

Bridge 2 Aid:

Bridge2Aid was established by founders Ian and Andie Wilson in 2002. They provide training for local health workers. The training is carried out by volunteers with dentistry including dentists, nurses, hygienists and therapists from the UK and other parts of the world. For over a decade Bridge2Aid has demonstrated success in both Tanzania and Rwanda, making access to life-changing treatment available to more than 4 million people. The Campbell Clinic alone has contributed to this and have helped over 200,000 individuals in East Africa.

Their first training program ran in 2004, with the help of two volunteer dentists and 1 nurse. During 2005 to 2007, eight programs ran in rural areas of Northern Tanzania, training many Health Workers in emergency dental care.



In 2013 Bridge2Aid were running a lot more training programs and had grown both in the UK and in Tanzania. Now the charity were able to create a three year strategic plan outlining that 366 Health Workers could be trained in the next 3 years alone. Also during 2013 a training program was hosted in Rwanda – the first outside of Tanzania. Allowing more individuals across

rural East Africa to gain emergency dental care, all because of Bridge2Aid's proven training programs.

The Campbell Clinic are strong supporters



of Bridge2Aid and over many years have raised enough money to support over 200,000 people to gain access to emergency dental care. This just keeps growing. Colin is a strong believer of giving back and because of this has set up a charity committee within the practice, where employees can volunteer to help support Bridge2Aid.

Every year we hold a charity ball locally in Nottingham, where we help to raise funds and awareness for Bridge2Aid. These have been a massive success, with our last one, held in November 2016, raising £12,000.

In February 2017 one of our colleagues Beatriz Sanchez Ingo joined the team in Tanzania to help support the charity.

Beatriz said "I had heard about Bridge2aid a long time ago and knew how much of a respectable charity it was. They were doing an amazing job in Tanzania; I had also met Mark Topley, the CEO of Bridge2Aid when he came to talk in the last DES conference hosted by The Campbell Academy, delivering an inspirational speech about Health in the Developing Countries. But it wasn't until one of my best friends

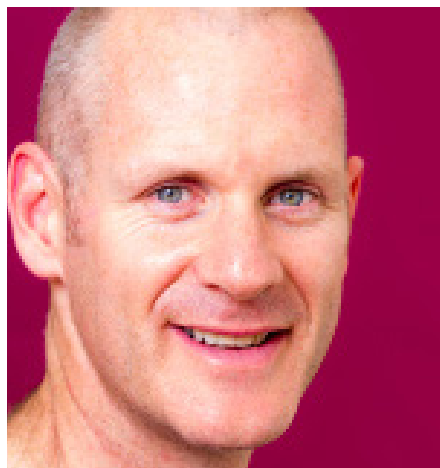


and colleagues travelled on one of its programs last October and told me her experience first hand, that I fell in love with the project".

The Bridge2Aid project delivers a 2 week program to train, coach and mentor Clinical Officers, enabling them to provide emergency dental care to their patients, in the form of extracting hopeless teeth. By the end they are able to offer relief from toothache to their patients, who sometimes suffer for years, something hard to imagine in this side of the World.



On her return she explained, "My experience in Tanzania was incredible. When I was there I was in charge of one of the 6 clinical officers we were training. We taught them how to apply local anesthetic and take teeth out for them to provide emergency dental care in their communities. I mostly enjoyed the one to one training and how to be able to apply, share and develop my professional knowledge in such a different and much needed environment. The charity itself is amazing, well organised, and with an enthusiastic, experienced and committed team. More than half of the people on my team were returners!"



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.

Inconsideration of planting and harvesting

Around about now its 24 years ago that me and three of my best friends set off on the adventure of a life time to do a dental elective study in Dallas in the summer of 1993.

Most of us (but not all of us) had just turned 21 and without a doubt it was the adventure of a lifetime. Although at that time we didn't realise we would never do anything like that again. Some of the memories of that time are so vivid that I can still taste them and when people talk about experiences that are 'character forming' that time spent in Dallas and Texas as a whole was nothing short of utterly extraordinary. Among many other far more important things, it made me an Oral Surgeon.

So for 2 weeks in May it was a joy and a pleasure to welcome Donal to our little practice in Nottingham to start the process of his own elective. I was asked by John Gibson in Glasgow if we could accommodate someone who was interested to come. Without hesitation I agreed. We helped set Donal up to do a couple of weeks at our practice and to open his eyes to a world that he had little

exposure to, before sending him on to the US to study further in Indianapolis.

Welcoming people like elective students or work experience guys or even young dentists to visit is a planting process. You never know what might come back from that. You never know what might return. You never know who you might know, when they might come back, or what you might receive for your kindness or empathy. And although you don't do that for any reward, ultimately the rewards are huge. It was nothing short of a joy to have Donal in the practice. He was a wonderful young man with a great attitude and outlook on life. He has a brilliant work ethic and a smile on his face every time you saw him. It was wonderful to watch him at the very start of his career, gain some influences from some of the people in practice that will last him forever.

During his 2 weeks with us he also got his exam results to find out that he safely negotiated forth year at dental school and his football team won the Europa league while he was on a free course dinner, drinking beer, with other dentists he had

met for the first time.

What a trip!

I shook his hand on his final day at the end of a CBCT course that The Campbell Academy had held and wished him on his way with more experience and knowledge in cone beam CT that probably 95% of the dental population in the UK. We were sad to see him go.

The funny thing is that Donal might be back, or one of Donal's friends or someone Donal speaks to. John Gibson might come back and ask us to take another dental student next year. He might ask us to speak in Glasgow or any number of things might happen. It might not happen from year to year and that's ok, you plant the seeds and some germinate and some don't. But it's the planting of the seeds that is the wonderful experience.

The moral of the story though is to just keep planting because generally the harvest thing takes care of its self.

Our newest colleague **Nish Yadev.**



***Qualifications: MSc, PhD, BDS, MFDS RCS Ed
GDC No: 258689***

Nishant Yadev graduated in Dentistry from the University of Sheffield in 2015. After spending a year in general practice, Nish joined The Campbell Clinic in September 2016.

Before Nish trained to become a dentist, he had undertaken an undergraduate MSc in Molecular Medicine and then a research-based PhD in Oral Disease. During this time, Nish had presented his work at National and International conferences and he won the European Association of Oral Medicine Young Scientist Award in 2008.

In November 2016, Nish successfully completed his examinations for Membership of the Faculty of Dental Surgery, Royal College of Surgeons Edinburgh.

At the Practice, Nish provides the majority of general dentistry to adults and children. He also has an interest in Digital Dentistry, helping to deliver cutting-edge Computer Aided Designed and Manufactured (CAD-CAM) restorations. Nish is also involved in undertaking clinical research within the practice to ensure the delivery of the highest quality evidence-based treatment to all our patients.

Outside of work, Nish is a serving Officer in the Army Dental Corps Reserve. He is also a keen cyclist and an offshore sailor.

New Patient Information Brochures

Here at The Campbell Clinic we are always looking for ways to communicate more effectively with both our patients and our referring practitioners. We would just like to introduce a couple of information leaflets that are available at the practice:

"You've been referred to The Campbell Clinic"

This leaflet is intended to be used by our referring practitioners to pass onto patients that they are referring. It contains information about the practice together with an overview of the referral and consultation process. We are also working on inserts for individual clinicians which can be inserted into the back page on the brochure. This will allow you patients to be introduced to the practice and the clinician to whom they have been referred before they attend.

Full Arch Options

We were really keen to put this brochure together to try and tidy up some of the cloudy messages that seem to exist in the profession about possible options for patients who have lost teeth in a single or both arches.

This brochure is quite comprehensive and explains all of the possible options for someone who is edentulous. This is a first stage of discussing possible options with patients who have lost their teeth and covers everything from a denture to immediate full arch loading and everything in between.

These are just the first two brochures to come but we are hoping to add to our collection extensively in the coming months.

They are available to download from our website, you will need to register to receive a password for the download area which you will then be able to access as many times as you like.

We can also send you hard copies to hand out to your patients. If you would like any please contact: marie@campbell-clinic.co.uk with your address and how many you would like then we would be happy to send these on.

We are really happy to be able to provide all of this at the practice and feel that we worked in a very privileged environment that allows us to do that with a great team.

**If any of your patients need any assistance
then don't hesitate to give us a ring.**

www.campbell-clinic.co.uk

0115 9823913



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