

QUARTERLY MAGAZINE FOR DENTISTS

Practice News

JULY 2019

THE STANDARD
YOU'VE BEEN LOOKING FOR



The Campbell Clinic

Hello and welcome to this edition of The Campbell Clinic newsletter.

In this edition of The Campbell Clinic's newsletter we will start with a case study from our Orthodontist, Andrew Flett, who is also a Consultant at Queen's Medical Centre in Nottingham. He discusses a case which took place at The Campbell Clinic which required multiple clinicians and common discussion at the clinics MDT sessions (multi-disciplinary team).

We have brought you an update of our ongoing Social Legacy Project, how we are coming together as a team to support local charities and do our bit for our community.

On the 2nd May 2019 we held a Launch night for our new Campbell Clinic facility. This new facility is an extraordinary adventure for us and we can't wait to share it with you. If you missed our launch night, details of the new practice can be found in here.

As always, we have included an update from our Academy, what we have going on and the opportunities available.

At The Campbell Clinic we have 13 clinicians all with different interests in treatment, because of this we have decided to bring you a few testimonials from patients who have had various different treatments at the clinic, who they had their treatment with and a little bit about the clinician involved.

Recently at the Clinic we have had a new member join our team which we have decided to share with you. Find out more inside.

We hope you enjoy reading this and thank you for taking the time out.

As always, thank you for your referrals and support of the clinic; it is greatly appreciated.

Kind regards

Colin



ve been looking for

This patient presented at twelve and a half years old, happy with the appearance of their upper front teeth and associated spacing.

June 2016 – Start Photos



Clinical and radiograph examination revealed the reason for the upper anterior spacing. They presented with Class I incisors on a Class I skeletal base, complicated by congenital absence of both adult maxillary incisors. The upper right canine was unerupted and ectopic. Radiographs confirmed it to be lying in a slightly palatal position.

Of note, the lower left second premolar was also congenitally absent with a retained lower left E.



June 2016 - Start OPT

Whilst the retained upper left C was of good long-term prognosis the upper right C had started to become resorbed by the upper right canine.

After obtaining all necessary records, a treatment plan was formulated as follows:

1. Oral hygiene to an exemplary standard.
2. Local aesthetic removal of upper right C and upper left C with closed exposure and gold chain bonding of upper right canine at The Campbell Clinic
3. Fixed appliances in the upper arch only to begin with – align upper right canine, then re access space requirements via virtual attendance to MDT Clinic to determine whether space opening in the upper arch or space closing in the upper arch is appropriate.
4. Decision to move ahead with space closing treatment plan – this involved extraction of lower left E and lower right

second premolar and lateralisation of the maxillary canines to be placed in upper right lateral incisor and upper left lateral incisor position at finish.

5. Full space closure in upper and lower arches to gain Class I incisors with average over jet and over bite.
6. Finish and retain.
7. Post debond lateralisation of upper right canine and upper left canine with composite build ups.

Their treatment began in October 2016, shortly after gold chain and exposure of the upper right canine. The upper right canine erupted in January 2017 and was fully aligned by March 2017. The decision to extract the lower right second premolar and the lower left E was then made as there was insufficient spacing in the upper arch to create space for two resin bonded bridges or implant spaces (for the future).



November 2016 – UR3 alignment using gold chain attachment

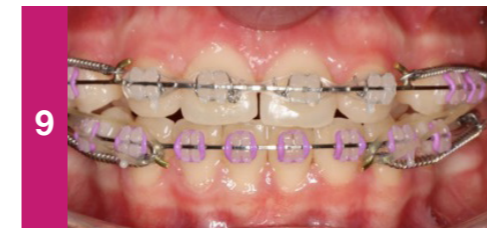
After alignment of the upper right canine, the over bite and over jet were reduced so that attempting space closure without extractions in the lower arch would have resulted in significant Class III incisor relationship at finish.

Treatment progressed in the usual fashion, moving from round arch wires to rectangular arch wires up to full thickness, 19 25 stainless steel arch wires with brass posts soldered on.

These hooks were then utilised to close space with 12mm NiTi closing coils which began in October 2017.

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.



October 2017 – Space closure with intermaxillary (CIII) elastics

Space closure was completed by October 2018 and they were de bonded in December 2018.

Post treatment they were provided with upper and lower vacuum form retainers and was asked to wear the upper full time until they had the build ups undertaken. Once the build-up of the upper right canine and upper left canine had been undertaken a new essix retainer was fabricated for them.



December 2018 - Photos at debond before UR3 and UL3 aesthetic composite build ups

The patient and their mother were delighted with the results and that the oral surgery, orthodontics and the restorative input could all be performed under one roof here at The Campbell Clinic.



Before and after photos - After is post composite build up UR3 and UL3

Social Legacy Project

In our last newsletter, we told you about our new adventure in setting up a Social Legacy Project at The Campbell Clinic.

This project is continuously growing and progressing in many ways. It's a learning pathway to help those around us, in our community and in some cases nationally.

We have decided to help three charities which are locally based in Nottingham. These are We R Here, Framework and the Children's Bereavement Centre. We also support Bridge2Aid a nationwide dental charity based in East Africa.

We help these charities by taking part in fundraising events and also giving donations when we can. We like to involve our patients in our fundraising and want to inform you what's been going on recently to help support our chosen charities.



In November 2018, we hosted a Coffee and Cake day for our patients. All members of staff took part in providing for this. Some cakes were homemade, some shop brought, but all in all it was an

amazing turn out with some fantastically tasty cakes. We had patients visiting us at the clinic without an appointment but only to donate some money, have a slice of cake and a natter in our waiting room with a coffee or tea; it really was a great day with a lot of involvement from everyone.

In total, on this day, we raised an amazing £236 and we couldn't have done it without our amazing patients. We will definitely be hosting one of these again, so keep your eyes peeled, we will email you in advance.

Every year we host a Charity Ball.

This is our largest form of fundraising and takes up a lot of our charity committee's time. This ball is held for dentists across Nottingham and dental suppliers, as well as our staff and our families and friends.



We hire a venue and provide entertainment as well as food and drink for all our guests. Throughout the night we take part in a raffle, a charity auction and games. Each of these helps us fundraise for our chosen charities. Our last Charity Ball was themed 'Pop

Idols'. This consisted of all our guests taking part in the fancy dress theme, there were a lot of Freddy Mercury's, Ed Sheeran's and Spice Girls. It was a great night and raised an amazing £10,000.



This was our fifth Charity Ball, and every year we raise on average £10,000 which means in total we have raised an amazing £50,000 through the generosity of colleagues, suppliers and staff. It gives us great pleasure to host an amazing event for such an amazing cause.

Although we support our chosen charities, we also try to do what we can for our community. Throughout December 2018 we decided to start a Campbell Clinic Collection Box for a local food bank located in Clifton.

We contacted the food bank to see what they needed and donated what they requested on behalf of the clinic, we also informed our patients of this collection and we were overwhelmed with the generosity from you all. It was amazing to collect so many items and give these to those who need it for Christmas.

Around Christmas time we also donated children's gifts to GEM FM's very own Mission Christmas cause to give every child in Nottingham a gift at Christmas. Not every child is so fortunate so GEM FM set this up to allow every child to receive a gift from Santa. As regular listeners to GEM FM at the clinic when we heard this we jumped at the chance to help.



Kicking off our fundraising for 2019, our colleague Kath Hare ran 100km throughout March. Kath took it upon herself, in her own time, to run 100km.



She trained really hard for this event and thanks to the amazing support from our staff and patients we managed to raise £475 for one of our chosen charities Framework.



We continue to support our charities, offering support, donations and help where we can. Throughout the year we plan to come together regularly as a team to fundraise. We hope you get involved in this and we can't wait to grow this project and help others.



We have now been awarded a Gold CSR certification for our contribution and work relating to Corporate Social Responsibility, an award we can't wait to show off.



If you have any questions regarding our Charity committee, if you want to contribute or if you have any ideas which you may want to share please contact us at the clinic on **0115 982 3913** or email Hayley on **hayleyedwards@campbell-clinic.co.uk**



The
Campbell
Clinic
is moving...



In case you missed it, we launched the new practice project at the Brewhouse Bar and Kitchen on the 2nd May 2019. Throughout this little article you will see images of where we are up to, but in short, we are building a 7,000 square foot dental facility in Edwalton in Nottingham beside the garden centre on the ring road.

It will have 6 treatment rooms, which are state of the art and designed in association with Planmeca UK (and Planmeca Finland). It has exceptional patient facilities and outrageous digital facilities to allow us to take digital technology in dentistry to a totally new level.

It has been designed with the patient journey entirely in mind, and has the latest in decontamination systems and aesthetics in dental surgeries.

Upstairs we have a wonderful teaching facility which can fit 65 people, theatre style, for lectures with break out areas in various different rooms which also allows hands on teaching and other activities. It has two surgeries with an audio-visual link to the treatment centre with the technology available to be live in surgery, anywhere in the world, whenever we want!



We have a recording studio, where we can record videos, video testimonials, podcasts and everything else. We have a laboratory set up which is beautiful and an amazing administrative facility for all the people that work in the practice now (nearly 40).

Staff facilities are amazing too. We have a stationary bike in my office, plans for yoga and other health activities together with brilliant outdoor space for the team as well as wet rooms and heated lockers for our Cycle to Work Scheme.

This will allow us to expand our facilities and our services to everybody in the area that we serve, but more importantly it will allow us to collaborate with our colleagues.

This was the theme of the evening at the Brewhouse and Kitchen when we launched everything, there was a discussion about the people we collaborate with now and the people we would like to collaborate with in the future.

If you're unaware of it we provide 1% of our turnover to charity which allows us to talk to lots of other people we would normally never talk to, we have an ongoing growing research capability within the practice (recently accepted for publication for another journal). But the most important thing is we work together as a profession to make things better, and that is what this facility is designed to do.

I hope that we see you there and I hope



that you'll keep in touch with us on our weekly blog, where we are telling the story week by week of how the practice comes to life.

You can sign up to this blog by contacting us via email at rlc@campbell-clinic.co.uk

Launch nights within the new practice will be in January next year, you can only get a ticket for the launch night through the blogs, so worth signing up to!

Look forward to seeing you then, if you have any questions about it email me direct. I would love to tell you the story.



What's going on in 2019?!



Cheapening

"I want it cheaper, I want it faster, I want it easier!"

Last month, The Campbell Academy announced the launch of the 2020 Year Implant Course.

It is quite unbelievable that we will be taking on our 5th cohort of delegates in January next year. It feels not long ago at all that we were introducing this course for the very first time. Needless to say, we were in the dark as to whether it was even going to get off the ground let alone reach a 5th year!



Now, in June 2019, it would be hard to argue against The Year Implant course being our flagship event. This is perhaps where we have made the biggest difference to implant dentistry. Since we have started, clinicians have come and learned about straightforward implant dentistry start to finish in a year and we like to think that this isn't like any other course. Because of the way that it's taught, because of the interaction that people get throughout the year, and because of the live surgery exposure that they get and how that's shared between the group.

For some, the journey will not have continued much further than the initial one

year course. After all, implant dentistry is not for everything. However, for many more The Year One course has started them on their journey towards placing 50 implants per year competently and ethically within their own environment.



So in 2020, we're looking for 16 delegates (4 more than in 2019) who want to begin this 3 to 5 year journey - although nearly half of these spaces have already gone.

You get the opportunity to bring patients through the course and to treat them, not just on your own in a mentoring environment but with all your course colleagues, and that amplifies the learning massively.

You will have access to a variety of speakers who provide different perspectives on implant dentistry. From Colin Burns, Chairman of the UK and Ireland ITI Section, Michael Bornstein, who is one of the world authorities on CBCT, basic surgical skills teaching with Anna McDonagh and the support of the faculty from the clinic, including Colin, Andy Legg and Beatriz Sanchez.

There is even an ethics slot as part of the course, which is absolutely fundamental to the way that we go about our dentistry.

You will be introduced to lots of different people at entirely different stages in their implant career and you will have the chance to learn from their mistakes. You become part of a tribe of people who've already been through this process or are going through it at the moment.



Finally, one of the most exciting aspects of the 2020 course is that this will be one of the first events to start in the brand-new Campbell Clinic, due to open in January 2020. So if you've been holding off, or wondering which course to do, and you perhaps want to start your implant career at one of the most extraordinary teaching venues in dentistry, then please get in touch.

www.campbellacademy.co.uk
Tel: 0115 9823 919
Email: info@campbellacademy.co.uk

It seems, these days that everybody wants it cheaper for less, and expects the standard will remain the same.

They want everybody to provide exactly the same thing, so that everybody has to get cheaper providing exactly the same thing, so they're ultimately checking all cost two pence, a pound and nobody will worry that, that's a false cost and that there are huge consequences to this type of market.

Some years ago, as I was running the NHS specialist practice in Derbyshire, the NHS approached us and explained that they would have to cut the cost of our provision of oral surgery services by about 50%.

I asked the question to the commissioners, "do you want me to do less, or do you want me to do it s*****r?"

The reply came back, "we want you to do neither of those".

The cheapening is a finite strategy, which reaches a point where quality is no longer possible to be provided.

It is possible to set up a business that provides better, not cheaper, a business that provides longer lasting, not fast. A business that provides service and care, not painting by the numbers and providing widgets, which are the same for every single person.

Remember when the rest of the market goes for homogenous, the different business goes for individual. When everyone races to the bottom, the clever people race to the top.

It's not easier to race to the top, it's just better when you get there.

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.

What Our Patients Have to Say About Our Team...

At The Campbell Clinic we provide a number of different treatment options and have many different clinicians and specialists that can help with different procedures.

Below are a few of our colleagues at The Campbell Clinic and what they bring to the team. We have also provided reviews from patients they have treated. We value these reviews and really enjoy reading them knowing we provide excellent treatment and appreciated outcomes to the best of our ability.



David Cohen & Endodontics:

David qualified in 1971 with a B.D.S. from the Royal Dental Hospital of London and, in 1972, LDSRCS from the Royal College of Surgeons of England. Following qualification, he worked in general practice in Manchester. At a lecture by an endodontist in 1976, he became interested in Endodontics and in order to advance his knowledge in this field, he undertook a number of postgraduate courses in the United States at Boston University School of Graduate Dentistry, under the leadership of Dr Herbert Schilder.

In 1981, he commenced part-time postgraduate research in Endodontics, which led to an MSc being awarded in 1984. In

1986, he was invited to undertake further research work, culminating in a PhD being awarded by the University of Manchester in 1991, and worldwide patents for new materials.

In 2005, he was awarded a Certificate of Expert Witness Accreditation by Cardiff University.

In 1981, David opened a practice 'Limited to Endodontics' part-time, but since 1993 he has been in full-time specialist endodontic practice. For a number of years, David taught postgraduate endodontics and undergraduate studies as a Lecturer at Manchester Dental Hospital and currently holds the position of Honorary Research Associate at Manchester University. He was admitted to the General Dental Council Endodontic Specialist register as soon as the register was inaugurated in 1998. He has written widely on endodontic subjects and, in 1994, was a Visiting Fellow to the Singapore Ministry of Health. He has also lectured extensively in the UK and USA.

David has served as the President of the British Endodontic Society, and Chairman and/or executive member of a number of local dental and endodontic associations. Since 1979, he has also been a member and regular attendee at meetings of the American Association of Endodontists.

Outside dentistry, he loves spending time with his family, especially his six young grandchildren. He enjoys learning Spanish and violin, photography, skiing, collecting whisky and vodka miniatures, and flying his aeroplane. He has been very active in his local Jewish community, including a stint of three years as the President of his local synagogue, and was recently an LEA Governor at a local high school.

Review:

After being referred by my NHS dentist for a tricky root canal procedure (my dentist said there was a good chance I'd lose the tooth) I attended the Campbell Clinic. My experience couldn't have been better. I was welcomed, informed and felt safe and confident in the dentist throughout. And I felt NO PAIN!! Even the injection didn't hurt, with the yawn and wiggle your toes distraction technique! My procedure was tricky, as fully explained to me afterwards, and a total success. I would certainly recommend this clinic for any procedure that can't be done on the NHS. Thank you so much!



Andy Legg & Cosmetic:

Dr Andrew Legg graduated from the University of Manchester in 2001. Extensive experience in general practice has given Andrew grounding in all aspects of dental care allowing a fully comprehensive approach to patient care.

Andrew has undertaken countless hours of training, including an 18-month Clinical Certificate in Implantology at the University of Sheffield and Advanced Surgical Training at the Royal College of Surgeons.

More recently, Andrew passed his Membership of the Faculty of Dental Surgery, Royal College of Surgeons Edinburgh.

Andrew also works as a Clinical Teaching Fellow in Oral Surgery at the University of Manchester.

Andrew is passionate about the use of dental implants in helping restore patients to a more natural form and function and believes they play a pivotal role in improving the quality of life and general health in patients. Andrew is proud to be an endorsing dentist for the major UK charity Action for Sick Children and has been involved in the launch of the Dental Playbox Scheme which aims to dispel the myths of visiting the dentist, educating under-privileged children

countrywide. He is also a Bridge 2 Aid Unity Partner having raised money to help train dental officers in Tanzania.

Andrew is married with four children. He enjoys following most sport, particularly rugby.

Review:

I just want to say a huge thank you to Andy and his lovely dental nurse. I have just had two veneers after waiting years for one of them to be replaced due to being ridiculously scared of the process. I was recommended to The Campbell Clinic by a friend as he said the service was exceptional and he was correct! Andy and co were absolutely brilliant with me, I would never EVER go anywhere else. Thank you for such a first-class service. I am absolutely delighted! Especially now I can smile without worrying About the tooth discolouration on photos!

What Our Patients Have to Say About Our Team...



Colin Campbell & Implant placement:

Colin qualified in dentistry from the University of Glasgow in 1994.

In 1997, he became a Fellow of the Royal College of Surgeons of Edinburgh (by examination). He also entered dental practice in 1997 and began to build a referral service in Oral Surgery and Implant Dentistry.

In 1999, Colin became a General Dental Council Registered Specialist in Oral Surgery.

In 2005, he was elected to Fellowship of the International Team for Implantology, a network of 15,000 professionals worldwide who promote implant dentistry by research, education and development. He was formerly a Member of the ITI education working group and sat on the Leadership Team of the ITI UK & Ireland Section.

He is responsible for developing education for healthcare professionals in implant dentistry and has personally developed many courses in this field.

In 2009 Colin became a director in Campbell and Peace Specialist Practice and in 2013 formed The Campbell Clinic.

Colin has placed over 4,000 implants and restored many of these, he has also carried

out over 10,000 surgical procedures.

He is responsible for mentoring dozens of dentists and introducing them to implant dentistry for the benefit of their patients and has also lectured nationally for over 10 years on Implant Dentistry and Oral Surgery.

Colin has been providing expert witnessing services for ten years in dozens of cases and has appeared in county and criminal trials and in regulatory hearings as an expert.

Review:

From my first consultation, there was no pressure to go ahead with treatment. It was very relaxed and I felt totally at ease with the staff. Throughout the placing of my implants, I was continually asked if I was alright. If not they ceased and waited until I was ready to begin again. I'm extremely pleased with my new teeth and would not hesitate to return for future work.



GDP Surveys

We recently sent out surveys to different groups of our referring General Dental Practitioners and you may have received one.

As we explained in the letter, we really want to make sure we're providing the best service we can to our referring practitioners and the patients you send to us. We won't know how to make things better if you don't tell us!

Thank you to all of you that have sent your responses back in, we really appreciate you taking the time to do so.

We made the surveys anonymous to try and get the most honest feedback but if you would like to discuss any aspect of it or would like an individual response from us then please don't hesitate to get in touch.
RLC@campbell-clinic.co.uk

We will be bringing you the results over the next few months and will publish these in the next newsletter.

Thank you again for taking the time to respond!



Charlotte Stilwell

Qualifications: Tandlaege Copenhagen 1983
GDC No: 59233

Charlotte Stilwell is a specialist in prosthodontic dentistry with her own referral practice at 94 Harley Street, London W1G 7HX. She joined The Campbell Clinic in February 2019 and has made a huge impact and settled in amazingly with the team.

Charlotte undertakes all aspects of conventional and implant supported fixed and removable prosthodontics and management of occlusion. She is an invited speaker and author of publications on these topics, nationally and internationally. Charlotte also has an interest in Gerodontology and the specific treatment needs of elderly patients.

Charlotte started her professional career with five years of postgraduate training in the Department of Prosthetics at the Royal London Hospital Dental School. Thereafter, she practiced for nine years in general practice in West Wickham, Kent before moving to specialist referral practice in Harley Street, London.

In addition to practice, she has held part-time lecturer posts at Department of Prosthetics at the Barts and The London School of Medicine and Dentistry as well as the Department of Gerodontology and Removable Prosthetics at the University of Geneva.

Charlotte is an examiner for implant dentistry at the Royal College of Surgeons of Edinburgh and a Fellow and Member of the Board of Directors of the International Team for Implantology (ITI).

Charlotte has taken on the restorative dentist role at The Campbell Clinic and has taken on restorative referrals, restorative treatment planning and joined the clinics MDT group for a specialist input.

You can refer your patients to Charlotte for an outstanding, professional experience with an extremely high knowledgeable diagnosis. For more information contact the clinic on **0115 982 3913**.





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

Bridge2Aid is a UK registered charity no 1092481