

QUARTERLY MAGAZINE FOR PATIENTS

Practice News

MARCH 2016

THE STANDARD
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The Campbell Clinic

Hello and welcome to the latest edition of ‘Practice News’

In this edition you can read about our relationship with one of our main suppliers and the ways they are helping us drive the practice forward for the benefit of you, our patients!

Digital dentistry is one of the latest and fastest growing developments in the dental world and The Campbell Clinic is very proud to be at the forefront of this in the UK. Hear about our investment in digital dentistry and the uses we have for it at the practice.

We really hope you enjoy reading these newsletters and, as always, we would be delighted to hear from you if you have any suggestions or questions.

Colin



The Dental Digital Revolution reaches Nottingham!

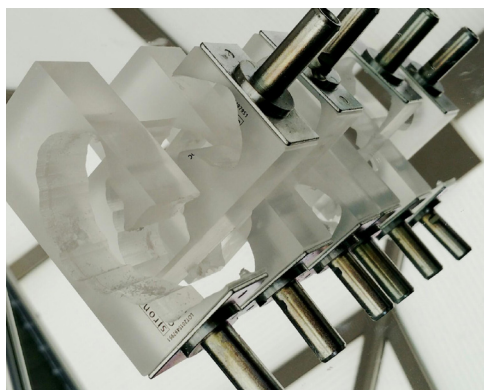
One of the many things The Campbell Clinic in Nottingham had become renowned for is its provision of Dental Implant treatment.

Colin has been providing Dental Implants in the Nottingham area for almost 20 years and the combined experience of the clinicians at The Campbell Clinic in Implant Dentistry is approximately 70 years with over 8,000 combined Dental Implants placed.

Dental Implants never sit still though; the technology improves and the systems get better year on year. Approximately two years ago Colin took the opportunity to invest almost £150,000 in the practice in new digital diagnostic and planning equipment for Dental Implant treatment. Over the past 24 months the staff at the clinic have been working extremely hard to develop the

systems and using this technology to the best advantage for the patients. This year alone we have provided several UK firsts in the provision of implant planned and guided surgery in practice. This article will help explain exactly what's involved.

Historically Dental Implants were placed in what was thought to be the right position when the patient attended for surgery. The Dental Implants themselves were placed within good bone and it was left up to the restorative dentist to try and get the best out of what existed. Latterly, people have tried to plan and design the final tooth of the Dental Implant prior to the implant being placed and trying to assist the implant placement for the surgeon with some sort of guide. The digital revolution allows us to provide extremely accurate planning of Dental Implant surgery prior to the



patient being touched with the use of Cone Beam CT Scanning (Figure 1) and digital intraoral (in the mouth) scanning which allows us to scan and plan the final crowns for patients before the treatment is started (Figure 2).

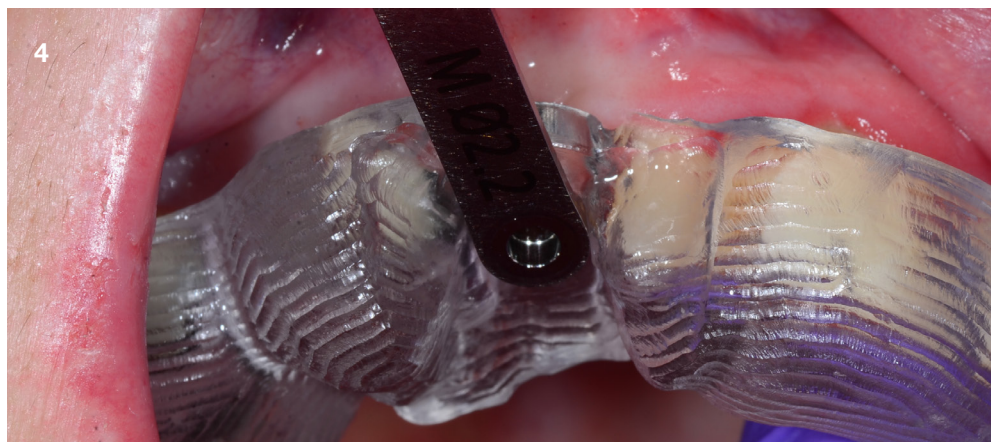
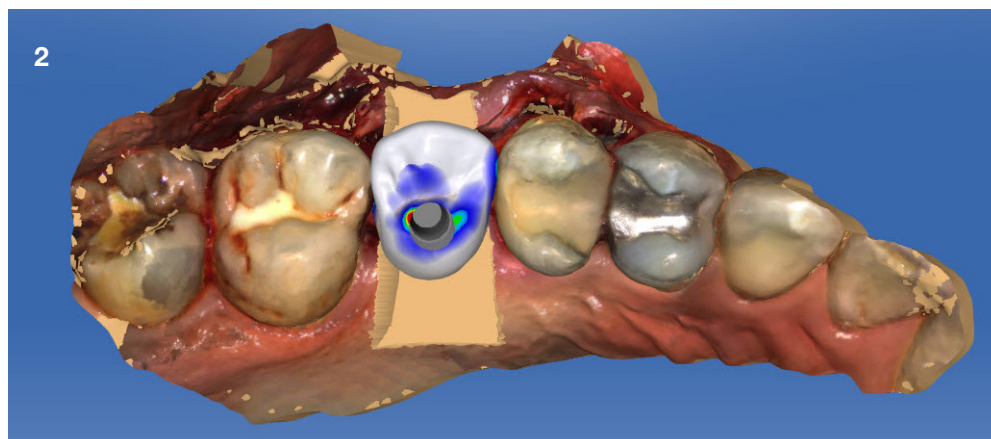
The real advance in technology has been the ability to scan the patient with a camera inside the mouth and then attaching this to a CBCT Scan. This allows us to put the predicted final crown on the patient in the right bony position and then place the Dental Implant on the scan prior to the surgery being carried out. In the practice we have a highly sophisticated four-axis milling machine which then allows us to mill the surgical guide (Figure 3) which is placed into the patient's mouth with a small metal key (Figure 4) to allow us to position the drilling for the implant in exactly the right place. This makes implant placement much more accurate and removes a lot of the decision making of surgery prior to surgery being undertaken. It also gives patients the chance to see their treatment in digital format before it is carried out and this is a huge advance in dentistry that is available only to very few practices in the UK.

In conjunction with Henry Schein (see the article 'Who we work with') we have been asked to continue to develop this process and to teach it at national meetings in the UK for the benefit of patients. We are even able to take digital impressions immediately at surgery to allow us to make the crown to shorten patient healing times down. In the ideal cases patients never have to have a dental impression anymore (remember that horrible stuff that you had to have inside your mouth?!) we can scan them before surgery, place the implants in the ideal position and scan them during surgery to design a crown which is milled in practice.

This means we retain complete control over the manufacture and appearance of the crown. Even in complicated cases such as the x-ray shown (Figure 5) we can get fantastic results with digital planning and it allows us to make the crown as quickly as possible. It is very important for us to continue to re-invest in our patients care all the time and the investment from two years ago was massive and raised a few eyebrows but it is now coming to fruition. Other colleagues are travelling to the practice to visit us to see exactly how we do this.

If you have any questions, would like a discussion about digital planning and whether it would be suitable for your dental implant treatment please contact us:

0115 9823913 |
info@campbell-clinic.co.uk



Changes in Orthodontics

It is with great sadness that we announce the departure of our Specialist in Orthodontics Fiona McKeown who has worked within The Campbell Clinic for five years.

As with all of us over the past few years, Fiona's life has changed dramatically with her daughter growing up and her commitments to her other practices in Doncaster and Alfreton. She has increased the amount of responsibility she has taken in the Alfreton practice (a practice which Colin used to own) and feels that she must direct her attention her and to her family. We have been privileged to have Fiona at the clinic developing the Orthodontic service and looking after her patients to the highest possible degree and we will all be very sad to see her moving on.

Fiona was instrumental though in introducing us to her replacement at the clinic Andrew Flett who is the newly appointed Consultant in Orthodontics at Queens Medical Centre in Nottingham.



Andrew trained in Orthodontics in Chesterfield (the same place as Fiona) and will be joining the practice from March this year. We are delighted to welcome Andrew to the practice and he will share his working week between us and Queens Medical Centre. We are hoping to develop the Orthodontic service further to include many new types of Orthodontics to benefit patients in the practice.

If you are interested in arranging a consultation with Andrew to discuss straightening your teeth then please contact the practice: 0115 9823913 | info@campbell-clinic.co.uk

Who we work with:



Over the past few years within The Campbell Clinic we have developed a strategic partnership with various dental suppliers in order to improve our relationships and improve the facilities we have to provide exceptional care for patients.

One of these suppliers is a company called Henry Schein who are the largest dental supply company in the world Henry Schein are a Fortune 500 American company listed on the American stock exchange, therefore they are a massive organisation world wide.

The main reason we have a close relationship with Henry Schein is our Area Representative Debbie Meehan. Debbie is fantastic and is able to help us out with difficulties and problems in sourcing and supplying equipment and materials as quickly and efficiently as possible. I have also had the privilege of getting to know the Managing Director of Henry Schein UK Patrick Allen over the past couple of years and he has

been instrumental in supporting the teaching academy associated with The Campbell Clinic called The Campbell Academy. In The Campbell Academy we are able train dentists in many different disciplines in dentistry and the support from Henry Schein in the provision of that education is fundamental.

We believe they are the best dental supply company in the world, certainly in the UK, providing exceptional levels of service to assist us in the treatment of patients. We have developed a long term strategy to work with Henry Schein on various different things going into the future. One of the main things we are working on with Henry Schein at the moment is the digital development within the practice and you will see from the case study article exactly where we have got to with digital development.

“
We believe they are the best dental supply company in the world
”

Hayley Brown

Job Title:
Practice Manager

I have worked at The Campbell Clinic for over 6 years having worked with Colin since 2007 at another practice.

I started at The Campbell Clinic as a dental nurse until 3 years ago when I became the Practice Manager.

I thoroughly enjoy my role and it keeps me very busy, managing the day-to-day running of the practice, looking after everyone that works here and I ensure that our patients have an exceptional experience when visiting us.

I live in Nottingham with my husband Ashley. We love spending time with our family and friends, and going to the cinema.



WHAT IF YOUR CHILD had toothache? and no hope of help •



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



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