

QUARTERLY MAGAZINE FOR PATIENTS

# Practice News

SEPTEMBER 2016

**THE STANDARD**  
**YOU'VE BEEN LOOKING FOR**





# The Campbell Clinic

**Welcome to the latest edition of The Campbell Clinic’s Practice News.**

As you will see, we have had lots of new faces join us at the practice over the last few months. You can find out more about them later in the newsletter.

You will find a great case study from our Orthodontist, Andrew Flett together with a Q&A with him.

Cherry is our dental lab of choice – find out why we rate them so highly.

Thank you for taking the time to read this and we hope to see you soon!

Colin



# Effective planning leads to efficient orthodontics

The basis of any orthodontic treatment should be a clearly defined list of problems, aims of treatment and a sound plan. If these 3 factors are formally written down and discussed with the patient, it is far easier to discuss the benefits and risks of comprehensive treatment over limited objective treatment.

Not all adults are looking for orthodontic perfection, but it is up to the professionals to decide what level of perfection they should accept based on the following factors;

- Patients aesthetic concerns about brace treatment
- Time patient is willing to be in treatment
- Patient understanding of risks of treatment and repair/ replacement of existing dental restorations

This case study summarises how orthodontic treatment can be successful and completed in a timely fashion when correctly thought out.

Before Treatment

**Patient:** Alex

**Concern:** Unhappy with appearance of crowding of lower front teeth.

**Aims of Treatment:**

1. Relieve crowding
2. Increase overjet and overbite



After discussion about the reasonable alignment of the upper arch and the risks associated with disturbing root treatments and crown replacement, the patient opted to have fixed appliances placed on the lower arch only.

In order to meet the aims of treatment the LR1 was extracted. This plan would instantly relieve the crowding, and create space to increase the overjet and overbite. This was an efficient alternative to considering copious interdental stripping of the lower labial segment and premolars, in an attempt to accommodate the LR1.

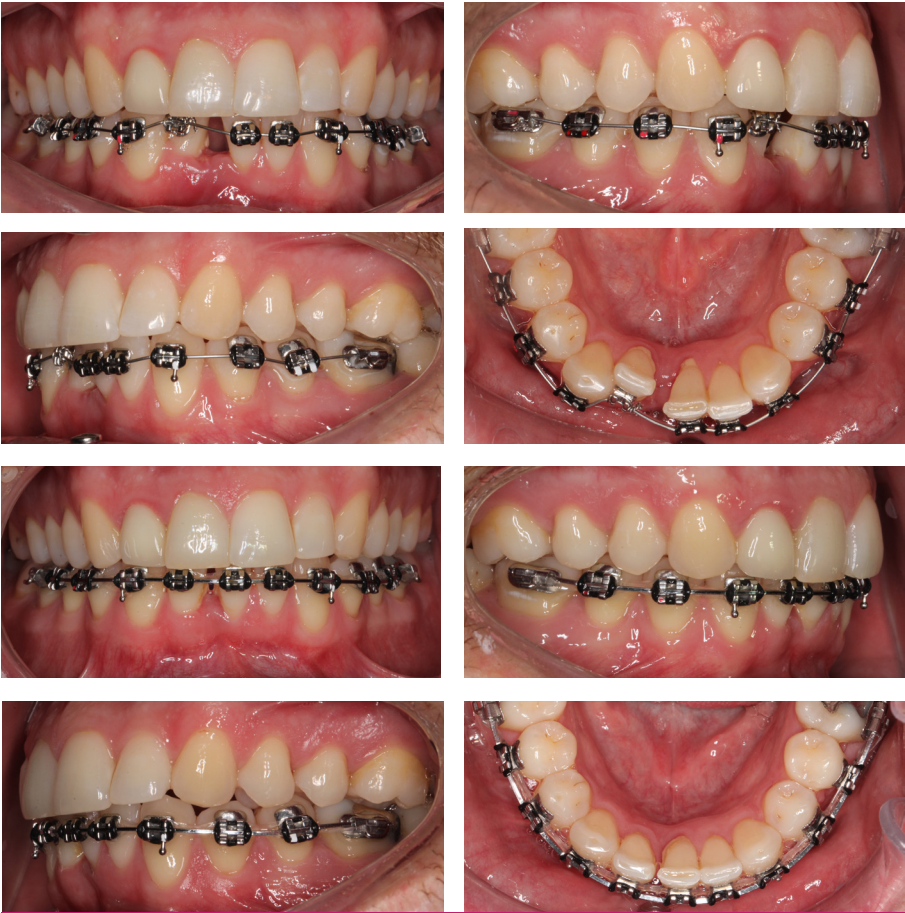
Rotated teeth can be at a higher rate of relapse, and so additional retention regimes would have to have also been considered.

Treatment began on at the start of April 2016 with an initial alignment arch wire to level the arch. Once a working stainless steel archwire could be placed, residual space closure was commenced.

**Note:** The lower lateral incisors are triangular in shape which can prevent complete space closure.

A small amount of interdental reduction is sometimes required to result in optimal tooth contact and space closure.

The patient was debonded in September resulting in a total active treatment time of 5 months.



During Treatment

The patient Alex commented:

**"I had a brace put on and was told it would be on a year. After 6 months it was taken off. I was very happy with the result. All the staff were extremely kind and patient with me. I would definitely recommend using the clinic for dental work."**

During the coming months and years, I hope to be able to showcase the simple and more complex orthodontic treatment service on offer at The Campbell Clinic. If you have any orthodontic related questions or queries, please don't hesitate to contact me here at the practice.

Best Wishes,

Andrew



After Treatment



# Lots of new faces at The Campbell Clinic!

## Andrew Flett

Earlier this year The Campbell Clinic was delighted to welcome our Consultant Orthodontist to add to the clinical team at the practice.

Andrew Flett is one of the appointed Consultant Orthodontists for Queen's Medical Centre and King's Mill Hospital and works between both sites. He works at The Campbell Clinic to provide Orthodontic treatment for patients including fixed and removable Orthodontics where appropriate.

He has the ability to provide fixed, removable and functional treatment and is an invisalign provider. Due to his training, he can also provide orthodontics for complex cases with multiple missing teeth or where patients are considering private jaw surgery and orthodontic treatment.

He works closely with the other clinicians at the practice including myself, Neil and Andy to provide the best possible care.

You can see a case study and a Q&A with Andrew further on in the newsletter.

## Nish Yadev

In September The Campbell Clinic were delighted to welcome Nish Yadev to the practice to initially provide maternity cover for Maria Fernandez but to also add to the practice, particularly in research. Nish initially studied for and gained a PhD at Sheffield on the aspects of Oral Medicine. He then went on to study dentistry and has recently completed his vocational dental training.

He is already an experienced researcher and is becoming a more experience practitioner

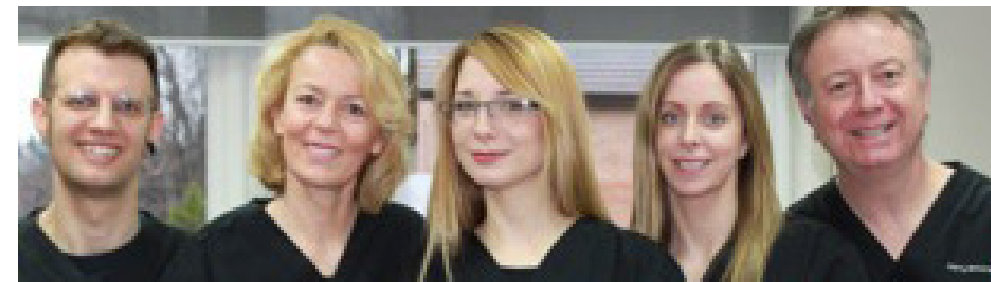
and we are delighted to welcome him to the team to assist us in providing exceptional levels of care and to push forward our research project with Dr Kath Hare, our Research Coordinator at the practice.

## Kirsty Howe

You will also see a new face on our reception. Kirsty has joined us recently and has lots of experience after working previously at two other dental practices. Kirsty will help augment our reception team and help us continue to provide a great service to our patients.



# Who we work with: Cherry Dental



As a continuation of the feature of people we work with to try and help to make our business successful and build long term relationships, our main laboratory partner is Cherry Dental Design in Nottingham.

Over the years we have worked through different laboratories for different reasons and with multiple high level clinicians in the practice it's sometimes difficult to limit everybody to a single laboratory source. My feeling though is that that is essential because we all learn and grow up together over time; understanding each others needs, skills and even deficiencies so that we can improve the service overall for patients to gain a more predictable and higher quality result in the end.

Dental technology is hugely complicated, not least in dental implants, so to have a range of expertise through the laboratory but also through the clinicians to be able to exchange, discuss and develop ideas is absolutely essential.

Led by Sally and assisted by Ceri, the team at Cherry Dental Design is fantastic. Hugely friendly and welcoming to patients, happy to attend to see someone at the practice at the drop of a hat if there are any issues or problems or someone just requiring shade taking or reassurance and they are genuinely interested in the work they provide. They have been a huge asset to the practice over the past few years and we will continue to work with them for the longer term, hopefully all developing an exceptional service together.

To change laboratories or other suppliers simply on cost at short notice is real short-term thinking, which doesn't develop trust or long term relationships. All the people we work with at the practice are there to develop long term relationships to make systems smoother, easier and of higher quality. Cherry absolutely fill that role and we are very lucky to have them as our laboratory partner.



“  
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# Q+A with the new Orthodontist

**Who are you?**  
 Hi, I'm Andrew and I've just joined The Campbell Clinic over the last couple of months. I'm originally from Liverpool, although I have been in the Yorkshire region for the last 5 years training as an Orthodontist. I work as a Consultant Orthodontist at Queen's Medical Centre in Nottingham and King's Mill in Mansfield. At these units, we treat the most complex malocclusion (bad bite) such as cleft lip and palate, jaw deformity and complex hypodontia (where teeth have failed to develop).

**Why did you join the Campbell Clinic?**  
 I was really impressed by the ethos of The Campbell Clinic when I first visited and like the way all the staff work hard for patients at every visit. All the treatment provided is of the highest quality and always tailored to the specific needs of the individual. The practice benefits from many specialists and different perspectives on what would be the 'best' treatment in any given situation. I look forward to bringing my specialist knowledge to the mix and integrating with the team already in place.

**What will you bring to the team?**  
 As well as providing Orthodontic only treatment, I hope to be able to add to The Campbell Clinic by providing complete multidisciplinary team working when planning complex cases. If a patient requests implant placement for example, in order to get an optimal occlusion and aesthetics, Orthodontics can be called upon to provide the ideal space requirements to give the highest quality finish. Why work within the confines of the malocclusion in front of you, when orthodontics can solve most of those problems synergistically?

**What do you do outside of dentistry?**  
 I love good food and drink, so to unwind I enjoy cooking a good meal with a glass of decent wine. At present, my wife and I have our hands full with our 1 year old son. When he is not giving us the run around, I try to get out of the house for some gardening or running to relax.

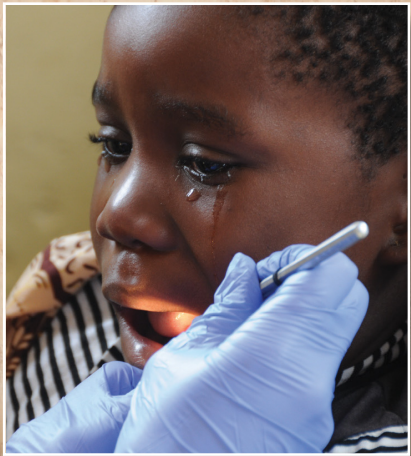
**Andrew Flett**



WHAT IF <sup>YOUR CHILD</sup> 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

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