Scottish Scientific Conference & Exhibition 2013
Friday 6 September 2013 | Crowne Plaza Hotel Glasgow

A day for the whole dental team

New for 2013

Themes
• Clinical focus
• Pain management
• Core CPD
• Dental team

www.bda.org/scottishscientific

Sponsored by

In association with

UP TO 6 hours verifiable CPD
Welcome to Glasgow 2013

It is a great pleasure to invite you to attend the BDA Scottish Scientific Conference and Exhibition being held this year on Friday 6 September 2013 at the Crowne Plaza Hotel in Glasgow. This is a very well-regarded event with attendance growing year on year. We are delighted that Margie Taylor, Chief Dental Officer for Scotland, will be opening the event and look forward to her welcome speech.

The conference is a significantly larger event this year which incorporates four lecture themes:

- Clinical focus
- Pain management
- Core CPD
- Dental team

In total 15 sessions will be delivered by an inspiring line up of renowned speakers which include:

**Mike Cassidy**  
Consultant in Restorative Dentistry,  
Jersey General Hospital

**John Gibson**  
Professor of Medicine in Relation to Dentistry & Honorary Consultant in Oral Medicine,  
University of Glasgow Dental School

**Graham Gilmour**  
Consultant in Restorative Dentistry,  
Croydon University Hospital

**John Meechan**  
Senior Lecturer in Oral Surgery,  
Newcastle University

**Tara Renton**  
Professor in Oral Surgery,  
King’s College London Dental Institute

For the dental team focused stream, we have teamed up with the Association of Dental Administrators and Managers (ADAM), the British Association of Dental Nurses (BADN) and the British Society of Dental Hygienists and Therapists (BSDHT) to put together a programme of sessions. Please encourage team members to attend this event.

Running alongside the conference is a vibrant exhibition with a number of new exhibitors participating. We would ask you to engage with the exhibitors and make the most of this event.

We look forward to welcoming you to the event which promises to be a great educational day with the opportunity to meet and speak to friends old and new.

Pat Kilpatrick and Graham McKirdy

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**Programme at a glance**

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MDDUS is the provider of choice to the majority of dentists in Scotland. Our experienced Dento-Legal Advisers are available 24 hours a day to provide advice and guidance. In addition our members enjoy access to assistance & support from an in-house team of lawyers, who have over 23 years of experience representing members at the GDC – from responding to allegations, advising on remediation and preparation and attendance at all hearings. These two teams work closely together to provide a unique blend of support to members facing professional difficulties.

Also, members with employment responsibilities enjoy free and unlimited HR and employment law assistance from an in-house team of employment law specialists.

Visit our stand for a personalised quote or visit www.mddus.com

**Booking hotline 020 7563 4590**
Room 1: Clinical focus

08.15–09.15
Registration, refreshments and exhibition time
Welcome from Margie Taylor
Chief Dental Officer for Scotland

09.15–10.30
Treatment planning and avoiding failure in fixed restorations (PART 1)
Graham Gilmour, Consultant in Restorative Dentistry,
Croydon University Hospital
- Indications for crowns and bridges.
- Managing the soft tissues.
- Design principles of successful restorations.

10.30–11.00
Refreshments and exhibition break

11.00–11.45
Treatment planning and avoiding failure in fixed restorations (PART 2)
Graham Gilmour, Consultant in Restorative Dentistry,
Croydon University Hospital

11.45–12.30
Update in ceramic materials
Mike Cassidy, Consultant in Restorative Dentistry,
Jersey General Hospital
- What’s new and what’s not.
- What works and what doesn’t work.
- Intelligent selection of ceramics.

12.30–13.30
Lunch and exhibition break

13.30–15.00
Clinical techniques in crown and bridgework
Mike Cassidy, Consultant in Restorative Dentistry,
Jersey General Hospital
- Tooth preparations - how to make them more retentive.
- Temporary restorations - the key to success.
- Impression taking - how to get it right every time.

15.00–15.30
Refreshments and exhibition break

15.30–17.00
Top tips for clinical success – what are they?
Mike Cassidy, Consultant in Restorative Dentistry,
Jersey General Hospital

17.00
Close

Room 2: Pain management

08.15–09.15
Registration, refreshments and exhibition time
Welcome from Margie Taylor
Chief Dental Officer for Scotland

09.15–10.45
Facing down pain in the mouth and face – mechanisms, presentation and management
Andrew Mason, Senior Clinical Lecturer in Oral Biology,
University of Dundee Dental School
- Explore why people get pain.
- Pharmacology in pain management.
- The presentation of ‘simple’ pain syndromes, such as Temporomandibular Joint Pain Dysfunction Syndrome.
- What treatments are available and what role the dental practitioner has in managing patients in pain.

10.45–11.15
Refreshments and exhibition break

11.15–12.45
Bespoke dental anaesthesia
John Meechan, Senior Lecturer in Oral Surgery,
Newcastle University
- Explore the most appropriate local anaesthesia (LA) technique for different teeth.
- Discuss the influence of the choice of LA solution on anaesthetic success.
- Look at the effect of general health on the systemic response to dental LA.
- Overview of drug interactions with dental LA.

12.45–13.45
Lunch and exhibition break

13.45–15.15
Minimising and managing trigeminal nerve injuries
Tara Renton, Professor in Oral Surgery, King’s College London Dental Institute
- Recognise and minimise risk to the trigeminal nerve when undertaking LA, extractions, endo, implants and third molar surgery.
- Understand the importance of prevention of nerve injury and their impact on those patients affected.
- Improve patient consent in relation to trigeminal nerve injuries.
- Develop a better strategy for assessment in identifying patients at high risk.
- When to refer and/or treat.

15.15–15.45
Refreshments and exhibition break

15.45–17.00
The mouth – part of the face and part of the body, yet often just a pain in the neck
John Gibson, Professor of Medicine in Relation to Dentistry and Honorary Consultant in Oral Medicine, University of Glasgow Dental School
- The place of orofacial pain in wider pain syndromes, such as Myofascial Pain Dysfunction Syndrome, Polymyalgia Rheumatica, Giant Cell Arteritis and the trigeminal autonomic cephalalgias.
- Who presents and at what age.
- Questions and investigations that will help not to miss an important diagnosis.
- Treatments available and the role the dental practitioner might play in managing patients in pain.

17.00
Close

www.bda.org/scottishscientific
Room 3: Core CPD

08.15–09.15
Registration, refreshments and exhibition time
Welcome from Margie Taylor
Chief Dental Officer for Scotland

09.15–10.45
How to attract the patients you need with online marketing
Mark Ooborn, Director, Mark Ooborn Dental Marketing, Social Media and Website Consulting
- How to harness the power of social media and online marketing
- Why you ought to have Facebook and Twitter for your practice, and how to set it up
- What to say on social media, who to say it to and when to say it
- How to monitor what is being said about you and your practice and dealing with negative comments.

10.45–11.15
Refreshments and exhibition break

11.15–12.45
Management of medical emergencies in the dental practice
Core CPD
Groame Ramage, Sandpiper Fellow, BASICS Scotland
- Basic principles of assessing the patient using the ABCDE systematic approach, potential issues and how to recognise and treat life threatening problems
- Latest guidelines in managing the patient with a life threatening medical emergency including asthma, anaphylaxis, chest pain, angina, acute coronary syndrome, seizure, and diabetic hypoglycaemia.
- Recommended drugs and required medical emergencies equipment.
- Resuscitation Council guidelines on basic life support and the use of the automated external defibrillator.
- Tips to aid planning and preparation.

12.45–13.45
Lunch and exhibition break

13.45–15.15
Oral cancer: prevention and detection for the primary care dental team
Core CPD
David Conway, Clinical Senior Lecturer and Programme Director, Glasgow Dental School
John Gibson, Professor of Medicine in Relation to Dentistry and Honorary Consultant in Oral Medicine, University of Glasgow Dental School
- An update on epidemiology - disease burden and risk factors.
- The primary care dental team’s role in prevention.
- Detection and referral for the primary care dental team.

15.15–15.45
Refreshments and exhibition break

15.45–17.00
Management of medical emergencies in the dental practice
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- Basic principles of assessing the patient using the ABCDE systematic approach, potential issues and how to recognise and treat life threatening problems
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- Recommended drugs and required medical emergencies equipment.
- Resuscitation Council guidelines on basic life support and the use of the automated external defibrillator.
- Tips to aid planning and preparation.

17.00
Close

Room 4: Dental team

08.15–09.15
Registration, refreshments and exhibition time
Welcome from Margie Taylor
Chief Dental Officer for Scotland

09.15–10.45
Designing smiles for our patients – a dental nurse perspective
Jamie Newlands, Clinical Director, The Berkeley Clinic; Clinical Director, Scottish Dental Education Centre and Clinical Director, Brite-Dental
- The importance of the role of the dental nurse in supporting patients through the wide range of techniques available in smile design.
- Advanced restoration techniques currently available to patients.
- Identification of the various roles available for dental nurses in advanced restorative techniques.
- A look at further training available to dental nurses in this specialist area.

10.45–11.15
Refreshments and exhibition break

11.15–12.45
Sharing the clinical load: roles and responsibilities
Margaret Ross, Senior Lecturer and Programme Director, Edinburgh Postgraduate Dental Institute, and Past-president BSDHT
- Understand the role of DCPs and significance of skill mix.
- Realise the educational structure of DCP clinicians.
- The impact of direct access, if accepted.
- Exploration of future possibilities in patient care.

12.45–13.45
Lunch and exhibition break

13.45–15.15
Successful appraisals and team meetings
Jill Taylor, President, ADAM
- The importance of ensuring appraisals are a positive opportunity for all.
- Tried and tested ways of engaging your teams.
- How to make your meetings matter.
- Installing effective, efficient and consistent systems in your practice.

15.15–15.45
Refreshments and exhibition break

15.45–17.00
Safeguarding vulnerable children
Richarwelburn, Director of Postgraduate Dental Education and Professor/Honorary Consultant in Paediatric Dentistry, Glasgow Dental Hospital and School
Christine Harris, post CCST StR in Paediatric Dentistry, Guy’s Hospital
- Recognising a child and a family in need of help.
- Knowing where and to whom to go to for advice.
- Recognise types of physical injuries on the head, neck, and face.
- Recognise the impact of dental neglect with regard to general neglect.

17.00
Close

Booking hotline 020 7563 4590
Event Overview

Conference

The conference programme has evolved for 2013 and we are now delighted to present a more varied day with a range of clinical topics being examined as well as sessions for the whole dental team.

What can you expect?

- Relevant lectures
- Core CPD subjects
- Choice of expert speakers
- Valuable networking with peers
- A morale boosting day out for the whole team
- An opportunity to meet new suppliers
- Tips and tricks to take away and put into practice

Benefits of attending

- Verifiable CPD hours
- Gain clinical knowledge, business know-how and core CPD all under one roof
- Find out what’s new in dentistry and how this translates to delivering better dentistry
- Whole team event – learn as a team and become a more efficient practice
- Benchmark with your profession and find out how you can make improvements

Visit the website for full session outlines including speaker biographies [www.bda.org/scottishscientific](http://www.bda.org/scottishscientific)

How to book your place

Complete the booking form enclosed with this brochure and return it with your payment to:

The Events Office
British Dental Association
64 Wimpole Street
London W1G 8YS

events@bda.org
020 7563 4590
020 7563 4591

[www.bda.org/scottishscientific](http://www.bda.org/scottishscientific)

(BDA members only)

Exhibition

The expanded exhibition provides an excellent opportunity to evaluate products and services currently on the market.

Discover ways to improve the way your practice operates, connect with new suppliers and catch-up with existing contacts.

Visit each exhibitor at their stand to improve your chances of ending the day on a high as the winner of a prize draw!

Good Practice Scheme Reception

By invitation only
12.45 – 13.30
A celebration of the achievements of colleagues who have recently been successful in gaining BDA Good Practice Scheme status.

(Correct as of 26th March 2013)
Prices

BDA member delegate: £230 per person
Non-member delegate: £290 per person
DCPs / VDPs / GPT / Retired: £80 per person

Accreditation

The conference meets the educational criteria set by the GDC for verifiable CPD (up to 6 hours in total) and is certified by the British Dental Association.

Attendees will be scanned in and out of sessions and provided with a tailored CPD certificate 4 weeks after the event.

Venue

Crowne Plaza, Congress Road
Glasgow, Strathclyde G3 8QT

Resting on the banks of the River Clyde, the fifteen floor Crowne Plaza is one of the best known Glasgow hotels. The hotel is ideally situated for the many cultural points of interests that Glasgow has to offer, including the Buchanan Street Galleries and the Braehead shopping centre.

Hotel accommodation

If you wish to stay overnight during the event, please contact MICE Concierge, our appointed hotel booking agency, on 01438 908770 quoting reference BDA Scottish Scientific Conference and Exhibition.

Alternatively, you can book online at: www.miceconcierge.com/events/ScottishScientific2013

If you have any questions relating to the accommodation booking system please email resoffice@miceconcierge.com

How to get to the event

By Car  From the M8 North or Southbound: Exit at junction 19 and follow the signs for the Scottish Exhibition and Conference Centre (SECC). The hotel is adjacent to the SECC Centre on Congress Road, just minutes from the M8.

By Air  Only 8 miles from Glasgow International airport

By Rail  Only 1 mile from Glasgow Central station

By Bus  Only 1 mile from Glasgow Central Bus station

Further information

For further information on the programme and arrangements for the event please contact:

Sarah Swift, Events Executive, British Dental Association,
64 Wimpole Street, London, W1G 8YS

Tel: 020 7563 4590, Fax: 020 7563 4591
Email: events@bda.org
www.bda.org/scottishscientific

Booking terms and conditions

Full payment must be made prior to the date of the event. Once submitted, this booking form constitutes a firm booking which can only be cancelled in accordance with our cancellation policy set out on this form. Once we receive your booking form, we will send you a booking acknowledgement. If you have not received this acknowledgement prior to the date of the event, please contact us.

The programme is correct at the time of going to press. However, in the event of unforeseen circumstances, the programme may change and the BDA reserves the right to cancel the event or alter the venue and/or speakers.

Views expressed by the speakers are their own. The BDA disclaim any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided to the delegates.

Cancellation policy

All cancellations must be received in writing either by fax to 020 7563 4591, or by email to events@bda.org, or by post to the Events Department, BDA, 64 Wimpole Street, London W1G 8YS. This must then be followed by a telephone call to confirm receipt.

Cancellations received 29 days or more prior to the conference will be entitled to a 100% credit voucher or refund. Cancellations received between 15 days and 28 days (inclusive) prior to the conference will receive a 75% refund. Failure to attend the event on the day will constitute late cancellation and no credit voucher or refund will be given. Substitutions are welcome at any time.

Where circumstances force the BDA to cancel a conference, the liability of the BDA shall be limited to a refund of any fees paid for that particular conference. The BDA is not liable for any consequential loss.
Scottish Scientific Conference & Exhibition 2013
Friday 6 September 2013 | Crowne Plaza Hotel Glasgow

Please complete this form in BLOCK CAPITALS and return with your payment to:
Sarah Swift, Events Office, British Dental Association
64 Wimpole Street, London W1G 8YS
Tel: 020 7563 4590, Fax: 020 7563 4591
Email: events@bda.org

Please photocopy this form for multiple bookings.

Delegate
Title:____________________________________
First name:________________________________
Surname:_________________________________
Job title:__________________________________
BDA membership number:_____________________
(GDC number:______________________________)
Address:____________________________________
Tel:_______________________________________
Fax:_______________________________________
Email:_____________________________________
Booking contact:____________________________

Payment:
I enclose a cheque for £_______._______ made payable to the British Dental Association.

Or please debit my credit/debit card for £_______._______
(tick box) □ Visa □ Mastercard □ Switch/Maestro
Card number:_______________________________
Start date:______________________________
Expiry date:______________________________
Issue no (Switch/Maestro):___________________
Security number:__________________________
(last three digits on the reverse of your card)
Name of cardholder:________________________
Address of cardholder:_______________________
Cardholder's signature:_______________________
Date:______________________________

The BDA will hold your personal data on its computer database and process it in accordance with the Data Protection Act. For details please visit www.bda.org/legal/privacy-policy.aspx

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Do you wish to receive emails about BDA events? (please tick box) □ Yes □ No

Do you wish to receive emails from approved partners and suppliers? (please tick box) □ Yes □ No

I understand that I will be able to opt out from receiving these communications at any time.

Any special requirements, including dietary, disabled facilities, etc.
□ BDA member delegate @ £230 per person
□ Non-member delegate @ £290 per person
□ DCPs / VDPs / GPT / Retired @ £80 per person

• All costs include VAT, refreshments, a buffet lunch and all course documentation.
• Please write event code E280 on the back of your cheque.
• Payment MUST be received prior to the event.