



## Back to life, back to reality!

We moved our newsletter to an online platform during COVID times and stopped our printed and downloadable .pdf newsletters at the same time.

Our online newsletter stats: Our delivery rate is 97%, open rate 35% and click rate 20% average per month (which is a good average, so thank you!)

We missed this version of our newsletter and have now decided to bring it back! We found, that this newsletter gets circulated in dental practices by placing them in staff rooms as reading material which the whole team gets to see, this also gets circulated online as shareable and downloadable .pdf.

So, welcome back to the future, where you can read in peace, without all of the noise from social media and modern day dental life!

alisa\_rav@gmail.com  
to me

James Fridman <fjamie013@gmail.com>

Hey James,

As you wish, Your Royal Highness.

Can you please put crown on my head?  
I want to look like princes ;)



## Dental Fact:

23% of people had access to NHS dental care within 24 hours in comparison to 81% in Rwanda and 67% in Ukraine! Source: *Economist Health Inclusivity Index*

## Will you enter the Private Dentistry awards 2024?

Search Private Dentistry 2024 online or [click here](#)

## Private Dentistry Awards 2023

Below are some of the images from the Private dentistry awards, 6<sup>th</sup> december 2023 @ at the glamorous Grosvenor House Hotel, London.

(To view all images search private dentistry awards 2023 online/ social media or [click here if viewing a pdf](#))



In the photos: Team of the year awards: Img 1) Glenhaven dental, Img2) Queensgate Orthodontics with Dr. Nidhi Parmar, img 3) Woodborough House Dental with Dr. Rupert Monkhouse







**IPS e.max®**

### What is IPS e.max?

IPS e.max® is a lithium disilicate glass all-ceramic that delivers optimum aesthetics, translucency, durability and strength which is ideal for anterior dental restorations, within the smile zone. With up to 10 years of clinical evidence, over 80 million restorations and a 97.6% survival rate, it is a proven system that provides highly durable and highly aesthetic restorations which makes it an affordable alternative to porcelain bonded crowns and zirconia based restorations.

### Technical Features:

IPS e.max is milled via our in-house CAD software and CAM milling machine and provides a flexural strength between 360 – 500 Mpa. It is recommend for veneers, single unit anterior crowns or posterior crowns, 3 unit anterior bridges, partial and full anatomical crowns, minimal veneers (from 0.3mm) , inlays & onlays and screw retained implant crowns.

### Clinical Features:

IPS e.max is a bio-compatible material and is used for highly aesthetic solutions due to its true to nature shade behaviour. IPS e.max promotes itself as a durable restoration due to it's high flexural strength and is suitable with minimal invasive preparations. There is no condensation shrinkage which provides an accurately fitting restoration and reduce adjustment time with flexible cementation.

*Contact Kash on 0208 520 8528 for further information.*



**Will you send your emax case to us ?**



**3shape**  
TRIOS Ready



**FREE!**

**3D Printed models set**  
with every private case sent via I/O scan



*After*

*Before*



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# I/O scanning tips:

**iRecord:** Captures 3000 images per second, good for study models, night guards and invisAlign.

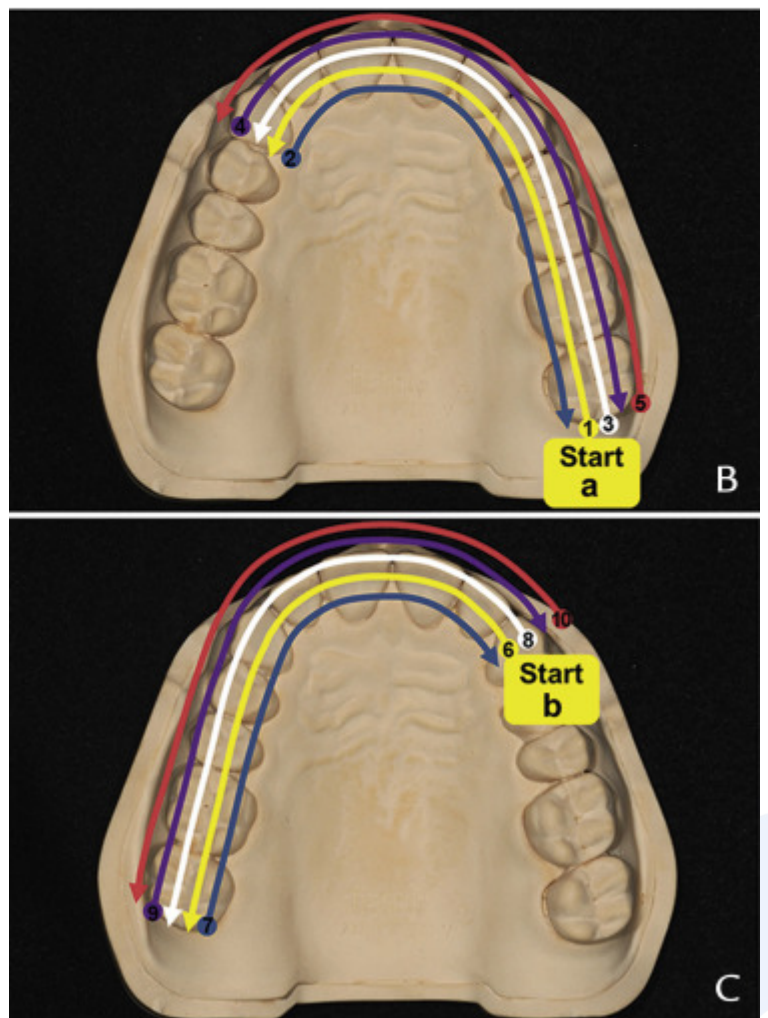
**Restorative:** Captures 6000 images per second, good for crown & bridge, implants and partials.

- 1) Follow a scanning path technique as show in the images on the right and below
- 2) Scan full arches for anterior cases and free end posterior cases for crown and bridge preps
- 3) Scan quadrants for 1 – 2 posterior units when the last molar is in place for a positive stop
- 4) Wipe all teeth + contacts with a 2 x 2 gauze, instead of compressed air, for a clean and dry area to capture
- 5) Pack cord on all preps, so the scanner can capture the margins easily
- 6) Double check your clearance on preps with the scanner software tools
- 7) Double check all scan bodies are in correct rotation and snapped completely seated
- 8) Equilibrate the centric occlusion with equal bilateral contact prior to anaesthetic
- 9) Scan preps for no longer than 7 to 9 seconds as moisture beings to obstruct margins.
- 10) For a bite scan, place the wand in the mouth buccally and then ask the patient to clench not bite

(Oceans Ceramics YouTube, Digital facts to scan modelless crowns, Accessed 1<sup>st</sup> May 2024)



**Zoe Clough**  
Elevated socials  
[@elevatedsocials](https://www.instagram.com/elevatedsocials)



The above scan path technique 1 to 10 improves the accuracy of the intra oral scan.

<https://www.sciencedirect.com/science/article/pii/S0022391321002857#fig1>



Example of I/O scanning technique of edentulous arches by 3shape Dr. Lou Russo.

Search online or [click here for document](#)

## Social Media Tips & Tricks

It's 2024 and every single dental practice you know is on social media but here is the secret sauce to actually being successful online.

**The 5 C's** - Content, consistency, creativity, connections and credibility.

You should be thinking about ticking all of these boxes before pressing post. Truth be told, it can take a lot of thought and time to do this but if you give me a follow on socials, you can take advantage of all my free tips & tricks! Follow [@elevatedsocials](https://www.instagram.com/elevatedsocials)



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# Don't make these mistakes with your dental Google Business listing

Maintaining a robust Google Business Profile is crucial for dental practices, but common mistakes can undermine its effectiveness. Here are several errors to avoid:

1. Inaccurate information: Ensure all practice details like address, phone number, and opening hours are up-to-date. Inaccuracies can lead to patient frustration and lost trust.
2. Ignoring reviews: Reviews significantly influence potential patients. Respond professionally to both positive and negative reviews to show that you value patient feedback and are committed to improving services.
3. Poor-quality photos: Photos are often the first impression potential patients get of your practice. Upload high-quality, professional images of your clinic, staff, and happy patients to create a welcoming online presence.
4. Not utilising 'posts': Google posts allow you to share updates, offers, and news directly on your profile. Regular posts keep your profile active and engaging, providing fresh content that can attract new patients.
5. Incomplete services: List all treatments offered by your practice. A complete list helps Google match your profile with relevant searches, improving your visibility.
6. Overlooking attributes: Google allows businesses to add attributes to their profiles, such as wheelchair accessibility or free Wi-Fi. These details can make your practice more attractive to specific patient groups.
7. Failing to verify the listing: Verification is necessary to manage your profile fully and make real-time updates. Unverified profiles lack credibility and might not appear in search results.
8. Incorrect category: Make sure your practice is listed under the correct business category. Being accurately categorised helps in appearing in the right search queries.
9. Not using Q&A: The Q&A feature can pre-emptively address common patient inquiries, saving time for both patients and your practice. Monitor and answer questions regularly to maintain an informative and responsive profile.
10. Neglecting SEO: Keywords relevant to your services should be naturally incorporated into your profile's content. This boosts SEO, helping your practice appear in more searches related to dental services.

Avoiding these mistakes will enhance your Google Business Profile's effectiveness, helping you attract more patients and grow your dental practice. Remember, a well-maintained Google Business Profile not only improves online visibility but also builds trust and credibility with potential clients.



**Shaz Memon**  
Founder of Digimax Dental  
<https://digimax.dental>



## Did you know?

All of our private crown and bridge cases include a 3D printed model set (upper and lower) at **no charge** if an I/O scan is sent! Send it!



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# Featured Case Study

This patient came to Fortyone Dental to see Dr. Tim Fildes about her old failed implant bridge. The patient originally had 3 OsteoTi implants placed 19 years ago, and then an additional Nobel implant 7 years ago. She had 3 different implant retained bridges over this period of time in which they have all failed, they all had poor function and aesthetics, she was at a loss.



Previous implant bridge

The ridge was very resorbed and canted, the implant abutments are all at differing heights which means technical difficulty in constructing the restoration for a successful result

The original abutments could not be changed due to the age of the original implant system and other related issues: she had facial surgery in the past and has been left with exceptionally limited trismus opening due to an overly tight obicularis oris.



New implant bridge

A I/O scan could not be done, due to the metal abutments having no scan bodies that would work with the old implant system.

To overcome all of this, Glen from Bremadent, made special implant soft tissue analogue models and then 2 lots of framework try-ins for , so Dr. Tim could ensure he had a perfect and verified fit. The final abutment framework was perfect and fitted passively, and then the case was finished in layered ceramic.



**Clinical work:** Dr Tim Fildes

**Dental Practice:** Fortyone Dental

**Technical Work:** Glen Wiener, Carlos Ferreira

**Lab:** Bremadent Dental Laboratory, London UK

"The plan worked well. She's been a star throughout the treatment and is very happy now"

The treatment:

X1 Implant analogue model

X1 Verification jig + Bite

X1 Denar Articulation

X1 Implant abutment bridge framework milled

X1 Metal Framework tryin

X1 Ceramic biscuit tryin

X8 Layered ceramic crowns

X1 Pink gum slip on the UL1, UL2

X1 Extra long in height UL1, UR1

*"Try us for your next all on X case or implant related case, speak to Kash or Glen on **0208 520 8528** and we'll be happy to help you get a successful result like this. Together, we can make your patients smile!"*



[www.bremadent.co.uk](http://www.bremadent.co.uk)



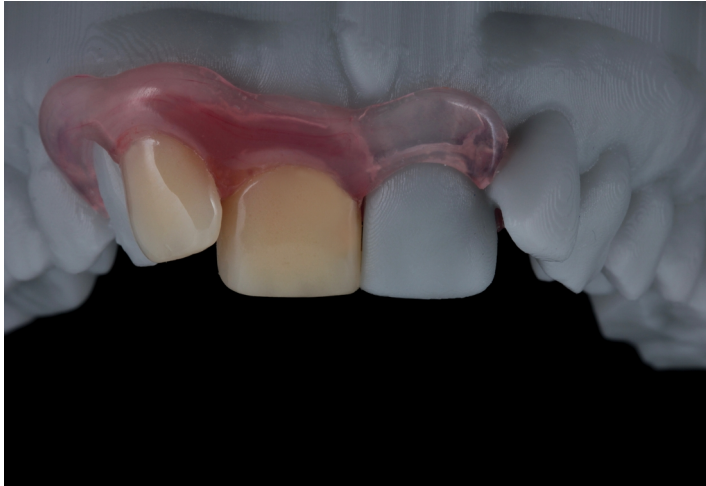
[office@bremadent.co.uk](mailto:office@bremadent.co.uk)



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'Valplast® Flexible Partial' is the first flexible partial in the world and has over 60+ years of research and development. It is a 'Nylon' based material, which makes it 100% 'Monomer Free', 'Flexible, Thin, Comfortable' and 'Easy To Adapt To' with a life long guarantee. It's routinely used as an alternative to acrylic partial dentures and is used for one tooth partials to 'Hybrid Cobalt Chrome Partial'.

'Valplast® Flexible Partial' have a unique clasping system, the flexible clasps are translucent with natural gingival shades and provides retention and reciprocation

The major connector is designed to sit on the cingulum of the anterior teeth and acts like a occlusal rests, there is also relief on areas around the periphery and bony areas and stops adverse pressure on the, gingiva, gingival tissues or periodontum.

#### Technical Features:

'Valplast® Flexible Partial' are nylon base and 100% monomer free, the major connectors has a uniform thickness of 1.5mm which allows for flexibility. The flexible clasps are 1mm above the gingival necks of the clasped teeth for aesthetics with 6 translucent gingival shades available. Flexible clasps are 1mm interdentally between the adjacent tooth and clasped tooth which provides accurate retention and reciprocation. There is 0.5mm of relief around the periphery, clasps and small connectors. The major connector is design to seat on the cingulum areas and acts like an occlusal rest. All 'Valplast® Flexible Partial' and 'Flexible Clasps' are surveyed for path of insertion.

#### Clinical Features:

'Valplast® Flexible Partial' are easy to adapt to, light weight, thin and flexible which makes them comfortable to wear for the patient. They blend in naturally in the mouth whilst being held firmly and securely with flexible clasps. The nylon material is flexible and makes the Valplast virtually unbreakable with a life long guarantee.

It is not recommended for complete dentures, gum fitted anterior teeth, over closed OVD (tight occlusion) or small inter-occlusal space.

*Contact Bremadent today and speak to Kash to discuss your next Valplast Flexible Partial case.*

**Available @ Bremadent Dental Lab**