

# Aesthetic Dentistry - Ensuring Success In Challenging Times

## Speaker

**Peter Briggs** BDS (Hons) MSc MRD FDS RCS (Eng)

## Dates/Venues

Tuesday 22nd May 2012 - Hilton, **Watford**

Tuesday 3rd July 2012 - Kensington Town Hall, **London**

## Morning Conference

Commences 10.00am

Concludes 1.00pm

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verifiable  
CPD**

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Peter qualified from Kings College Hospital in 1983. He completed his MSc at the Eastman in 1988 and, following further training became a Consultant in Restorative Dentistry in 1995. Since that time he has worked at St George's Hospital, Tooting as an NHS consultant with a particular interest in multidisciplinary care. He was Clinical Lead / Director between 1997 and 2011. He also owns a specialist referral practice near Sevenoaks, Kent. Peter is interested in improving clinical teaching and training. He is currently Postgraduate Dental Tutor and Training Programme Director of the SWL Dental Foundation 2 programmes. He headed the teaching of the first UK DWSI Endodontic programme run in the UK between 2009 and 2011. He continues to publish papers on clinical restorative dentistry. He is heavily involved in the British Society of Prosthodontics (BSSPD) and examines for Royal Colleges.

These conferences have been scheduled to permit you to attend one or both of them with "Aesthetic Dentistry" in the morning and "Growing Your Dental Practice" in the afternoon. If you are attending both morning and afternoon conferences and wish to book lunch this can be included at an additional cost of £12 +vat.

# Growing Your Dental Practice. An Action Plan with Chris Barrow

## Speaker

**Chris Barrow**

## Dates/Venues

Tuesday 22nd May 2012 - Hilton, **Watford**

Tuesday 3rd July 2012 - Kensington Town Hall, **London**

## Afternoon Conference

Commences 2.00pm

Concludes 5.00pm

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Chris Barrow has been active as a consultant, trainer and coach to the UK dental profession for over 15 years. Chris combines long experience and deep expertise with the originality and independence needed to resolve the thorniest problems. Naturally direct, assertive and determined, he has the ability to reach conclusions quickly, as well as the sharp reflexes and lightness of touch to innovate, change tack and push boundaries.

Chris spent the first 17 years of his working life in the corporate sector and followed this with 23 years of self-employment. The different dynamics of both worlds have given him the valuable gift of knowing how to operate – and communicate – in both. In 1987 Chris was active in the establishment of the Institute for Financial Planning, an organisation representing the first fee-based Financial Planners; Chris specialised in working with small businesses. In 1993 Chris decided to make the transition to business coaching and became one of the first UK students at Coach University, from where he graduated as a certified coach. Recognising the opportunity in the dental profession, 1997 saw the creation of The Dental Business School (DBS) and the development of a 12-month business coaching programme for dental practice owners and their teams, delivered to over 400 UK dental practices in the following 10 years. In October 2008, Chris became Director of Private Sector Development at Integrated Dental Holdings Ltd and now acts as an occasional consultant to IDH as well as continuing his freelance consultancy work for corporates, PCTs and independent practices. His current main focus is as Co-Founder of the Barrow Kwong Hing Group of Companies, a private dental corporate active in independent and retail dentistry and post-graduate dental education, operating in the UK and Canada. As a speaker he is dynamic, energetic and charismatic. Ask Chris what motivates him, and he'll say it's to help people succeed in their lives and businesses more quickly and easily than he did.

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**Growing Your Dental Practice. An Action Plan with Chris Barrow**

**Application Form**

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**Growing your Practice**     £59 +VAT (£11.80) = **£70.80**

**Lunch**     £12 +VAT (£2.40) = **£14.40**

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WATFORD - 22nd May 2012  
LONDON - 3rd July 2012



**Aesthetic Dentistry - Ensuring Success In Challenging Times**

**Speaker**  
**Peter Briggs** BDS (Hons) MSc MRD FDS RCS (Eng)

Patients are more aware than ever of the aesthetic value of their teeth. However, they increasingly want to know the short and long term risk to reward ratio of improving the way their teeth look. Taking into consideration the current economic climate, cost will be a very important factor in their decision-making. This course will provide practitioners with sensible advice on how to meet aesthetic demands within an environment of limited finances.

With the aid of clinical examples Peter will show how certain factors can readily be identified, prior to any invasive procedures, so that a satisfactory aesthetic outcome can be achieved. Advice will particularly focus on how to make adhesive restorations look good, the issue of metal v ceramic on the occlusal aspect of posterior teeth, and implant crowns in the cosmetic zone. He will also discuss the comparative outcome evidence between amalgam and composite restorations to allow us to understand when and where each material works best.

Peter will emphasise the need for excellent treatment planning and diagnostic tests prior to the creation of major aesthetic change. Clinical examples will demonstrate which cases have gone well and others which have not! The presentation will be supported, where appropriate with current evidence.

**Preoperative Treatment Planning**

- Communication, clear advice on risk to benefit ratio
- Managing patient expectation
- Diagnostic tests
- Identifying risks

- Function / Aesthetics
- Treatment choices (e.g. composite v ceramic veneers)
- Short and long term implications of tooth preparation
- Management of sclerosed root canals and discoloured teeth

**Execution**

- Tooth preparation
- Use of retraction cord
- Impression taking
- Rubber dam
- Try-in of resin-bonded restorations to allow assessment by patient

**Treatment options**

- Implants in the cosmetic zone
- Resin-bonded bridge
- Amalgam v composite restorations
- Direct composite v ceramic
- Bonded Ceramic Crown design
- Posts
- Flexi-dentures / aesthetic partial dentures

**Learning objectives**

- Learn new clinical skills appropriate to patient care
- Improve awareness of aesthetic challenges associated with restorative dentistry
- Increase ability of GDPs to offer a greater variety of treatment options for common aesthetic problems

**Growing Your Dental Practice. An Action Plan with Chris Barrow**

**Speaker**  
**Chris Barrow**

In this engaging session for all team members, Chris Barrow will review the habits of the most successful practices he works with in the UK and Eire, sharing with you the obvious and less obvious strategies and tactics that keep the winners at the top of their league.

He will share with you the common mistakes that Principals and team members make and show some elegant solutions that have increased practice profits in some cases by 30%, whilst at the same time reducing owner's stress and time at work. There is no theory in Chris's presentation - every idea is being used in practice today and Chris will demonstrate this by reference to actual case studies.

- Defining your strategy for the next 3 years
- The absolutely crucial numbers that MUST be measured
- Lead generation - everything you need to do to attract new patients
- Lead conversion - how to manage new patients from initial consult to case completion
- Maintenance - making sure that the right people are doing the right things at the right time

- Zoning - managing your appointment book for maximum productivity and job satisfaction
- Ambassadorship - turning patients into advocates
- Leadership - generating effortless teamwork from inspired individuals
- Management - making sure that the systems work even when you are not there
- The end game - how to exit from your business when it suits you

**Learning objectives**

- To understand the key activities that separate successful from unsuccessful practices in 2012
- To gain an overview of the essential tactics necessary to master
  - Financial management
  - Marketing
  - Customer relationship management
  - Operational control
  - Leadership and teamwork
  - Management and systems
- To review the options available at retirement to dispose of your practice in a timely and profitable fashion

**NOTES & CONDITIONS**

Course fee includes light refreshments and seminar documentation and, where specifically booked, lunch. Confirmation of registration and VAT receipt/invoice will be sent in acknowledgement of all bookings. Anyone not having received these details within 48 hours of the course should telephone to confirm a place has been booked. All invoices to be paid regardless of attendance unless a cancellation or transfer is notified in writing at least 14 days before the event. Cancellations must be made in writing and will be subject to a £25 +VAT administration charge per person, transfers will be subject to a £15 +VAT administration fee per person but no refunds or transfers can be made for cancellations notified within 14 days of the event. We are unable to accept cancellations for bookings processed within 14 days of the conference. Substitute delegates will be accepted. Professional Conferences reserve the right to change the venue and/or speaker(s) at any time and without prior notice. We accept no liability if a conference does not take place for reasons beyond our control. We also reserve the right to cancel the event in which case all monies will be refunded. The delegate(s) and employer are jointly and severally liable for payment of all the fees due. In the event of a legal dispute the matter is to be heard in and transferred if necessary to the county court nominated by Professional Conferences. All bookings are subject to these conditions. **In light of the DDA, please advise if you have any special requirements.** Any personal details you provide may be used by Professional Conferences and other carefully selected organisations. It may be used to contact you to give you information on related products or services which may be of interest. If you do not wish to receive such information, please tick this box