

THE BUSINESS OF

PRIVATE DENTISTRY

ESSENTIAL READING FOR PRIVATE PRACTICE DEVELOPMENT

FEBRUARY 2022

GUIDE TO **SUPERCHARGING** YOUR HYGIENE ROOM

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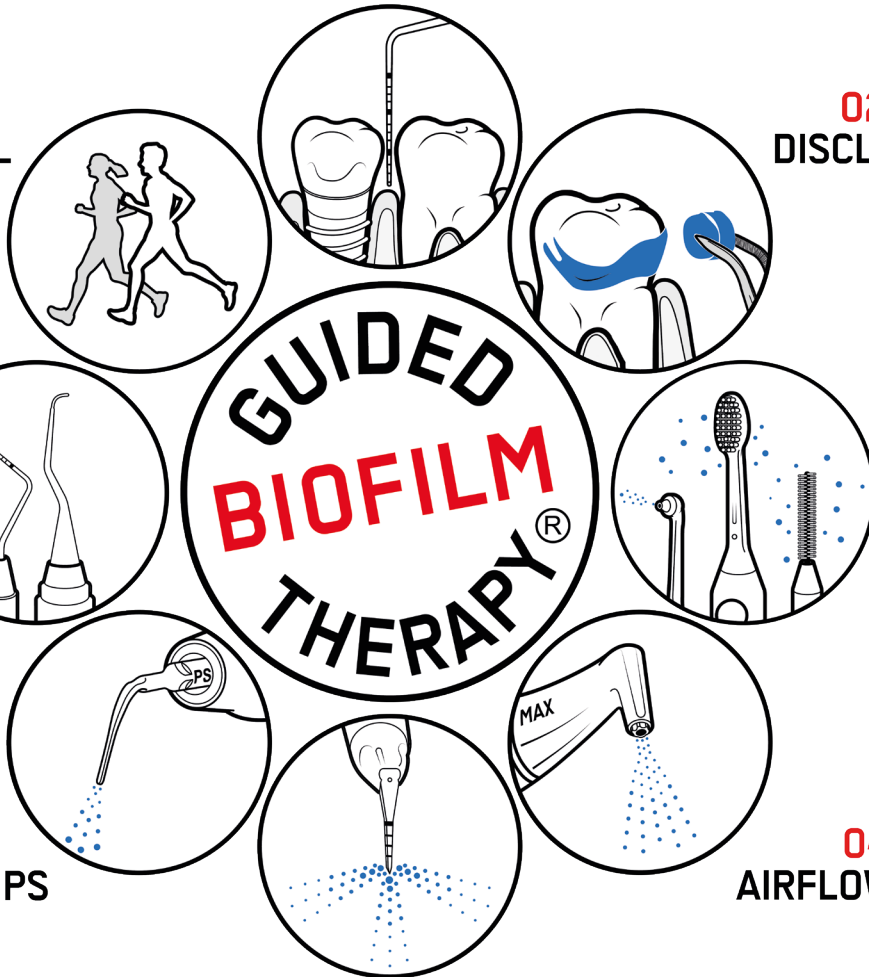
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WELCOME TO PRIVATE DENTISTRY'S GUIDE TO SUPERCHARGING YOUR HYGIENE ROOM

I was delighted to be invited to write the foreword to *Private Dentistry's* guide to supercharging your hygiene room on behalf of EMS.

When I was growing up, there wasn't a great focus on prevention, and I think that has played a significant part in why my passion is oral health and setting preventive journeys for my patients is so important to me.

For me, dentistry has always been both a vocation and a business opportunity, and they do intersect considerably.

This combination is typified by guided biofilm therapy (GBT), which not only adds to the prevention armoury, to help secure patients' oral health long into the future, but also contributes the practice's ability to turn a profit.

In a nutshell, GBT is an evidence-based, indication-orientated, systematic, modular prevention or prophylaxis and therapy protocol for all dental applications.

Considered in a practical light, these attributes result in an incredible patient experience, eliminating anxiety and adding value, so that they will want to come back time and again for regular hygiene care.

GBT should also be considered integral to the patient journey when it comes to aesthetic desires and restorative needs. We will only be delivering gold standard care if we ensure our patients' oral care is as good as it can be before, during, and after treatment.

We are all aware of the increased desire for cosmetic dentistry following the COVID-19 lockdown and the considerable amount of time

we spent looking at ourselves on various video conferencing platforms.

Indeed, figures from an Oral Health Foundation survey indicate that 58% of participants have changed the way they see their smile as a result of online video calls, with 33% now more aware of the colour of their teeth and 24% more conscious about the alignment of their teeth.

GBT offers the perfect introductory and ongoing pathway for patients seeking improved health and aesthetic treatment, providing game-changing preventive care and patient education prospects, as well as huge business opportunities for practices that get the workflow right.

I believe that any business, such as EMS, that is dedicated to supporting and nurturing dental professionals working hard to deliver better oral health to their patients is well worth some of our time and consideration.

With that in mind, I would urge you to read this guide and make up your own mind. For me, GBT, as a gentle, effective process, offers the ideal avenue to better oral health, improved overall health, successful aesthetic treatments, a happy team, even happier patients, and a healthy bottom line.

Dr Ben Atkins
Trustee and past-president of the Oral Health Foundation

Reference
Oral Health Foundation, 'National Smile Month Survey 2021', UK, Broadcast Revolution, April 2021, Sample 2,009



DR BEN ATKINS
Oral Health Foundation

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EVERYONE'S A WINNER WITH GBT

George Cheetham and Mark Brown share their experiences of GBT as a practice builder and an integral aspect of their success as an award-winning oral healthcare provider

During the first lockdown of the COVID-19 pandemic, we saw the need for a clinical environment that provides outstanding dental care in a comfortable patient setting. We also had the vision of providing a service to the rest of the dental community by treating complex referrals that the standard dental practice cannot provide.

This vision has now become a reality and we have brought together a team with the same values. We have a group of enthusiastic dental team members who are experts in their respective fields and have provided the environment and technology for our clinicians to provide outstanding care to patients.

WE SAW THE NEED FOR A CLINICAL ENVIRONMENT THAT PROVIDES OUTSTANDING DENTAL CARE IN A COMFORTABLE PATIENT SETTING

OUR PATIENT FOCUS

For us, deciding what to invest in mainly comes down to the health of our patients. For example, periodontal health is so important, and the

GEORGE CHEETHAM

George is a co-founder and the principal of Fulham Road Dental, which won 'Best New Practice in London' at the 2021 Dentistry Awards.



MARK BROWN

Mark is a co-founder of Fulham Road Dental, the first of a roll-out of private dental practices focused on providing patients with a differentiated patient experience.



foundation to successful dentistry.

At our practice, we carry out a lot of specialised treatments, including endodontics, orthodontics and implants and, if you don't have stable gum health, that is the primary stumbling block. You might as well just stop right there.

So, if there's any way to help improve a patient's periodontal health, we feel that we need to investigate further.

THE GBT ROUTE

There are all sorts of possible options out there to help support patients' oral health, but the one that really stood out for us was the guided biofilm therapy (GBT) protocol.

It is a good way of showing patients their level of oral health; a way of educating them so that we can work together to achieve improved outcomes.

Another thing that is remarkable about GBT is the comfort of the system. Patients can get upset if their treatment is a bit uncomfortable, and that is particularly challenging given the experience-led society in which we live nowadays. That desire is not a new phenomenon, of course, but it does add to the reasons why you want to consider anything that increases patient comfort.

PRACTICE GROWTH THROUGH HYGIENE CARE

Whilst our patients' health and comfort always remain at the fore, money does matter. After all, if you cannot make a financial go of the practice, it is impossible to keep the doors open.

As far as we are concerned, building a busy hygiene list is an essential aspect of practice success because, in terms of economics, it's a good way of bringing in another revenue stream.

GBT also offers a great marketing opportunity, through word of mouth when patients are happy with what the hygienist does. In fact, we find that patients often come to the hygienist through the direct access mechanism when it isn't necessary to see the dentist first.

IT ALL ADDS UP

In addition, for whatever reason, most anxious patients find the prospect of visiting the hygienist less scary than the dentist. Then, once they come in, realise how good the practice is, how nice it is and how beneficial the GBT treatment is, they are more prepared to see the dentist too, to discuss treatment options. So, if you can bring these patients in to see



Best New Practice London Fulham Road Dental



the hygienist, it's going to expand your list.

This is our reality - what we are seeing now with patients experiencing GBT for the first time is that we are building incredibly good patient feedback, which, for example, has led to great Google reviews.

That has created greater connectivity between the dentists, the specialists, and the hygienists.

That also means the hygiene department is growing organically and what we are finding is that between 50 to 60% of GBT patients are booking to see a general dentist or to have a cosmetic consultation before they have even left the practice. So, the experience with the hygienists is absolutely driving other parts of the business.

Another string to our bow comes in the form of engaging with social media influencers, because you have to move with the times and that is how you get on the radar of Millennials and Generation Z.

DUTY OF CARE REMAINS KEY

Of course, sometimes you do have to say 'no' to patients if their expectations or desires are unachievable. But, again, the GBT protocol can really make a difference here, because the educational element can help patients to put their oral health needs and cosmetic hopes into perspective.

It serves to reframe oral health as the most important element of dental care and teaches patients that it a must to achieve before any treatment can take place. They learn that there are no shortcuts, and, in that way, is critical to offering our patients the gold standard.

A 'WOW' EXPERIENCE FOR EVERYONE

Truly, GBT offers a 'wow' experience and our patients have told us that it is leagues beyond what they have experienced elsewhere. When they realise how good it really is, they are happy to book in again and talk to their friends and family about it.

As consumer awareness of GBT continues to rise, if you don't offer it, you're going to get left behind. Patients will go elsewhere, especially those looking to have cosmetic treatment at some point down the line. As well as offering incredible oral health

ANOTHER THING THAT IS REMARKABLE ABOUT GBT IS THE COMFORT OF THE SYSTEM. PATIENTS CAN GET UPSET IF THEIR TREATMENT IS A BIT UNCOMFORTABLE

outcomes, it is a gateway to treatment uptake.

If you're endeavouring to provide your patients with the best treatments, and of course you are, then there is no doubt that investing in GBT will be a boon in the long term.

Your staff are going to enjoy their role more and work better together, as a team. Patients are going to pick up on the high level of service that they receive, and the practice will get busier through word of mouth.

It's a winning protocol for everyone involved!

ORAL HEALTH OPTIMISATION FOR BUSINESS GROWTH

Claire Berry explains why she sees dental hygiene as both a healthcare offering and a business opportunity, to help others move forward with guided biofilm therapy in their practice

Now that our lives are settling back to some sort of normality, I can see a clear shift in how dental hygienists and therapists are being utilised in practice. I think people are starting to notice that the job is evolving and that we are doing more than just what the public consider a scale and polish.

Indeed, when I started at the Yorkshire Dental Suite, I set about changing their perception as to what a dental hygienist

**WE DECIDED
TO RENAME MY
SERVICES IN ORDER
TO REFLECT THE
IMPORTANCE OF
PUTTING HEALTH
FIRST**

could do in the patient workflow by introducing them to guided biofilm therapy (GBT), which is my chosen form of professional mechanical plaque removal (PMPR) for oral health optimisation.

Very quickly, patients seeing me became an integral part of the treatment journey. The aim was to secure health before restorative or cosmetic work could start. We decided that my services should be renamed in order to reflect the importance of putting health first.

CLAIRE BERRY

Claire is a multi-award-winning hygienist and a Swiss Dental Academy trainer for EMS, a key pacesetter in dental prophylaxis training, including guided biofilm therapy.



THE GATEKEEPER TO ORAL HEALTH OPTIMISATION

We started referring to my role in the treatment process as 'Oral Health Optimisation'. I work with the patient to optimise health before further treatment. When health is achieved, we maintain optimal oral health with life-long care. This means the work we carry out will last. We aim for treatment success, not survival.

The practice owner, an oral surgeon, refers to me as the gatekeeper for his treatment when he talks about my services in the treatment plan. He explains that, when I am happy things are stable and healthy, then he can proceed with the treatment plan.

DEVELOPING A BUSY DEPARTMENT

Once we established that oral health optimisation was the way we wanted things to work, we ensured the whole team talk about it in the same way. It's important that everyone in the practice is singing from the same song sheet, or the system doesn't work.

My services are perceived as an 'oral health department' now, rather than a stand-alone treatment that patients are referred to as and when needed. It's an integral part of all restorative or cosmetic treatment plans and as a preventative treatment for even our healthy patients.

The practice went from being needing a hygienist to work 1-2 days a week to where we are now, and I could be here 7 days a week and it still wouldn't be enough because every patient needs to see me.

PATIENT ENGAGEMENT

Patients love the fact that GBT is focused on their comfort, so that is obviously a big plus. They appreciate that I have invested to ensure that they are comfortable in my chair.

I love treating patients who haven't experienced GBT before, because they always leave saying how thorough the treatment was despite it being comfortable.

The protocol also allows me to engage

EVERYONE NEEDS
TO SEE A HYGIENIST
BECAUSE BIOFILM
NEVER STOPS
ACCUMULATING

Practice owner and principal, Dr Dalghous of Yorkshire Dental Suite, shares his thoughts on how important the work of the hygienist is to the success of the practice...

I felt that the service Claire offers our patients was worthy of a title that reflected how we considered her role in their treatment plan. I didn't want my patients to think that seeing Claire was generic, because it is so much more than that. With the links between oral and systemic health, as well as the need for optimal health so the work we carry out is successful, we wanted patients to appreciate that Claire's services are an integral part of their journey. We talk about her being the practice's oral health expert and the treatment she carries out is 'oral health optimisation'. She is the gatekeeper for treatment because she works with the patient to optimise health using GBT, before we can start cosmetic or restorative treatment, such as implants. As clinicians working together, our treatment is more successful because of this collaborative effort, in which a hygienist plays a vital role.



with patients and effect behaviour change. It gives me time to explain, in an easy-to-understand way, how biofilm is our nemesis, how patients need to control it at home, and why recalls are necessary for us to work as a team to control it. Recalls are never an issue; patients want to come back for treatment.

THE LOCKDOWN EFFECT

Many people have spent a lot of time working from home, watching themselves on Zoom calls and saving their money. Lack of holidays etc has meant there has been an influx in people who not only want to self-improve but can also afford to do so.

We have seen a huge increase in demand as a private practice. That has given me much more opportunity to access patients and educate them about oral health.

I know there are plenty of people out there who will now not experience the same risk of caries or periodontal disease as they may have done before, all because they have decided to spend their lockdown savings on a new smile.

ETHICAL BUSINESS GROWTH

The great thing about the hygiene department is it's an easily achievable revenue stream, in that everyone needs to see a hygienist because biofilm never stops



re-accumulating. Hygienists work with their patients to control, prevent and stabilise the diseases that can result from poor biofilm management.

So, if every single person requires hygienist services, then every person going through the practice should be seeing a hygienist as a matter of course, making it an ethical stream for business growth.

If your hygiene department chooses GBT as their chosen form of oral health optimisation, then the investment in ensuring patient comfort and adopting a minimally invasive approach could come at a premium.

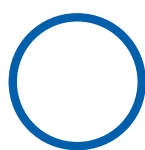
However, that can be easily offset. Because I felt what I was offering my patients was worth more than the conventional treatment we'd previously been providing, we increased the prices of my treatment and patients were happy to pay for the added value.

The public are starting to appreciate the concept of optimal health and want to invest in themselves, so now is a great time to invest in GBT for your practice.

Treat your hygienist as the gatekeeper for treatment and when patients appreciate the importance you, as a referring clinician, put on health coming first, they will want to invest in this type of care to advance their treatment plan.

GBT – THE FOUNDATION FOR SUCCESS

Kate Reeves reveals her clinics' experiences with guided biofilm therapy, from both a business and clinical perspective



Our message is clear - having good oral health is the foundation for the success of all treatment at Aurora Dental.

Making sure that our patients have a stable and periodontally healthy mouth before starting on future restorations such as implants is vital. In fact, we do not commence cosmetic treatments unless a patient's oral health meets a minimum standard, otherwise we cannot guarantee to meet the patient's expectations.

Guided biofilm therapy (GBT) is therefore recommended as part of a pre-surgical pathway for treatments at Aurora Dental. GBT follows a clinically proven protocol that enables our clinicians to deliver predictable, optimal results.

Following the 8-step protocol means no stone is left unturned regarding a patient's oral health needs, and we have found that the education element means patients will accept a treatment plan that represents the highest standard of care.

However, we are not all about preparing for treatment plans. GBT has enabled the clinic to treat more Direct Access patients. The protocol gives patients such a positive experience that they are happy to come back at recall time and often then want to discuss cosmetic desires.

In addition, many have recommended us to others, which makes GBT a great practice builder.

MAKING THE MOST OF PATIENT DEMAND

This ties in with the upturn we have seen for cosmetic treatments following lockdown, not

KATE REEVES

Kate is the business manager at Aurora Dental and Implant Clinics. She leads the team and helps to organise both the staff and the business, to ensure exceptional dental care is always delivered to patients.



A hands-on perspective by dental hygienist, Louise Stanton.

From a patient's point of view, the most important thing is that GBT is more comfortable than traditional professional prophylaxis. This is especially ideal for anxious patients, and they actually now look forward to their hygiene appointments.

Patients also love the disclosing aspect and can see GBT results for themselves. The finished result is a real 'wow' moment for them, which really help to get patients to invest in behaviour change between appointments.

For us clinicians, GBT allows more time to be spent building rapport with patients, explaining about bacteria and the association between systemic health and biofilm, and sharing tailored oral health instruction.

My colleagues and I have greater job satisfaction using GBT, we are less fatigued at the end of the day, plus the equipment and how it is used means repetitive strain and bad posture is a thing of the past.

Truly, GBT has revolutionised my days in practice, and I wouldn't work without it in my hygiene room.



GBT HAS HELPED THESE PATIENTS TO REACH A GOOD LEVEL OF ORAL HEALTH TO ENABLE THEM TO CONTINUE WITH THEIR DESIRED COSMETIC TREATMENTS

least because people have seen so much of themselves on Zoom!

GBT has helped these patients to reach a good level of oral health to enable them to continue with their desired cosmetic treatments.

This has been an interesting side effect of the pandemic and reinforces our belief that any practice owner should see their hygiene offering as integral to growing business.

Because of this ethos, during COVID

we invested in GBT for all four of our clinics, as we could see the benefits of introducing GBT for our patients.

We are forward-thinking, modern clinics with a focus on providing the best patient care. With GBT representing one of the biggest changes in oral hygiene and periodontal care in years, it fits in with our continued investment in the best patient experience possible.

GBT = happy team and happy patients! What more could you ask for?

BUILDING A CENTRE OF EXCELLENCE

Desrin Morris explains how GBT has enabled the dental team at her practice to grow both the hygiene department and the treatments pathways, to the benefit of all involved

In our practice, the hygienists and therapists usually treat a patient before they commence any other large treatment plans, including implants or Invisalign. Our aim is to help patients achieve optimal oral hygiene before starting restorative work.

That means they may see us numerous times before having any treatment with one of our dentists to get their oral health to an acceptable level, all the while giving us lots of opportunities to talk about treatment options.

The time we spend with patients helps us to build a great rapport and because we offer guided biofilm therapy (GBT), they are much happier to attend for their routine appointments when compared to our experiences with more traditional methods.

For example, because GBT is a gentler way of removing the deposits, those patients who previously put off or avoided hygiene appointments are now keen to come regularly to help maintain their oral health.

Using the disclosing solution also motivates patients to improve their home care because they can see the deposits, meaning that, at subsequent appointments, there is less biofilm for me to remove.

OUR HYGIENE REBOOT

Since re-opening following lockdown, our direct access has been thriving. Most people who came to the practice via direct access had never experienced GBT before and were amazed at the results. So much so, many have since registered as private patients with us.

People are more aware of oral health and

DESRIN MORRIS

Desrin qualified in Dental Hygiene and Dental Therapy in 2007 at the University of Sheffield and now practises at Abbey House Dental Implant & Sedation Centre in Stone, Staffordshire.



We are extremely proud of our excellent hygiene team at Abbey House Dental.

They deliver exceptional care for our patients and have gained a fantastic following.

We have over 15 dentists at our practice and having a proficient hygiene team makes our work more efficient and the patient journey is enhanced significantly. We also have a Restorative Consultant and a registrar who predominantly carry out advanced periodontal treatments and who are supported by our incredible hygiene team and therefore offering our patients the full plethora of periodontal treatments.

We believe that our hygiene service is a critical aspect of our patient care, and we are therefore launching a dedicated Hygiene Centre to expand our services and take the hygiene service to the next level.

Dr Mumta & Amit Jilka

Owners of Abbey House Dental



dental aesthetics – not least following hours in front of Teams or Zoom – and GBT has proven to be the perfect way to put the patient in charge of their own oral health and maintaining the restorative work that they want to have done.

What's more, patients are not only wanting to come more regularly for their appointments but are also recommending us to friends and family who often initially come in for direct access appointments.

That is because once our patients feel and see the difference GBT makes, they want everyone they care about to have the same benefits.

GBT INVESTMENT PAYS!

Investing in expensive dental equipment always requires careful thought. For us, GBT treatment has helped the hygiene side of the business go from strength to strength, and patients are happier to spend a little

more for the huge benefits that come with using GBT for professional mechanical plaque removal.

The demand for GBT has grown so much that we are opening a separate Dental Hygiene Centre. Although the primary aim of investing in GBT was to improve our patient experience, it has been a bonus to see how popular it is, to the point we are now able to expand.

Patients and support staff will move between the Hygiene Centre, the Advanced Clinic (where the dentists perform Invisalign, orthodontics, specialist treatments, sedation, and implants) and Abbey House Dental Practice.

The introduction of GBT alongside the new technology of the EMS prophylaxis master unit has been a hugely positive change to my working life, and I am so excited to grow and develop this further within our Hygiene Centre.

TRANSFORMING DENTAL HYGIENE EDUCATION

To get your hygiene room supercharged for the benefit of your patients, your team and your business' bottom line, EMS and the Swiss Dental Academy are the ideal partners. Here's why...

EMS and education partner, the Swiss Dental Academy (SDA), are committed to fostering knowledge and skills by training and educating healthcare professionals.

In fact, given its unparalleled continuing education and training concept, the SDA is a key pacesetter in dental prophylaxis training.

Whether you want a Guided Biofilm Therapy (GBT) expert to come into your

UNDER THE
GUIDANCE OF
ONE OF THE UK'S
INCREDIBLE SDA
TRAINERS, DELEGATES
LEARN HOW TO
PROVIDE PATIENTS
WITH THIS GENTLE
AND COMFORTABLE
PROFESSIONAL
DENTAL CLEANING
PROCESS

practice and give your team individualised information or would prefer the environment of a workshop to find out more, EMS and SDA are set up to help you succeed.

EDUCATION FOR PROFESSIONALS BY PROFESSIONALS

Based on the latest scientific knowledge, SDA theory and practice courses are taught in terms of practice-oriented requirements.

Meet the SDA trainers

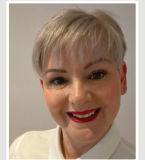
Claire Berry is a multi-award-winning hygienist, qualifying in 2009 from the Royal College of Surgeons of Edinburgh whilst serving in the Army. She is committed to guiding patients to better oral health with the GBT protocol.



Amanda Gallie is a dental hygienist with over 15 years of experience. She works for BUPA treating anxious adults and children. She has an MSC in minimal intervention dentistry.



Jolene Pinder is a dental hygienist committed to the promotion of oral health. She is heavily involved in empowering and developing dental care professionals.



Christina Chatfield is a dental hygienist, clinical director and owner of Dental Health Spa Ltd in Brighton. She is passionate about raising the profile of the dental hygienist and improving patient access to the dental team.



Lottie Manahan has been passionate about dentistry since her career began nearly 10 years ago. She is a dental hygienist and therapist, nowadays focusing on minimally invasive dentistry and prevention.



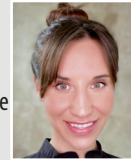
Sally Simpson trained as a dental hygienist in 1995 and as a dental therapist in 2002. She is previous president and director of BSDHT and quality assures dental education.



Faye Donald is a dental hygienist with over 20 years of experience. She currently works in general practice and is chair of the BSDHT North East Regional Group, where she is actively involved in supporting her peers and driving forward standards within the dental industry.



Anna Middleton is a multi-award-winning dental hygienist. She is the founder of London Hygienist, which has a mission to change the way oral healthcare is delivered to patients.



Benjamin Tighe not only practises full-time as a dental hygienist and therapist but is also a Tutor Dental Therapist at The Eastman Dental Hospital.



SDA  Online

THROUGHOUT THE UK,
INDIVIDUAL COURSES
IN YOUR PRACTICE
CAN BE ARRANGED,
ALONGSIDE WEBINARS
AND A FACEBOOK
GROUP

Under the guidance of one of the UK's incredible SDA trainers, delegates learn how to provide patients with this gentle and comfortable professional dental cleaning process.

Ultimately, the knowledge imparted offers delegates the opportunity to provide patients with the best possible outcomes, as well as improve job satisfaction.

IN A CLASS OF THEIR OWN

The GBT masterclass is a full-day and provides the theoretical knowledge to develop strategies for periodontal and implant maintenance by looking at the components of the model, including AirFlow, PerioFlow and the advancements in 'No Pain' Piezon technology.

In addition, there are hands-on elements to these courses, combining theoretical knowledge and hands-on teaching.

What's more, the SDA offers group courses throughout the UK, plus individual courses in your practice can be arranged, alongside webinars and a Facebook group.

CERTIFIED FOR EXCELLENCE

EMS' bespoke training package for practices invested in the GBT protocol, to help maximise the success and potential of your GBT offering, is also very much worth considering.

The training is tailor-made to your needs, held in your own practice and with your whole team, offering over six hours, again with one of our wonderful SDA trainers, who will cover everything from the patient journey to marketing, as well as in-depth clinical benefits and technical support.

Once your team's training is complete, we invite you to become a GBT certified practice, which offers exclusive strategies, hints and tips



The GBT protocol in eight simple steps

- 1. Assess** – probe and screen every clinical case
- 2. Disclose** – make biofilm visible
- 3. Motivate** – raise awareness and teach
- 4. AirFlow** – remove biofilm, stains and early calculus
- 5. PerioFlow** – remove biofilm in >4 to 9 mm pockets
- 6. Piezon no pain** – remove remaining calculus
- 7. Check** – make your patient smile
- 8. Recall** – a healthy patient equals a happy patient

shared only with members.

Also available exclusively to certified members is inclusion in the GBT practice finder website at www.switchtogbt.com, an exciting new tool for the public to search for their nearest GBT certified provider, to meet increasing demand for GBT in the UK.



THE POWER OF GBT

From our point of view, GBT is an integral element of the entire patient journey, and therefore has an important role to play in the overriding ambitions of any dental practice. As multi-award-winning hygienist, Claire Berry, once

said: 'This idea that hygienists just scale and polish is history, nowadays we are all set not only to help patients keep their teeth and gums as healthy as possible but also to support dentists' treatment plans.'

GBT empowers dental hygienists and therapists to do exactly that. The reality is that the hygiene department is a great way to get referrals to the dentist for want or need based treatment that only the dentist can perform, thereby delivering both direct and indirect revenue.

Once a patient has come in for an affordable and value-driven oral hygiene treatment plan such as GBT that they were able to commit to immediately and trust and rapport has been built, it is an easy crossover between departments.

Happy and healthy patients, successful clinicians and passionate partners - this is our mission, and we invite you to join us in changing the face of preventive dentistry in the UK.

JOIN THE GBT REVOLUTION & SUPERCHARGE YOUR PATIENTS ORAL HEALTH

Guided Biofilm Therapy (GBT) is the systematic, predictable solution for dental biofilm management in professional prophylaxis using state of the art AIRFLOW®, PERIOFLOW® and PIEZON® technologies.

GBT is proven by scientific evidence and consists of treatment protocols based on individual patient diagnosis and risk assessment in order to achieve optimal results. The treatment is given in the least invasive way, with the highest level of comfort, safety and efficiency.

START WITH A GBT WORKSHOP

12.02.22 BRIGHTON

25.02.22 BRAINTREE

12.03.22 BELFAST

30.04.22 CAMBRIDGE

20.05.22 LONDON

25.05.22 MANCHESTER

10.06.22 GLASGOW

25.06.22 EXETER



"Our patients have told us that GBT is leagues beyond what they have experienced elsewhere. In fact, we find that patients often come to the hygienist through the direct access mechanism. As consumer awareness of GBT continues to rise, if you don't offer it, you're going to get left behind."

Dr George Cheetham
Fulham Road Dental Practice



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