

It's time to evolve your endo!

Consultant and Specialist in Endodontics, Bhavin Bhuva, explains how the extraordinary evolution of endodontic instrumentation is a compelling reason why general dental practitioners should no longer fear pushing their boundaries in endodontics.

For many dentists, endodontics remains a challenging area of dentistry. The complications that can occur during root canal treatment are well-known; incomplete canal negotiation, ledge formation, blockage, canal transportation and even perforation.

However, it is now far easier to overcome these challenges, thanks to advances in the science and technology behind the development of the latest endodontic files.

WaveOne® Gold (Dentsply Sirona), which uses the latest advances in alloy and reciprocating NiTi technologies, is an excellent example of an endodontic solution that makes root canal procedures more enjoyable, predictable and cost-effective.

Flexible and conservative

A key feature of WaveOne Gold endodontic files is that they are incredibly flexible, thereby enabling the successful negotiation of challenging root canal morphologies. WaveOne Gold files are made from nickel titanium which has been repeatedly heat-treated and cooled after manufacturing, giving them their characteristic gold colouring. The modification to the alloy significantly improves both strength and flexibility.

WaveOne Gold files also lack shape memory (i.e. they have controlled memory), which means they are able to better respect the existing canal anatomy, reducing the risk of transportation. The files can also be pre-curved for use in cases where access is difficult. These attributes have been a 'game changer' in endodontics, allowing clinicians to prepare severely curved canals, predictably.

WaveOne Gold files respect the existing root canal anatomy very well even when they are negotiating acute or deep curvatures. With the traditional NiTi alloys, canal transportation can occur beyond the level of the curvature and occasionally files may even fracture. WaveOne Gold files are extremely conservative at negotiating multi-planar curvatures and also preserve more dentine in the precious peri-cervical region.

Controlled cutting efficiency

WaveOne Gold utilises the latest generation of reciprocating technology which enables clinicians to use fewer files per treatment. As an example, the WaveOne Gold Primary file can be used in around 80 per cent of cases, minimising the number of times files need to be changed. Transitioning from one file to the next is one of the more time-consuming aspects of endodontic treatment.

The reciprocating motion also reduces the risk of torsional failure and cyclical fatigue, which are of concern to clinicians who are unfamiliar with mechanical instrumentation.

I like the feel of reciprocation and find the instruments convey the right balance between cutting efficiency and finesse, such that I am able to respectfully prepare each canal. The files are comfortable to use, giving excellent tactile sensation and confidence during the shaping procedure.

Simple and comfortable to use

I often use the WaveOne® Gold Glider to prepare the glide path in more difficult cases as it can eliminate many of the procedural errors often caused by hand filing. Many of these errors such as ledge

formation, occur when transitioning from smaller to larger hand files; this is avoided when using the WaveOne Gold Glider and preparation files.

Using such an efficient system also means a more expedient and comfortable procedure for my patients. One of the biggest benefits when I started to use reciprocation was the significant reduction in instrumentation time, which enabled me to focus more on other aspects of the treatment, most importantly, irrigation. This has had a positive effect on my clinical results and the overall patient experience.

The false economy of hand files

For clinicians still using hand files, it may seem a leap of faith to switch to mechanical instrumentation. However, I recommend doing so to every hand file user. When I introduce delegates at my endodontic courses to WaveOne Gold, their reaction is usually very positive, and they are able to pick up the principles of the technique very quickly.

I've taught some of my own referring dentists on my courses and found that they have now started treating more complicated cases that they previously would have referred. There is a wide and varied programme of education available from companies such as Dentsply Sirona for general dental practitioners looking to upskill their endodontic practice, and when combined with the improvement in equipment and materials, I believe that now presents one of the best times ever to broaden the range of endodontic cases being treated by general dental practitioners.

WaveOne Gold is the ideal place to start

for any clinician unfamiliar with mechanical instrumentation in endodontics. It's a simple, efficient and easy to use system and benefits from the latest materials and technology to give predictable results. It really is an ideal place to start treating cases that are within the remit of a general dental practitioner efficiently and cost-effectively.

To find out more about the Dentsply Sirona extensive range of endodontic solutions please visit dentsplysirona.com/endodontics or call 01932 838 338.

You can visit the online Dentsply Sirona Academy for a wide range of education resources, video tutorials, courses and CPD webinars at dentsplysirona.com/ukeducation

Earn Dentsply Sirona Rewards on all your endodontic solution purchases at dentsplysirona.com, all the solutions you need under one roof. ■

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About the author

Bhavin Bhuva began specialist training at King's College London in 2005 obtaining the Master of Clinical Dentistry in Endodontology with distinction and Membership in Restorative Dentistry of the Royal College of Surgeons of Edinburgh.

Currently, Bhavin divides his time between specialist practice and his role at Guy's Hospital where he is a consultant in endodontics. Here, he is involved in postgraduate training but also actively contributes to the training of undergraduate students.

A referee for the International Endodontic Journal and Endodontic Practice, Bhavin is the co-founder of the EndoArt 10-day endodontic programme and is also a module co-ordinator and teacher on the distance learning Masters programme at King's College London.



Why your brand should be all about you...

Emma Wilks explores why your practice's personality is vital to creating a standout brand that will help to grow your patient list...

How does one dentist stand out from the other? It almost sounds like the beginning of a joke...but far from it, it is often at the crux of making sure you continue attracting new patients.

Dentistry is a competitive market where, you could argue, everyone is offering essentially the same service.

So, it becomes increasingly important to make sure you can stand out from the crowd and help potential patients to choose your practice.

One simple but effective way to do this is to make sure you have a strong brand that sets you apart. And while dentistry is fairly homogenous in terms of the services it offers, practices are all unique in terms of their culture and their teams.

It is this practice personality that will attract patients to you and help to build those connections that instil loyalty.

That's why your brand should be all about your practice's authentic personality, rather than something that feels generic and faceless.

And the word 'authentic' is crucial. It should be a true reflection of your practice's culture, in

terms of the overall service – not just clinical, the beliefs you have, and the standards you hold.

As important as the clinical element is, often that is not necessarily what patients will remember, or why they will recommend you to others.

To quote the great writer Maya Angelou, 'people will forget what you said, people will forget what you did, but people will never forget how you made them feel'.

Your personality as a practice will have a huge impact on the way you make patients feel.

And it needs to be infused in every element of your branding so that people who are viewing your website or walking past your practice, instantly understand what you are all about as a business and how they might feel if they became a patient.

Every part of your brand – the colours you use, the font in your logo, the décor in your practice, the uniforms, the language you use, and the behaviour of your team – reflect your personality and tell patients what to expect.

Although sometimes that is by accident rather than design.

You may never have sat down and decided what your business stands for, or what kind of culture you want to have. But you will have a logo, external signage, a decorated practice, etc. and all these things are sending out signals about the kind of practice you are.

And it may not be the kind of signals you would choose.

If you haven't considered what kind of personality your practice has, maybe now is the time.

Once you have a personality profile, then take a look around your practice and at all elements of your branding and see if they are aligned to it.

Being consistent is key. If you want to provide the best customer service in your area, and you're sending that message through your adverts, social media channels or webpages but it's not reflected in the way a member of the team interacts with patients, that patient is going to feel their expectations have not been met and that they have been let down.

Consistency and authenticity build trust, and we all know how important that is in building strong relationships between dentist

and patient.

Maybe now is the time to give your practice a personality test and make sure your branding is a match for it.

About the author Emma Wilks, Business Development Consultant for DPAS, a leading provider of practice-branded dental plans, has over six years' experience in dentistry. During this time, she has supported dentists and their teams to become more efficient and grow their income. Emma is particularly passionate about building strong relationships with her customers and helping them find solutions to their challenges. To find out more about how Emma and DPAS can support you, visit www.dpas.co.uk or call 01747 870910.

