

# Need to refer...?

## Implant referral

Pure Dental has been accepting referrals for over ten years for implant and reconstructive dentistry. Our aim has been both to treat your referred patients and also to help enhance and promote your practice, and we are keen to involve you in the selection of patients, planning and restoration of implants

## Cosmetic referral

Jason's passion and special interest lies in direct composite resin placement and all ceramic aesthetic indirect restorations. He is happy to accept referral for all manner of aesthetic and reconstructive dentistry from simple cases (such as diastema closure and single unit restorations) through to more complex work such as full mouth reconstruction; precision attachments and telescope cases.

He is ably supported by world class technicians from the UK, USA and Italy and chooses the technical support to match the patient's desired outcome.

Should you as the referring dentist, wish to watch the clinical procedures involved in your case, we are happy to have you present as a chairside clinical observer.

## Referral options

### Complete referral

- Full consultation and treatment plan
- Full treatment, from preparation to restoration
- Patient returned to your care on completion of treatment.

### Partial referral

- Practice growth through dental Implant restoration
- Encouragement and support from experienced Implant dentists
- Choose your level of involvement
- Training and guidance for restoring patients dental Implants
- Referral for bone augmentation/sinus grafting only.

## Mentoring

Jeremy Harris is an accredited Mentor within the Association of Dental Implantology ARC scheme, which follows the recommended GDC pathway in mentoring in implant dentistry. He has helped many dentists both formally and informally to further their knowledge and develop their implant skills. Should this be of interest to you, please contact Jeremy at Pure on 01872 222404 or email [smile@puredentalhealth.co.uk](mailto:smile@puredentalhealth.co.uk)

## How to refer to Pure Dental Health & Wellbeing

Choose the most convenient way to refer which suits you.

Either:

- Call **01872 222404** for a referral pack, or email us at [smile@puredentalhealth.co.uk](mailto:smile@puredentalhealth.co.uk)

Or

- Go to our website [www.puredentalhealth.co.uk](http://www.puredentalhealth.co.uk) to download a referral form from the 'links & downloads' section.

Pure Dental Health and Wellbeing  
Perenn House, City Road, Truro, Cornwall TR1 2JL  
[www.puredentalhealth.co.uk](http://www.puredentalhealth.co.uk)



DENTAL HEALTH  
& WELLBEING



## Pure Excellence and Training!

### We are delighted to announce the launch of Pure Dental Study Club for 2011!

The study club aims to host six evening seminars throughout 2011 which will combine core topics of clinical education alongside business development and a few social events along the way.

The aim of Pure Dental Study Club is to ensure that the contemporary dental practice in Cornwall is equipped to deal with the challenges of 2011 in a supportive and education-based environment.

Each seminar will qualify for 2 hours verifiable CPD.

Events sponsored by  
Henry Schein



The first seminar is **FREE**. Registration for the whole series is only **£49!**



The study club is supported by **Chris Barrow of the Dental Business Club** and the UK's most renowned business coach.

"The dental marketplace is changing rapidly and it's a pretty smart idea nowadays to stay in touch with what's happening and ahead of the pack. I'm delighted to see that **Pure Dental** are setting the pace for local dental practices by introducing a varied and interesting study club programme for 2011."

# Our education programme for 2011

**Chris Barrow**  
The Dental Business Club

**14.04.11**  
6.00 pm - 8.00 pm

## The Top Ten Tips to Beat the Recession

How to keep new patients coming through the door. Keeping your existing patients happy and making sure 2011 is better in spite of everything!

Chris Barrow has been active as a consultant, trainer and coach to the UK dental profession for over 14 years. His current focus is as Principal of The Dental Business Club, creating training, consultancy and coaching services for the top UK independent practices. As a speaker, he is dynamic, energetic and charismatic enough to captivate audiences of any size. His style is casual, open and authentic and – being naturally caring and funny – he's as easy to talk to as he is to listen to. Chris was one of the UK's first business coaches, which means few others can match his 15 years' experience. 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.



**Laura Horton**  
Laura Horton Consulting

**18.08.11**  
6.00 pm - 8.00 pm

## Turbo charge your practice with a Treatment Coordinator

How a treatment coordinator can pave the way to a successful practice.

Laura Horton works with dentists and their teams to increase sales and profits with proven successful methods. Laura is the UK's treatment coordination trainer, she has worked in practice for 13 years and has an unrivalled passion and enthusiasm for the treatment coordination role in practices, helping dental practices to develop into customer-focused businesses.



**Jeremy Harris** BDS DPDS Msc ImpDent  
Pure Dental Health & Wellbeing

**26.05.11**  
6.00 pm - 8.00 pm

## Implant replacement of the single missing anterior tooth

Strategies and techniques for aesthetic and functional success.

Jeremy is the principal at Pure Dental Health & Wellbeing. He qualified in 1981 in Edinburgh with distinctions on Periodontology and Orthodontics; also receiving the Dall medal for crown and bridgework. His extensive postgraduate education and training includes; a years instruction in occlusion and restorative therapy with Niles Guichet, a postgraduate Diploma in Dental Studies and a yearlong training programme with the Tatum Institute. Jeremy gained a masters degree in Implantology in 2006 and is currently studying for the Royal College of Surgeons Diploma in Implant Dentistry. Jeremy has placed 4500 Implants over the last 20 years; his current interest is the surgical aspects of Implant dentistry, particularly hard & soft tissue augmentation & Periosteal surgery.



**Stephen Lusty**  
Stephen Lusty Dental Laboratory

**22.09.11**  
6.00 pm - 8.00 pm

## Single Tooth Aesthetics - Overcoming the difficulties.

How to match shade, material, form and texture.

Stephen qualified from the Peninsula Technikon, South Africa, in 1996 with his National diploma in dental technology, and in 1997 achieved his higher diploma winning the award for student of the year. He went on to work in Crown and Bridge labs in South Africa for 3 years before moving to the UK. In 2004 Stephen went into partnership in a laboratory in Hampshire before deciding to 'go it alone' and move to Cornwall in 2008 in order to pursue his goal of having a successful aesthetics driven laboratory. He currently does all types of dental restorations focusing mainly on aesthetic crown and bridge work.



**Jason Smithson** BDS, DipRestDent RCS (Eng)  
Pure Dental Health & Wellbeing

**23.06.11**  
6.00 pm - 8.00 pm

## Smile Design for the GDP

To include shade taking and aesthetic diagnosis.

Jason qualified at The University of London in 1995, winning The American Association of Endodontics prize; The Malcolm Jenkins research Scholarship and overall prize for Clinical Dentistry. In 2010 he was awarded The Pankey Scholarship. A nationally and internationally known lecturer in Aesthetic Dentistry; this year he will be lecturing at Clinical Innovations, The World Aesthetic Congress and The British Academy of Dentistry Conference in the UK. He is an opinion leader for GC, Cosmedent®, Trident®, Ivoclar-Vivadent® and Optodont®.



**Chris Parker**  
Ivoclar Vivadent

**03.11.11**  
6.00 pm - 8.00 pm

## The Development of Dental Ceramics

How dental ceramics have influenced dentistry over the years with an emphasis on history, bonding and innovations with a look into the future with Ivoclar Vivadent.

Chris Parker is the UK Professional Services Manager for Ivoclar Vivadent. The main focus of this role is in facilitating research and linking scientific studies with clinical/technical educational studies. Chris has lectured on dental materials throughout the UK, France, Europe and The Middle East. He also sits on the registration panel and is an education inspector at the General Dental Council.



**Michelle Holmes**  
Social Media Consultant

**14.07.11**  
6.00 pm - 8.00 pm

## The use of Social Media in the 21st century dental practice.

Michelle Holmes is one of the leading social media consultants in Cornwall, having worked with a number of businesses both locally and nationally on their social media strategy. One of her more high profile clients is Nigel Botterill, one of the most successful entrepreneurs in the UK who has built five separate million pound businesses in the past five years. Last year she brought in over £160k through Twitter alone and now you can learn how to harness the power of social media to grow your business too!



To register for the first event

**FREE**  
OF CHARGE

and/or for the whole Pure Education Programme please contact Nikki at Pure on 01872 222404 or email [smile@puredentalhealth.co.uk](mailto:smile@puredentalhealth.co.uk)

**All our Pure Dental Study Clubs will be held at The Business Space Chiltern House City Road Truro TR1 2JL**