

THE CAMPBELL CLINIC MAGAZINE FOR DENTISTS

# Practice News

October 2020

**THE STANDARD**  
**YOU'VE BEEN LOOKING FOR**





## The Campbell Clinic

### **Hello and welcome to The Campbell Clinic newsletter.**

In this edition of our newsletter we will start by bringing you some information on our new dental implant pricing structure at the clinic. This will then be followed by a case study of one of our patients who was referred to us and underwent Orthodontic treatment here at The Campbell Clinic. The treatment we will be showing you in this newsletter was performed by our Consultant Orthodontist Andrew Flett, who also works at the Queens Medical Centre. The stages of the treatment have been explained by Andrew along with before and after images to show the outstanding results of the treatment.

We have finally come to the end of our 4-year project of building the new home for The Campbell Clinic and Campbell Academy. The building has impressive Eco-friendly features including electric points for charging cars and is also fully solar. The state-of-the-art treatment rooms are exceptional and we feel very proud to be able to welcome patients into this bright and spacious facility.

As well as moving into our new facility we have also welcomed 2 new members of the team, Angela Cowell and Karun Dewan who have both settled into the Clinic extremely well.

In this newsletter we have dedicated a section to speak about Straumann, the supplier of our dental implants and surgical equipment who have provided continuous support to both the Clinic and the Academy for many years and how our working relationship with them first began.

As always, we have included an update from our Academy, what we have going on, how we have adapted our courses to the current environment and the opportunities available.

We hope you enjoy reading this and thank you for taking the time out. As always, thank you for your referrals and support of the clinic; it is greatly appreciated.

Kind regards

Colin







# PRICING LEVELS FOR IMPLANT TREATMENT

We have recently introduced a new tiered pricing structure for dental implant treatment here at The Campbell Clinic. The reasoning behind introducing this system is to increase the accessibility and availability to patients in our new facility which offers 3 different levels of treatment to dental implant patients.

Level 1 - This level of treatment is carried out by the senior clinicians at the practice who are either expert or specialist level and have been involved in 1000's of implant cases. This attracts a 10-year guarantee for patients that undergo the recommended maintenance using the best Straumann dental implant components including bespoke components and technical support for patients at this level.

Level 2 - Is carried out by clinicians at the practice within our multi-disciplinary team environment and under the supervision or direction of our senior clinicians. This attracts a 5-year guarantee for patients that undergo the recommended maintenance and uses all Straumann dental implants, components and high-quality laboratory supported provided restorations.

Level 3 - Level 3 dental implant treatment at The Campbell Clinic is carried out on one of our dental implant courses provided by The Campbell Academy. This treatment will be carried out by course delegates under close supervision and is an extremely cost-effective treatment for patients. Please note, however, Level 3 is limited to straightforward and advanced cases.



## The Campbell Clinic and Orthodontics

This patient attended the clinic at 20 years old, complaining of a broken upper left front tooth. They had been referred by their Dentist for a potential restoration of this tooth. Unfortunately, on reviewing the patient and their clinical situation, it became evident that there was no vertical space to build up the upper front tooth. This tooth had been traumatised 3 years ago in a football match. The patient's lower teeth had erupted vertically, eliminating the space required to build the upper front tooth, meaning that orthodontic treatment would need to take place to make space.



The patient explained that the tooth had had an attempted build up recently, but this had failed due to the loss of vertical space and the way the teeth bite together. There was mild crowding in the upper and lower arches which was likely a result of some post orthodontic relapse.

Radiographic examination revealed a healthy front tooth which was vital. There was no evidence of any further damage that had occurred to the teeth after a previous orthodontic treatment. After discussion with the patient and Andy Legg, a Restorative Dentist at the clinic, the following treatment plan was formulated.

- 1) An oral hygiene appointment with our Hygienist
- 2) Fixed appliances in the upper and lower arches to realign relapse and recreate vertical space for build ups of the upper front tooth
- 3) Finish and retain
- 4) Upper front tooth to be restored with a crown post orthodontic treatment.





# CASE STUDY

Treatment commenced in July 2017 with some initial aligning archwires to relieve the crowding before progression to more rigid archwires. In order to increase the vertical and horizontal space to build up the upper front tooth at the end of treatment, the width of the lower front teeth was reduced carefully by using interproximal cutting discs, removing small amounts of either side of the teeth.

In order to further improve the vertical space surrounding the upper front tooth, a bend in the wire was placed mid treatment. Bite ramps were also used.



After a pre de-bond check with Andy Legg in July 2019, the brace was removed. The treatment time, overall, was 14 months.

The patient was provided with upper and lower retainers with the upper being required to be worn full time until the build up treatment of the upper front tooth was complete, at this stage another retainer would be provided.

When the vertical space had been created there was room to place a full contour porcelain crown with a good thickness which would reduce the risk of fracture.

At the first visit with Andy Legg, post orthodontic treatment, the tooth was prepared for the new crown.

The choice of material is dictated by the amount of enamel and tooth structure remaining. Given this was a relatively small fracture the decision was made to provide a bonded all ceramic E-Max crown. When bonded to enamel these crowns are strong and provide excellent aesthetics.



# CASE STUDY

Following tooth preparation, a mould was taken of the upper jaw using a silicone-based material. This is sent to the laboratory along with a lower mould and a registration of how the patient bites together. We also sent several photographs to help the technician match the crown to the adjacent teeth.

The crown was constructed by the ceramist and was sent back to us around two weeks later. In the meantime, the tooth preparation was sealed with a bonding agent and temporised with an acrylic temporary crown.



At the final fit appointment, the temporary crown was removed. The tooth was then prepared with a staged cleaning, etching and bonding process. The crown was tried in and the patient could then verify the shape and the colour of the new tooth. When everybody was happy, the crown was cemented in place and cured using the usual 'blue' light.

The crown was cleaned of excess cement and the way the patient bites together was checked and adjusted where necessary. As you can see the technician has matched the colour and shape very well and the patient was absolutely thrilled with the final result.





## A 12- year journey

12 years ago, I suddenly left the practices that I had worked in as an associate dentist for nearly 11 years.

The practices I worked in had been sold to a large American corporation and I did not feel that I was a great fit to work in that environment. At short notice I moved to 173 Loughborough Road which ultimately became the home of The Campbell Clinic in 2013.

We made The Campbell Clinic our home and provided the best care we could, while always realising that the ultimate aim was to try to design and build our own facility to give the best possible care and experience for not only our patients, but also for the Dentists who we teach on our Academy courses.

Around 5 years ago we started to look at the possibility of moving and that project grew arms and legs and finally came into reality at the start of February 2020.

Our new facility is stunning and has been designed specifically for the purpose of providing brilliant dentistry and brilliant dental education. As an organisation that provides not only clinical care for patients but education for Dentists and research, we wanted to try to create an environment that was as perfect as possible, and I feel we have come pretty close.

This 12-year journey to give Nottingham and the surrounding areas a dental practice to be massively proud of has been a roller-coaster ride.

I won't pretend it's been all roses and without its problems but as a team, a group of people dedicated to providing exceptional care and education, we are thrilled and delighted to be here.



## A 12- year journey



From the ground up the building has been designed to do exactly what we require. We have a total of 47 car parking spaces including disabled spaces and electrical charging points which can be used for patients, staff and delegates attending our dental courses. We are a fully accessible facility on two floors and every toilet is accessible.

We have 6 state-of- the- art treatment rooms and the most cutting edge digital dental technology available to provide all aspects of dentistry through a team of 35 people (and growing). We have multiple specialist clinicians, a consultant in orthodontics, people of the highest calibre with extraordinary training.



March saw open nights for both Dentists and for patients but if you missed that and want to have a look around or if you need anything from us then please get in touch and we can arrange for you to come and visit when the restrictions allow!



This has been a huge personal and professional journey for me, but I want to share it with all of our referring dentists and would be delighted to welcome you to our new facility.



We would like to take this opportunity to say a massive thank you to all of our wonderful referring practitioners for their overwhelming support during these unprecedented times.

We're accepting referrals across the board and we've increased our capacity in endodontics with Karun Dewan (consultant restorative dentist Birmingham) but also assisted by Bill Seddon who is well known in endodontics in the UK having been practicing for almost 30 years and trained with some of the best endodontists in the world. We are also accepting referrals for oral surgery and our dental implant service continues to run, with which we're delighted to say is extremely busy but we're happy to accept referrals or recommendations where necessary to help out wherever we can.

Our brand new facility located in the Edwalton Business Park, Nottingham, has made adapting to this 'new normal' much easier due to the spacious environment of the building and the many features which enable us to function in a post-Covid world.

Some of these features including our non-touch taps and hand dryers which are located in each of our 6 treatment rooms and each toilet and also our air-recycling system which creates a safe environment for patients, staff and delegates attending our courses as it recycles the air 10 times per hour.

We have also recently launched a new tiered pricing structure for dental implant treatment at The Campbell Clinic which is focused around providing more accessible dental implant treatment through our 3 level system. If you would like any further information please get in touch!

We are so grateful for the support we have received and we look forward to seeing you at the clinic soon!



## Things to come in

# 2021!

### **This month, The Campbell Academy launched the 2021 Education Programme.**

We are excited to announce the launch of our 2021 Education Programme, in which we have revealed some new additions to our course portfolio.



2021 marks the 6th edition of our Year Implant course and the 4th edition of our Year Two Implant course. The Year Implant course is designed To provide a comprehensive foundation in implant dentistry covering both theoretical and practical elements of the discipline giving delegates the confidence they need to begin placing implants at their own practice. The Year Two course acts as the next step in the dental implant journey as it provides dentists who have a foundation in straightforward implant dentistry, a launchpad into more advanced and complex treatments.

During the pandemic of 2020, the team at The Campbell Academy decided to put together a new digital education offering which provides attendees with the tools to create a business plan for the new world . We are so thrilled to be assisting other dental practices during these difficult times to transform their businesses.



We will be delivering 4 new one-day Master Classes in 2021, including Colin Campbell's Implant Consultation Master Class, Andy Legg's Immediate Full Arch Loading Master Class and 2 further Master Classes with international speakers!



In February 2020 we moved into our purpose-built facility located in the Edwalton Business Park - Nottingham. We have six state-of-the-art treatment rooms, a spacious patient waiting room and 2 lecture theatres with an impressive audio-visual system, allowing delegates to observe live surgery when attending some of our courses. Our automatic taps and hand dryers, air recycling systems and spacious areas have enabled us to continue providing education in a covid secure environment.

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# WHO WE WORK WITH



**In previous newsletters we have spoken about companies we work with such as Planmeca, Bridge2Aid and many more but now is the time to mention Straumann. Our relationship with Straumann began 22 years ago when Colin Campbell, the Director of The Campbell Clinic and The Campbell Academy, was first introduced to Straumann.**

Straumann stand as a global leader in implant, restorative and regenerative dentistry, providing us with a variety of products from their extensive portfolio. The continuous innovation performed at Straumann helps us to sit at the cutting-edge of modern dentistry.

Colin has said that our relationship with Straumann has lasted for such a long time primarily due to the following reasons "In general, their service level is exceptional, their products and product line are of the highest quality and their links to the international team for implantology, also known as the ITI are unique and amazing for both patients and clinicians".

Over the years of working with Straumann we have received continuous support which became even more apparent during the transitioning stage as we moved from the old practice to our new facility.

Our current rep Mel Bemrose has been a huge part of this and is practically like a member of the family.

Colin has had the longest working relationship with Lisa McDonald who acted as his rep when he first started working with Straumann and was welcomed as Lisa's second ever customer, Colin also became great friends with many people from Straumann including the now Managing Director of the UK branch, Steve Booth.

When our relationship with Straumann first began there were a limited number of dental implant companies in the market but 22 years on this has risen massively to around 2,500. Colin has expressed that:

**"It's hard to see me ever working with anyone else because Straumann just fit the bill as the ideal suppliers, in relation to service, product, longevity and friendliness. Here's to another 22 years!"**



## Win some, lose some

"I would much rather have a go and fail than never have a go at all."

This is not an acceptable mantra in the hyper-consumerist, always chasing growth world that we have been conditioned to live in.

If it doesn't work throw it away, focus on the thing that does, make it quicker, cheaper to produce, able to be scaled and maximise the profit.

That might seem all well and good, but it is soulless.

Trying things is exciting and leads to innovation and leads to making things better in the long-term even if it doesn't work this time.

To have room in your life to make mistakes without feeling guilt or being concerned that that may effect your lifestyle or family or your team is probably essential, not only in your business or in your working life but also in your family life.

I would much rather have a go and fail than never have a go at all.

Colin writes a regular blog which is published on his website:

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

An example of one of the recent blogs is listed below, just to give you an insight into what goes on inside his crazy head.

If you are interested in receiving the blog either subscribe on our website

[www.campbellacademy.co.uk/blog](http://www.campbellacademy.co.uk/blog) or just contact Colin at: [colin@campbell-clinic.co.uk](mailto:colin@campbell-clinic.co.uk) and we will sign you up.

Why not have a look and why not comment it is great for discussions overall.



## Angela Cowell



We are very excited to introduce a new member of staff at The Campbell Clinic, Angela Cowell. With relocating to a much bigger facility we now have 6 state-of-the-art treatment rooms allowing more clinicians to be on site seeing patients.

Angela qualified from Newcastle University 17 years ago and hasn't looked back since! Over the years of being a Dentist Angela has gained a broad range of experience and is particularly interested in dental implants as she recognises the benefits they have on patients. Angela invested in this by attending The Campbell Academy for the past 4 years to learn advanced techniques in the field.

Whilst working in hospitals, Angela treated patients for facial trauma, oral cancer and Wisdom tooth removal. She also has experience working in dental practices and enjoys treating families to look after all aspects of their oral health.

In 2017 Angela Volunteered in Tanzania with the Bridge 2 Aid Charity, a charity that The Campbell Clinic have been closely involved with for some-time.

Angela is committed to providing the highest standard of treatment and does this in a caring manner to create the most relaxing environment for all patients. Angela decided to continue her education and graduated last year with a diploma in conscious sedation to help nervous patients through their treatment.

Aside from work, keeping fit is important to Angela and she does this by running and hill walking. She also enjoys gardening and baking.

## Karun Dewan



Karun joined The Campbell Clinic team in June 2020.

As well as being a co-founder of RESTORE, Karun also works as a Consultant in Restorative Dentistry at the Birmingham Dental Hospital. In addition, he is an Honorary Clinical Lecturer in Restorative at the University of Birmingham.

Karun has extensive experience in the treatment of complex restorative cases including management of tooth wear and the failing dentition. He has treated many advanced Prosthodontic cases requiring occlusal rehabilitation with fixed or removable prosthesis of partially and edentulous patients with or without dental implants rehabilitation.

Karun has a keen interest in management of failed root canal treatment and provision of Endodontic treatment of teeth with complex anatomy with both orthograde and surgical approach. His specialisation in all the sub-specialties of Restorative Dentistry, places him in a strong position to deal with patients that require complex Restorative-Endodontic and Restorative-Periodontology treatments.

For Karun, good clinical leadership, focusing on patient care and achieving clinical excellence are all priorities and he aspires to improve confidence and aesthetics for the patients that he treats.

In his spare time, he plays Cricket, Badminton, Tennis and Squash. He loves spending quality time and travelling with his daughter.



# WHAT IF YOUR CHILD had toothache and no hope of help ●



Its effects are **not mild** or inconsequential, they are **agonising, debilitating** and **inescapable**.



# 70%

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