

Rallying to the cause

Peter Gange takes his need for speed to Goodwood and uses it to promote the British Bite Mark campaign

If ethical, well regulated dentistry has a future in the UK, it must be backed up by ethical, well regulated laboratories, not by unregulated domestic or overseas suppliers.

The General Dental Council has put legislation in place that should protect the patient from less scrupulous dental practitioners who seem to put profit before oral health and prefer the prices offered by unregulated labs, and proper use of the statement of manufacture should help ensure that patients get the dental devices they need and are paying for.

However, increasingly, that is not the way it happens. Far too many suspect dental devices are still ending up in patients' mouths, and until a test case resulting from a complaint about a dental device follows the paper trail to the Far East or "Fred in his shed" and demonstrates conclusively that a dentist has stepped outside their regulatory remit, we will have to find other ways to get the message across.

The best way would be to educate the patient, but the British press has proven singularly resistant to stories about dentistry – unless they come from *Which?* or the Office of Fair Trading. It is time to stop talking and start acting.

Since late March this year, the Dental Laboratories Association has been advertising its British Bite Mark campaign across trade and newstrade publications. I know it has been covered in *The Dental Technician* before but the editorial team have become robust supporters of the cause and welcomed further comment.

Trade sponsors have stepped up to the plate and taken an active interest in the British Bite Mark initiative; household names such as Renishaw, Biomet 3i and Straumann have joined others to show their support, and one such sponsor, Chaperlin & Jacobs, flew the flag for British dentistry by supporting the British Bite Mark in



Peter in his workshop



The newly liveried Datsun rally car takes a corner at Goodwood

front of thousands of the general public at the Goodwood Festival of Speed.

The company had my Datsun rally car newly liveried with its name and the Bite Mark logo in a prominent position on the bonnet, just where the public would see it best.

As the result of an in-house competition, Alan Wright from Chaperlin & Jacobs won the ride of his life around the rally stage in several historic cars, including mine at bone-rattling speed, followed by hospitality in the Drivers Club, allowing him to meet many of the great names associated with motorsport. Over the weekend the car was photographed by many enthusiasts and hopefully some of them will ask what the logo is all about.

We need to get behind the DLA by coming up with activities to promote the British Bite Mark brand. I hear that the DLA's chief executive, Richard Daniels, is undertaking a charity bike ride in September – perhaps he will wear a British Bite Mark T-shirt?

There must be other things we can do to get the British Bite Mark into the news. It is not good enough just to feel demoralised by the way technicians are being treated in the UK. We need to fight back, and the British Bite Mark is one way we can do it.

The Dental Technician contacted Richard Daniels to find out how the British Bite Mark campaign was going...

The promotion that Peter and C&J have put together for the British Bite Mark at the Goodwood Festival of Speed is absolutely fantastic. I believe they had a record attendance for the event with over 180,000 people passing through the festival at one time or another.

If every lab and trade company takes advantage of events taking place in their locality then it won't be long before the general public start to sit up and take note. The DLA, in a much less exciting way, is enjoying some success with the national patient groups regarding getting them on board with the British Bite Mark, plus we are well down the lines with a very popular TV programme discussing how we can highlight the work that British Bite Mark is doing and the importance of British dental technology.



Let us know what activities you are involved in to promote the British Bite Mark

campaign: e-mail derek@aemorgan.co.uk and we will cover them in future issues.



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