

VIEW FROM THE PRACTICE

Dental trade reps are an overlooked source of education, argues our clinical editor, Rahul Doshi. And the upcoming IDS in Cologne is a fantastic opportunity to learn as well as to shop

In our endeavours to reach new frontiers within our practice we often fail to see a rich source of information right in front of our eyes. A wealth of education can be learned from meeting and spending time with dental trade representatives. Often they are regarded as time consuming and inconsequential and hence we mentally approach any potential meetings with no enthusiasm and unwelcoming behaviour.

However, in reality reps can offer you a plethora of useful information in both

a clinical and non-clinical way. There are numerous ways in which they can help to improve your working life (Figure 1).

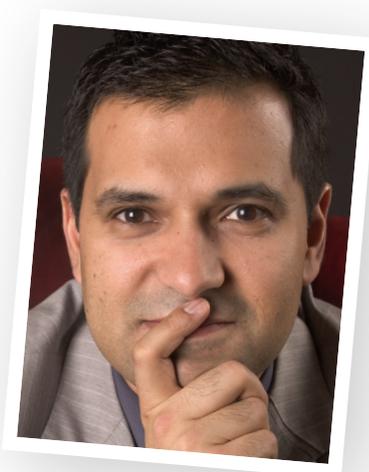
When visiting trade shows or exhibitions, often there is only time to get a simple preview of all that the dental trade has to offer, so a scheduled meeting in your practice can become a great foundation for additional learning. As a result, for me the trade has always been a welcome guest, often being invited for 'lunch and learn' meetings at a scheduled time in the diary.

This issue appears in the run-up to the biggest trade show in the world: The International Dental Show in Cologne, Germany. This is held on the last week of March 2011 and runs for several days, but it only occurs every two years.

The IDS is the world's leading trade show and sector meeting place for decision-makers from dental practices, dental labs, the specialist dental trade, the dental industry and from research and development, so it represents ideal networking opportunities.

More than 106,000 visitors gather information on new products and innovations from over 1,800 exhibitors from 56 countries. This is the world's leading trade fair. It reflects the entire global dental market with extensive forums, seminars and live surgical demonstrations, showing off some of the latest materials, equipment and techniques.

Not only all this, but the orientation of the upcoming exhibition and communications platform will provide you with new insights and perspectives. This is where innovations from international research centres and



development laboratories are presented in direct competition with one other.

Where better to search for dental education and improvement than on this enormous platform of cutting-edge dental innovations? It can generate a huge amount of ideas and concepts for you to simply choose to use in your practice and take your practice to the next level.

Start 2011 by uncovering hidden opportunities and welcome the dental trade into your practice. Happy learning!

INTERNATIONAL DENTAL SHOW

22-26 March 2011, Cologne, Germany
english.ids-cologne.de

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FIGURE 1: WHAT YOUR REP CAN DO FOR YOU

They can offer an in-depth knowledge of materials and equipment that you use regularly

Correct / improve techniques and methods that often improve the use of their products. This in turn ensures fewer failures of treatment in the future

They have knowledge of their products and in most cases can offer you other complimentary materials and techniques to further the quality of the dentistry you provide

They are a useful source of product references

They know of peers who may be using the material/ technology also and whose help you may benefit from. Hence implementation becomes easier

They can help to improve practices by providing a unique selling advantage for the practice business via the use of their products/technology

Many companies now offer team training so that your team becomes adept at using and implementing the various products and services

A key resource most companies will offer is practice marketing material. This can be invaluable when helping your patients to understand the dentistry that is available to them

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