



## *Newsletter: April 2007*

**Dear Dentists, Nurses and Receptionists,**

During a recent discussion with a client we touched on ways of handling patients' concerns about certain aspects of restorative dentistry.

Understandably, most patients will exhibit a degree of apprehension at the thought of the invasive nature of implants as well as the more common need for crowns, bridges and of course prostheses.

If you have known the patient for some time there will have been an opportunity to establish the trust and confidence that will be useful when more complex work is needed. If the patient is not so well known to you then some "before" and "after" pictures will be helpful especially if the work involves the anterior region. Don't forget, we will welcome any pictures you can provide. They will be posted on our website gallery.

In addition we may also be able to assist when addressing concerns and gaining patient confidence.

Phoenix is an accredited DAMAS (Dental Appliance Manufacturers Audit Scheme) laboratory which means we have established and maintained our process capability and quality management system in accordance with the DAMAS specification and comply with the MDD (Medical Devices Directive) and MDR (Medical Devices Regulations).

Achieving DAMAS accreditation is not mandatory and of the one thousand or so members of the DLA (Dental Labs Association) only 130 labs have to date attained DAMAS accreditation. Phoenix was one of the first to achieve full DAMAS accreditation and has done so continuously for over ten years.

The enclosed publication is designed to provide support when patients have concerns regarding where and by whom the lab work is undertaken. We hope it will be useful; it will shortly be available to download as a pdf from our website [www.phoenix-dental.co.uk](http://www.phoenix-dental.co.uk).

We also have other leaflets that may be useful so do take a look.

David said the Chicago Dental Exhibition didn't quite live up to expectations and there was nothing of any significance to report with the possible exception of an interesting PowerPoint presentation titled "did you know?". It contains some interesting material about our society and is well worth viewing. You will need to have Microsoft PowerPoint or a means of viewing PowerPoint to view this 6min (6Mb) presentation. If you would like a copy E-mail us at [mail@phoenix-dental.co.uk](mailto:mail@phoenix-dental.co.uk) and we will send you a copy.

Perhaps there will be more to report from the Cologne exhibition... watch this space!!



Best Wishes, *The Phoenix Team*