

# Editorial

## Everyday dentistry to a standard of excellence

With all the media hype (dental and consumer) surrounding modern dental practice, dentists could be forgiven for getting drawn into the melee of what some would call the ‘business’ of modern dentistry out of fear of getting left behind, only to find themselves, and possibly their resources, exhausted and then left questioning what it is they’re actually meant to be doing.

Cosmetic or aesthetic dentistry has been a huge driving force in changing the public *and* professional image of dentistry. The images of beautiful smiles used to ‘sell’ dentistry are often backed up by images of beautiful practices with notices of awards ‘won’, and the marketing spend in dentistry over the past decade has probably outstripped that for the preceding century, spawning an entire industry in the process. At times words have been spun very creatively in the search for an ‘angle’, a ‘USP’, something – anything - to differentiate ourselves from the ‘competition’

But has all this ‘business’ sidetracked us from what our profession is really about?

Most, if not all dental schools in the world today will have the Hippocratic oath or some version of it as part of their graduation ceremony, where graduates promise to act as advocates for the health of their patients.

I put it to our readers then, that perhaps the competition we should be concerned about is not each other – perhaps we should be looking at ourselves and ‘*what I can do about me*’ that will allow me to better serve my patients. This issue of the IJCD uses successful BACD accreditation cases to demonstrate just how and where aesthetic dentistry fits into comprehensive modern dentistry. A dynamic accreditation programme is a professional development *journey* that can help every one of us do better for our patients with the dental challenges they bring to us every day.

Here then is an award that can truly elevate you, your practice and your dentistry in a way that would be the most meaningful for your patients!



Bertrand Napier

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