

Accreditation is applied for



Attendance certificates will be provided

# AUTUMN CONGRES

## 19 october 2024

Location : 3Hoog  
Interleuvenlaan 74, 3001 Heverlee

### Program

08u15 - 09u00	Reception and welcome breakfast
09u00 - 10u30	<b>Geertje Van Gorp:</b> A dental trauma educational program for the dental hygienists: what are the fundamentals and how to apply in a clinical setting
10u30 - 11u00	Coffee break
11u00 - 12u30	<b>Miranda Steeples:</b> Team Work Makes the Dream Work
12u30 - 14u30	Lunch
14u30 - 16u00	<b>Anna Middleton:</b> Increasing visibilty, patients and profits as a dental hygienist

RATES	BBM-member	Non-member
Student	€ 50	€ 100
Dental hygienist	€ 175	€ 250
Dentist	€ 250	€ 350

**“A dental trauma educational program for the dental hygienists: what are the fundamentals and how to apply in a clinical setting”.**

Geertje Van Gorp is a certified dentist (Catholic University of Leuven, Belgium). She obtained a specialization in Paediatric Dentistry and Special Dental care (1986) at the KU Leuven and a specialization in Endodontics (2001) at the KU Leuven. She obtained her PhD in 2023 titled “Management of traumatized immature teeth in children needing orthodontic tooth regulation”. She is currently working as a pediatric dentist-endodontologist at the Catholic University of Leuven (Belgium). She is involved in the postgraduate training program in Pediatric dentistry and Special dental care, and also in the postgraduate training program in Endodontics. A traumatic dental injury (TDI) refers to any damage to the teeth caused by sudden external forces resulting from accidents, sports injuries, falls, or other incidents. These injuries can affect



Registration is possible until 5/10/2024 via the website [www.bb-m.be](http://www.bb-m.be)

hard dental tissues, periodontal tissues, or the soft tissues of the mouth. TDIs are very common worldwide, particularly among children and adolescents.

Oral hygienists play, as members of the dental team, an important role in providing oral health services for patients presenting with TDI. The responsibilities of oral hygienists can include: providing first aids measurements, educating patients about preventive measures to reduce the risk of dental trauma throughout life, particularly during sports and other high-risk activities, promoting and practicing good oral hygiene protocols for preventing further complications from TDIs. Oral hygienists can offer nutritional counseling and can address any specific dental concerns related to trauma.

Oral hygienists must understand the psychological impact of dental trauma on patients. They can offer empathetic support, listen to patients' concerns and provide counseling to help patients cope with the trauma and any associated anxiety or fear. Oral hygienists can significantly contribute to improving their oral health-related quality of life and overall well-being.

### **'Team Work Makes the Dream Work'**

Miranda has worked in dentistry for 17 years, both as a dental nurse, and now as a dental hygienist and dental therapist. She qualified from the University of Leeds in 2009 and works in general practice in the South East of England.

In her spare time, Miranda completed an MSc at the University of Kent, and enjoys volunteering for Mini Molars Cambodia providing dental care to children.

She is a member of the Board of the Faculty of dental hygiene and therapy for the College of General Dentistry; a member of the coordinating committee, Alliance for a Cavity Free Future UK Chapter; Honorary Ambassador for the Mouth Cancer Foundation, and is the President of the British Society of Dental Hygiene and Therapy, 2022-2024.

Explore the means by which the use of Direct Access by dental hygienists and dental therapists could be increased in general practice, and how to enable the whole team to work effectively together.



### **"Increasing visibility, patients and profits as a dental hygienist."**

Anna is a dedicated and passionate multi award-winning dental hygienist & therapist. She founded her brand 'London Hygienist' with the mission to change the way oral healthcare is delivered to patients. Since qualifying, Anna has attracted an ever-growing and loyal customer base from the public, press and celebrities alike. This – along with her superior and unrivalled dental service in the heart of London - means Anna is regarded as one of the most popular and sought-after hygienists in London and a rising star within the industry. Anna is a key opinion leader and ambassador for several large dental brands/organisations, and she regularly lectures and writes for both industry and consumer press.

The aim of this presentation is to provide delegates with an opportunity to consider the role of marketing through the use of social media and PR to attract patients to your dental practice resulting in increased practice revenue.

