

Cutting through the noise

This issue's guest editor, **Anna Middleton**, shares her thoughts on diving into a new decade and how dental care professionals can make it remarkable

It is with great pride that I have been asked to guest edit this issue of *Oral Health*. I am fortunate to work alongside many great individuals and companies that I am delighted to see featured in this edition.

It is a new year and new decade! What does 2020 have in store for you? What do you hope to achieve? These are the questions I asked myself as I reflected on 2019.

I've opted for a challenge this year and carted myself back to school to train as a dental therapist. Why? When I started my business circa 2015 off the back of direct access, it was because I saw a gap in the market. I saw the future of dentistry evolving and I knew it would happen at a rapid rate.

Social media has played a huge part in this and is something I really embrace professionally and personally.

Patients are now turning to the internet as their first source of finding information and it is estimated that 80% of online content this year will be video and viewed on mobile phones. So we have to change or face being left behind in a cloud of digital dust.

I have always prided myself on providing the best and latest in treatments and I now want to add the dental therapist scope of practice to my services.

Improving access and patient experiences have always been motivating factors for me and I see the role of hygienists and therapists continuing to be more important than ever.

The healthcare industry is continually growing and who doesn't want to live a long, happy and healthy life?

While there is a wealth of credible information and advice out there for the public to access, there is also an incredible amount of nonsense. In this issue you can find out more about how I utilise social media to cut through the noise.

More and more DHTs are now seeking to carve out their own paths in the industry and utilising direct access, and I hope it won't be much longer before we see a change in prescribing rights.

So, how can we work better together as a profession? I recently attended the first Future of Dentistry Summit, a small, intimate meeting hosted by FMC that was made up of dentists,

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Future of
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2020



hygienists and therapists. Here, we discussed various issues within dentistry and where we see the future of the profession going (turn to page 14 for more).

I also started a DHT supper club last year – a place for dental hygienists and therapists to meet up after work to casually network and make friends.

I know from personal experience how often I've felt lonely and isolated at times, so what better way to let off some steam than dinner and drinks with likeminded folk? Something you may wish to consider in your area or why not attend a BSDHT regional meeting – more from the president on those in this issue.

This year, I am excited to continue my personal development as a clinician – our profession as a collective should be. While university will be my main focus, I will also continue working in practice and within the industry and I hope to



connect with more DHTs to continue forming a united work front. Juggling balls, anyone?

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