



# Switched on in Switzerland

**Anna Middleton**, GBT brand ambassador, reports  
back from a VIP trip to the EMS Dental headquarters

**W**hen I think of Switzerland, like many people, I think of mountains, chocolate and innovation. Did you know that Switzerland tops the major international rankings for innovation?

I've been to EMS Dental in Switzerland more than once, and it is this positive nationwide ideology that makes it such a pull for companies at the forefront of industry.

So, when I was invited to accompany a number of UK-based dental professionals to the EMS headquarters, to co-host an opportunity for them to learn more

about this leader in prophylaxis, with a reputation built on the quality of its innovative products and the services it offers, I was thrilled to go back.

## Getting acquainted

On the evening of 2 September 2019, dentists Simon Chard, Victoria Sampson and Rhona Eskander – my co-worker and good friend – as well as hygienist Charlotte Manahan and myself, were welcomed by Kelly Bühner, the digital marketing specialist at EMS' Swiss Dental Academy, and we all got to know each other better.

As conversation flowed, Rhona and Simon's individual successes in terms of social media followers – tens of thousands of them – were brought to the fore, highlighting their influence in dentistry.

Also apparent that evening was everyone's absolute commitment to providing patients with the very best care, which was, in no small part, what brought these influencers across the sea with me.

## A guiding light

The focus in the morning of our first full day was on EMS' history and ethos, its products and guided biofilm

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To find out more about what EMS has to offer dental professionals in the UK, visit [www.ems-dental.com](http://www.ems-dental.com).

therapy (GBT).

Dr Neha Dixit (EMS scientific and clinical affairs manager) shared some really interesting, evidence-based information on how and why the GBT protocol achieves not just great clinical results, but also offers patients time-saving, non-abrasive, pain-free care.

I was able to add to that message, presenting my own experience of using GBT to the group.

In the afternoon, the group got to use GBT, ably supported by Tim Ives, a dental hygienist and postgraduate teacher, with Simon volunteering to be the guinea pig for the eight-step process (see box on the opposite page for details).

Armed with both theoretical and practical knowledge, the message that, with the development of GBT, EMS has sustainably changed and shaped the approach to dental care, could not have been clearer.



Anna Middleton

Anna is a multi-award-winning dental hygienist. She studied at the Eastman Dental Hospital after working as a dental nurse and graduated in 2015 from the Faculty of Royal College of Surgeons. She is the founder of London Hygienist, a key opinion leader for Philips, a global guided biofilm therapy ambassador for EMS Dental and a member of the British Society of Dental Hygiene and Therapy.

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Anna joined fellow dental hygienist Charlotte Manahan and dentists Simon Chard, Victoria Sampson and Rhona Eskander on a VIP trip to the EMS Dental headquarters in Switzerland

### Time for a tour or two

That same evening, we were taken on boat trip, across a river to France for dinner, which was a real treat. And the tours didn't stop there!

The next morning, we were shown around the EMS factory. As a state-of-the-art facility, the factory is incredible to see – no matter how many times I visit!

Despite being high-tech – which might conjure the idea of machine-built dental equipment – the truth is everything is hand-assembled to exacting standards.

The sight of what the staff there were doing really brought home to us the impressive manufacturing process.

### Taking the message home

I think the visit to EMS' headquarters showed the group the true value of everything the company does to support the dental profession in offering patients the best possible level of care, especially in the form of GBT.

During my own presentation and informal chats with the group, I had expressed the view that technology that can improve the patient experience and treatment outcomes is a definite plus for me.

I told them I believe in working smarter over harder, and I use technology with clinically-based evidence and research to

## I believe in working smarter over harder and I use technology with clinically-based evidence and research

ensure I can work more effectively and comfortably.

GBT is a perfect example of this. I use it in my daily practice; the 20 minutes of traditional 'scaling' has been reduced to seven minutes of pain-free biofilm management. This results in more time to focus on the patient's oral hygiene routine and allows me to fit more appointments into the day, which has coincidentally increased turnover.

This trip meant the visiting group didn't have to take my word for it – each of them saw and understood it for themselves.

By the end of our time in Switzerland, we were informed and able to take home the message to colleagues that, perhaps, it's time to make a change. [OH](#)



### The GBT process in eight simple steps

#### 1. Assess

Probe and screen every clinical case:

- Healthy teeth, caries, gingivitis, periodontitis
- Healthy implants, mucositis, peri-implantitis
- Start by rinsing with Bacterx Pro mouthwash.

#### 2. Disclose

Make biofilm visible:

- Highlight to patients the disclosed biofilm and their problematic areas with EMS Biofilm Discloser
- The colour will guide biofilm removal
- Once biofilm is removed, calculus is easier to detect.

#### 3. Motivate

Raise awareness and teach:

- Emphasis on prevention
- Instruct your patients in oral hygiene
- EMS recommends Sonicare toothbrushes and interdental brushes or Airfloss Ultra.

#### 4. Airflow

Remove biofilm, stains and early calculus:

- Use Airflow for natural teeth, restorations and implants
- Remove biofilm supra- and subgingivally up to 4mm using Plus 14µm powder
- Remove remaining stains on enamel using Classic Comfort Powder
- Also remove biofilm from gingiva, tongue and palate.

#### 5. Perioflow

Remove biofilm in >4-9mm pockets:

- Use Plus Powder on natural teeth in deep pockets and root furcations and on implants
- Use new and slimmer Perioflow nozzle.

#### 6. Piezon PS

Remove remaining calculus:

- Use the minimally invasive EMS PS instrument supra- and subgingivally up to 10mm
- Clean >10mm pockets with mini curette
- Use EMS PI instrument around implants up to 3mm subgingivally and on restorations.

#### 7. Check

Make your patient smile:

- Do a final check for remaining biofilm
- Ensure calculus is fully removed
- Accurately diagnose caries
- Protect with fluoride.

#### 8. Recall

Healthy patient equals happy patient:

- Schedule recall frequency according to risk assessment
- Ask your patient if they liked the treatment.