

# A guide to improving the way you practice dentistry

Interactive Dental Media, in association with W&H, introduces the Dental Practice Guide 2009, valuable reference guide for practising dentists, covering essential topics on running a successful dental practice in the 21st century, free of charge.

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Themes include:

- infection control
- dental ergonomics
- business management
- surviving the credit crunch
- communication

Contributors are leading voices in these areas and provide practical and relevant information for today's dentist.

Dr Mikael Zimmerman, Swedish dental infection control specialist, provides a unique insight into antibiotic resistance and the preventive role dentists can play by implementing sound hygiene procedures in practice. Illustrated guidelines for optimum hand hygiene, a much neglected area in dentistry, are presented by the International Federation of Infection Control from their publication, Basic Concepts of Infection Control. Expert advice on repetitive strain injury, such as carpal tunnel syndrome, is provided by South African hand surgeon, Professor Ulrich Mennen.

The ergonomics section also has tips on how to adopt a healthy sitting posture when treating patients. Additional articles look at how to operating a viable business model in a recession and present examples of how dentists and practices are harnessing the internet to promote their businesses and providing a valuable service to the patient community.

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