DENTAL HYGIENIST BECOMES ANXIETY SPECIALIST

Former *Vital* cover star Bobby Keeling, who was the focus of the article *Sensational smoking cessation* (*Vital* winter 2008), is now building 'Practice Sense', a means of working with other members of the dental industry on developing ways of enhancing the experience of dentistry for patients and practices. A dedicated website is under construction at www.practicesense.co.uk.

Bobby has studied with the Contemporary
College of Therapeutic Studies (CCTS) in
Hypnotherapy, Psychotherapy and Neurolinguistic Programming (NLP) and is now in the second year of a

linguistic Programming (NLP) and is now in the second year of a counselling diploma.

Bobby will continue to work part-time as a dental hygienist as well as working freelance as a dental anxiety therapist.

'I work with individual patients who find it impossible to enter a surgery,' explains Bobby. 'I have successfully brought patients to a place where they can complete complex treatment plans and commit to long-term dental health with regular check-ups and maintenance.'



DENTAL WHOLESALERS CELEBRATE 10TH BIRTHDAY

Dental Sky, the dental supply company based in Ashford, Kent, is celebrating its tenth birthday this year.

The company originally opened with just three members of staff and premises with no hot water or heating, but has since moved to purpose-built modern offices and boasts a team of 27.

Staff enjoyed either a relaxing spa day or an exciting day of quad-biking and go-karting to celebrate the anniversary.

'The changes in Dental Sky have been an experience to watch,' said David 'Little Dave' Lane, who has been with the company since day one. 'It's been a privilege to be part of such a dedicated and hardworking team.'