

Sports dentistry finds a wider audience through podcast collaboration



For much of its history, sports dentistry has been practised quietly. So when dentists Umair Mohammed and John Haughey launched The Sports Dentistry Podcast in March 2024, their aim was not to promote a new speciality, but to create a forum for practical, honest discussion. Within months, the weekly podcast attracted listeners from more than 50 countries and featured contributors from sports medicine, dental research, elite sport and across the wider dental team. What began as an informal project has developed into a consistent platform for professional discussion and education.

One recurring theme in podcast discussions is the assumption that elite athletes must have excellent oral health. Studies conducted over the past decade consistently show that rates of dental decay, gingivitis and periodontal disease among athletes are comparable to, and in some cases higher than, those seen in the general population. That athletes' oral health is no better than the general population's, and sometimes worse, remains a striking paradox given their otherwise disciplined approach to physical conditioning.

The contributing factors are well-documented: high carbohydrate diets,

frequent intake of sports drinks and gels, dehydration, erosion risk and stress-related tooth wear all play a role. In some cases, delayed dental intervention has resulted in missed training or competition, highlighting the wider implications of untreated oral disease. Sports dentistry is about working alongside them to reduce avoidable risk through prevention and early intervention.

This focus on prevention is a key reason Philips has chosen to support the podcast and the wider Sports Dentistry Association. As a company with a long-standing focus on evidence-based oral healthcare, Philips' involvement mirrors the preventive approach already embedded within sports dentistry.

Another defining feature of The Sports Dentistry Podcast is its inclusive approach. The podcast treats sports dentistry as genuinely collaborative, involving everyone from dental hygienists and therapists to technicians, academics and students.

To listen to *The Sports Dentistry Podcast*, visit: <https://bit.ly/45U9VPk>.

Editor's note: The 27 February issue of the BDJ (Volume 240 Issue 4) is sports dentistry themed.

Accelerating growth in dental membership plans and practice performance

Agilio Software, the leading provider of healthcare software solutions, is delighted to announce the acquisition of Patient Plan Direct (PPD), a specialist dental membership plan provider that helps practices grow sustainable, recurring income and strengthen patient relationships. The deal brings together Agilio's established dental compliance, workforce and marketing solutions with PPD's proven expertise in plan design, technology, training, and support to nurture strong growth and retention.

PPD works with independent practices, regional groups, and DSOs across the UK, providing end-to-end support from plan design and pricing through to onboarding, marketing, promotion, and day-to-day administration. Its teams in client services, operations, and business development support thousands of dentists and hundreds of thousands of patients, with a strong track record in retention and proactive plan management.

Bringing Agilio and PPD together creates a powerful platform that connects membership plans, compliance, practice operations and practice growth solutions. Over time, Agilio plans to combine PPD's plan expertise with its wider technology roadmap, including PMS integrations, single sign-on, and enhanced AI automation. This will help practices reduce administrative burden, improve cash flow and gain deeper insight into plan performance. Existing PPD and iPlan customers will continue to be supported as normal while a carefully managed migration and integration programme is delivered.

With PPD on board, Agilio strengthens its position as a partner of choice for practices that want to grow, stay compliant, and deliver great patient experiences with less administrative burden.

For more information, visit <https://www.agiliosoftware.com>.

Celebrity designer will be headline speaker at ExCel London



Dental Directory is hosting none other than Kelly Hoppen CBE as headline speaker at BDIA Dental Showcase 2026.

Kelly's experience and expertise are unmatched, making her the most widely recognised interior designer of our generation.

She will share valuable insights into how she balances light, texture, form and feeling in an aesthetically unique and beautiful way with dental professionals in March. Brought to you by Dental Directory, this will be a dental exclusive and an absolute must-attend session at BDIA Dental Showcase 2026.

Get a fresh perspective on how your practice design can influence the quality of clinical care and the patient journey you deliver. Be part of the conversation with Kelly Hoppen and Dental Directory at BDIA Dental Showcase 2026!

BDIA Dental Showcase takes place from 13-14 March 2026 at ExCel London. Register now at www.dentalshowcase.com.

For more information, visit <https://www.ddgroup.com/> or call 0800 585 586.