News release: 10 December 2014



Getting to the 'root' of the problem - online root canal resource launched today

Being told you need root canal treatment can trigger anxiety and uncertainty. This is often down to a lack of understanding and a fear of the unknown. Julian Webber, the leading Harley Street endodontist, has compiled the UK's first Rootipedia – www.roottreatmentuk.com – an online glossary of terms, with the aim of demystifying this treatment which saves teeth and restores hundreds of thousands of patients to health each year.

Rootipedia is in an easy to navigate A-Z format compiled by a trusted source to give patients a clearer understanding of this complex treatment. It includes advice as well as information:

- Patients should only be prescribed antibiotics when a tooth has a serious infection. Too
 often patients are prescribed antibiotics without a correct diagnosis having been made.
- A rubber dam should isolate the tooth the tooth that's being treated. Its use should
 be standard in **endodontics**. Don't let your dentist proceed if there is no rubber
 dam in place.
- Most root canal treated teeth will require a crown after root canal treatment for protection and strength.

Julian Webber explained: "It struck me that we all turn to Wikipedia and other internet resources for information – why not develop a Wikipedia for root canal treatments – that was how Rootipedia was born. When it's time for your first root canal treatment,

there is so much that is unfamiliar, whether it's the terminology, the equipment or the

materials. By taking the mystery out of some of the terminology, I hope patients will

feel more ready to ask questions and interest themselves in this important

treatment."

Nigel Carter, Chief Executive of the British Dental Health Foundation, described

Rootipedia as: "a useful Lexicon to help patients understand the terminology around

root canal treatment."

Mary Myers, a teacher from Norfolk and a patient of the clinic said: "It's the very

patient-focused approach adopted by Julian and his colleagues that recommended them

to me in the first place. Rootipedia is an inspired initiative to help patients understand

what root canal treatment is all about."

From abscess to X-ray, from bifurcation to zinc oxide, the HSCE dental dictionary has

over 100 definitions of words associated with root canal treatments.

Dr Webber and his colleague Trevor Lamb, have already spearheaded the Saving Teeth

Awareness Campaign - www.savingteeth.co.uk - which is designed to explain why it's

important to save teeth and how early diagnosis and treatment can ensure patients

avoid pain and improve their chances of saving their tooth.

Further information

Caroline Holland: 020 8679 9595/07974 731396 Emma Pelling 07958558172.

Notes to Editor



Julian Webber is a world leader in Endodontics and in demand as a lecturer internationally and at home. With 35 years' experience, he is a passionate believer in Endodontics.