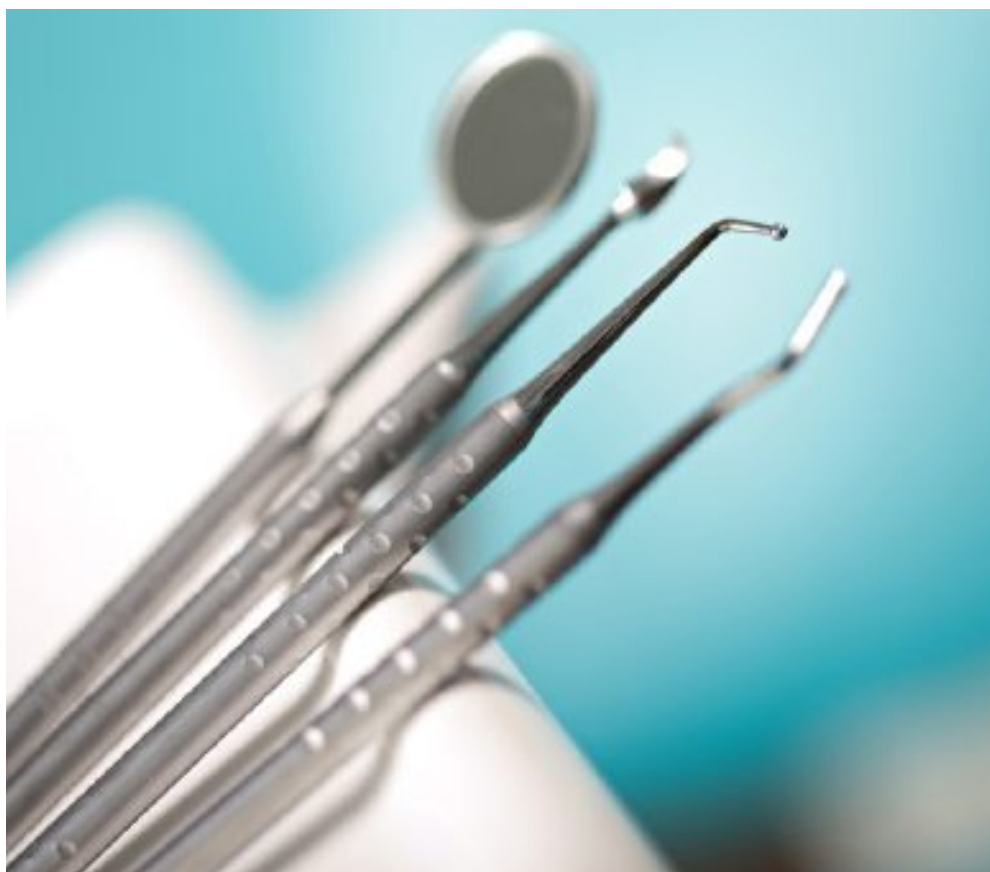


April 2012

e update



How will direct access affect you?

This is a hot topic at the moment which concerns whether patients should be allowed 'direct access' to different types of dental professionals.

The GDC is calling for dental care professionals to share their ideas and thoughts to help it decide if it should remove the requirement that every member of the dental team must

work on the prescription of a dentist, to allow direct access for all patients. This would mean that patients could see other members of the dental team without seeing a dentist first, for example a dental hygienist or therapist. But what are the wider implications for dental practices?

Turn to pages 4 and 16 to find out...

www.adam-aspire.co.uk

Inside this edition . . .

Read all about it



For all the latest news in the world of dentistry turn to pp.4-5

Sleeping tight?



Help your patients get a good night's sleep. Read more on p.14

Sky's the limit



Raise the profile of your practice, turn to p.15

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ADAM has joined forces with The Dental Business Academy to offer a free CQC webinar to 12 lucky members. More on page 7.

9 Take three steps to heaven

Experts from Dental Protection explain why risk management shouldn't been seen as a tedious, complicated chore. More on page 9.

11 Visited ADAM's FAQ pages yet?

ADAM's website has a helpful FAQ section for members that's well worth a visit. Read more on page 11.

14 Bruxism and your patients

The British Snoring & Sleep Apnoea Association explains why, for some of our patients, all they want is a good night's sleep. More on page 14.

15 There's no harm in piggybacking

Learn how to piggyback national events to help raise the profile of your practice. Read more on page 15.

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Theatre group joins innovative training

UMD Professional has announced the launch of an exciting new collaboration with Paul Bourne, Artistic Director of the Menagerie Theatre Company, in a series of new courses for dental practices. The first, 'Exceptional leaders – outstanding teams: what's your story?' has been designed as a unique journey through leadership and teamworking to help dental practices to achieve more of what they set out to.

The course is facilitated by members of the UMD Professional team and actor/director Paul Bourne who is also a Visiting Fellow at the Universities of Cambridge (Judge Business School), Moscow, and the Stockholm School of Economics. The unique and innovative approach uses theatre and the arts to challenge and explore communication and to offer new insights into how to get the best from self, team and patients.

Fiona Stuart-Wilson, Director of UMD Professional said: "Many dentists spend time and effort in developing ideas about where they want their practices to go and what they want to achieve, only to see those ideas disappear in the reality of day to day life in practice. We're delighted to be working with Paul, an exceptional trainer and academic, and to have developed this course to help dentists and their teams to achieve more. We're aiming to help dentists to unleash the untapped potential of their teams and themselves. It's fun, relevant and different, but above all, it's practical."

The first course is being held in London in June. For more information about the course please contact Penny Parry at UMD Professional on 020 8255 2070 or via e-mail at penny@umdprofessional.co.uk.

GDC in call for ideas on direct access

The GDC would like to hear your views as it considers whether patients should be allowed direct access to different types of dental professionals.

At the moment, both the 'Standards Guidance' and 'Scope of Practice' make it clear that every member of the dental team must work on the prescription of a dentist. This means that patients must be seen by a dentist before being treated by any other member of the dental team.

The only exception to this is with clinical dental technicians; they are able to provide full dentures to patients who have no teeth without the need for a prescription.

The GDC is now considering whether to remove this requirement and to allow 'direct access' for all patients. This would mean that patients could see other members of the dental team without seeing a dentist first, for example a dental hygienist or therapist.

A Task and Finish Group has met for the first time and will ensure that any decision made is based on robust evidence.

The Task and Finish Group wants to hear from as many stakeholders as possible and a short 'call for ideas' questionnaire has been published on the GDC's



website
www.gdc-uk.org

The results from this call for ideas will be analysed and considered by the Direct Access Task and Finish Group at its meeting on 2 July 2012.

The Group has invited a number of key stakeholders to come and give evidence to it within the next month and has also commissioned a literature review covering the available evidence.

● Please turn to page 16 for more about this subject and how it could affect your practice.



Are your adverts honest and truthful?

The beginning of April marked exactly a month since new ethical advertising guidance was introduced by the General Dental Council (GDC) and registrants are being reminded to make sure they're up to date.

Published in February this year and taking effect from 1 March 2012, the guidance covers all forms of promotion of services by dentists and dental care professionals (DCPs) in print and on the internet.

For example, dental professionals are now required to feature their GDC registration number when advertising their services. Websites must contain details of a dental practice's complaints procedure and information about who patients may contact if they are not satisfied with the response, e.g. the relevant NHS body for NHS treatment and the Dental Complaints Service (www.dentalcomplaints.org.uk) for private treatment.

The guidance also makes clear that every dental professional has a responsibility to ensure that any promotional information containing their name, in print or online, is current and accurate.

The full guidance can be found on the GDC website.

One of the most common ways to advertise any type of service these days is on websites and the guidance goes into some detail about what should feature on any website as well as how they should be maintained and updated.

For example, websites must display the following information:

- i) the name and geographic address at which the dental service is established;
- ii) contact details of the dental service, including e-mail address and telephone number;
- iii) the GDC's address and other contact details, or a link to the GDC website;
- iv) details of the practice's complaints procedure and information about who patients may contact if they are not satisfied with the response (namely the relevant NHS body for NHS treatment and the Dental Complaints Service for private treatment); and
- v) the date the website was last updated.

Online registration for Showcase is now live



Delegates are now able to register online for their ticket to BDTA Dental Showcase, which takes place at ExCeL London from 4-6 October 2012.

Registration is free and can be completed online at www.dentalshowcase.com. Attendees will instantly receive an e-ticket for this year's event.

Dental Showcase is expected to attract more than 10,000 members of the dental team to the three-day event, and has more than 350 companies exhibiting and presenting the latest products and services that the dental industry has to offer. The event attracts twice the number of visitors of any other UK dental event.

A BDTA spokesperson said: "Each year the BDTA holds an outstanding show, which is why Dental Showcase continues to be the biggest and best exhibition in the dental calendar. Book your ticket now to ensure that you don't miss out!"

For more information, or to register for your free ticket visit www.dentalshowcase.com.



Get in touch. Send your news & views to denise@adam-aspire.co.uk

Training & development diary

Date & location	Name of event & provider	Cost & notes	Contact details
May London	ILM Level 7 Award in Strategic Leadership UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
May London	ILM Level 5 Diploma in Management. UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
May London	ILM Level 7 Diploma in Executive Management .UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
May London	ILM Level 7 Award in Strategic Leadership. UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
May Leeds	ILM Level 5 Diploma in Management. UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
May Birmingham	ILM Level 5 Diploma in Management. UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
May Gatwick	ILM Level 5 Diploma in Management. UMD Professional Ltd	Call Penny Parry on 020 8255 2070 for fees	email penny@ umdprofessional.co.uk
3 May Brighton	CQC Essentials – giving you the know-how & confidence to meet CQC requirements. Denplan	From £75 for Denplan members. £50 discount for non-members	www.denplan.co.uk/event-sandtraining
9 May Nottingham	Practice Management – the beginners' guide. Denplan	From £75 for Denplan members. £50 discount for non-members	www.denplan.co.uk/event-sandtraining
10 May Portsmouth	Managing team performance – how to get the most out of your team. Denplan	From £75 for Denplan members. £50 discount for non-members	www.denplan.co.uk/event-sandtraining
11 May Manchester	Management of medical emergencies for the whole dental team. BDA	£100 for practice managers	www.bda.org/training
16 May Manchester	WoW customer journey with Les Jones and Medenta	£200 (BoD members £120)	www.businessofdentistry.co.uk
17 May Leeds	Practice Management – the beginners' guide. Denplan	From £75 for Denplan members. £50 discount for non-members	www.denplan.co.uk/event-sandtraining
17 May Manchester	The Dentistry Business Accredited Programmes in Dental Practice Management	L4 is £2,200 and L7 is £2,600	www.thedentistrybusiness.com
18 May Glasgow	Achieving high standards in infection control. BDA with Irene Black	£100 for practice managers	www.bda.org/training
18 May London	Risk management and clinical auditing. BDA with Graham Offord.	£100 for practice managers	www.bda.org/training
23 May London	The Dentistry Business Accredited Programmes in Dental Practice Management	L4 is £2,200 and L7 is £2,600	www.thedentistrybusiness.com
8 June London	Radiation Safety (am) and Workplace Safety (pm). Dentabyte	£75 per module. Early bird offer	www.dentabyte.co.uk
6 July London	Consent, Complaints & Communication (am) and Suitability of Staffing (pm). Dentabyte	£75 per module. Early bird offer	www.dentabyte.co.uk
13 July London	Achieving high standards in infection control. BDA with Irene Black	£100 for practice managers	www.bda.org/training
7 September London	Safeguarding Vulnerable Adults (am) and Safe- guarding Children (pm). Dentabyte	£75 per module. Early bird offer	www.dentabyte.co.uk



Get in touch. Send your news & views to denise@adam-aspire.co.uk

Feature

Join us for a free CQC webinar

ADAM and The Dental Business Academy have joined forces to provide a series of webinars (web-based seminars) exclusively to members and we are inviting you to join the first one free of charge!

Twelve ADAM members are welcome to join the free CQC webinar on Wednesday May 2 at 2pm. The educational webinar will last an hour and an email will be sent two days beforehand with easy-to-follow instructions for logging in, allowing you to learn from the comfort of your office.

The session will begin by providing a brief history of the CQC and the benefits of regulation, going on to explain more about inspections and what practices should expect and consider.

Interactive polls appear throughout, allowing members

to take an active role in the webinar and attendees will also be asked to answer questions about clinical scenarios and how they expect inspectors to assess each situation.

The interactive elements are designed to help bring the group together and ensure that interest is maintained throughout.

Please email denise@adam-aspire.co.uk by Saturday April 28 to express your interest. Please feel free to let us know of any topics you would like any future webinars to cover. Future webinars will cost just £20.

Alternatively, if you are attending BDA Conference, please visit stand D43 and speak to Jill Taylor or Hannah Peek about joining the free webinar. Places are strictly limited and names will be drawn at random.

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For full details, course dates and venues contact Penny Parry on:

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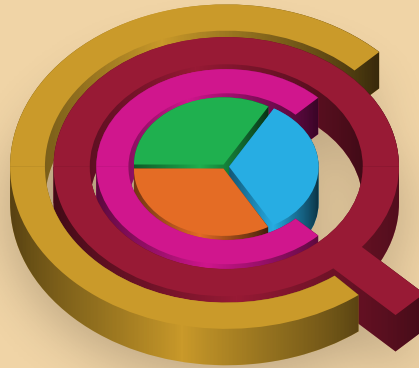


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Jo Russell in
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- For more course info
visit the **Dentabyte**
website

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Risk management is not a chore!

Horizons 2012 is a team-focused evening event organised by Dental Protection that provides a practical look at topics that are relevant for all members of the dental team, both GDC registered and non-registered.

During May and June 2012, Horizons will visit Inverness, Aberdeen, Stirling, Southampton, Oxford, Chester and Belfast with a seminar entitled Three Steps to Heaven.

There is a common misunderstanding that risk management is a tedious chore that is complicated and takes far too much time. The seminar is designed to provide lots of useful, practical advice and hot tips that can save time, as well as keeping the whole practice safer from dento-legal threats and challenges.

Here are four top tips from Dento-legal Advisers and Horizons presenters Sue Boynton, James Foster, Alasdair McKelvie and Jane Merivale (pictured), which will help keep your practice safer and which will be covered in more detail at the event:



1. Accurate record keeping

Patients will often have different conversations with reception staff than the ones they have with a dentist, hygienist or therapist. Part of the reason for this is the different environment, or the higher or lower levels of anxiety felt by patients in a reception / waiting area and treatment area / surgery respectively.

Reception and administration staff can contribute not only to the quality of care, but also to the completeness of the dental record, by keeping records of (for example)

- missed, cancelled or declined appointments
- information material provided to the patient
- telephone conversations and details of what was discussed
- conversations and other communications regarding the payment of any fees relating to the provision of dental care and treatment
- checking that the practice holds an up-to-date medical history for the patient

2. Body language

When meeting someone for the first time, it is important to 'read' their body language in order to ensure that what you are saying and doing, and your own body language, is creating the right impression for them. They will be forming impressions about you from the second you meet.

3. Rapport

There are particular risks associated with treating patients who we know little or nothing about. We owe the patient precisely the same duty of care, whether we are seeing them for the first time or the hundredth time. One of our best sources of protection when things go wrong is the ability to draw upon any historic, positive relationship we have built up with a patient, whether in reception or chairside.

4. Concentrate on every aspect of your communication behaviour

Combining all these techniques can make a big difference in patient perception and can help the practice stay safer from dento-legal threat and challenges.

For more information about the Horizons events or to book tickets at the cost of only £5 for reception or practice management staff, contact 020 7399 2914 or email events@dentalprotection.org





Make a difference - £1 at a time

Just knowing that 70% of the world's population has no access to the simplest of relief from oral pain, leaving millions of people to suffer daily from preventable pain, leaves many of us feeling we want to do something about it – but what? How can we make a difference to such a terrifying statistic?

Bridge2Aid, the UK's fastest growing UK dental charity working in developing nations, believes that together we can make that difference – just £1 at a time.

The charity that provides access to dental pain relief for the millions of people suffering in the developing world, is asking practices to offer their patients the chance to add £1 to their bill. For every £120 raised, the practice will have given access to emergency dental care to a whole village – allowing people to live pain-free, and, for many, giving them the chance to return to work to support their families.

Donations are carefully spent

As the money will be put towards training local East African health workers, supporters know that your fundraising is making a long-term difference and is not just a quick-fix.

The charity's administration costs are all covered by the dental practice that it runs in Tanzania, so you and your patients can rest assured that all of those £1s are going directly where they are needed.



Bridge2Aid will send you all of the information you need to get started, and a posters and reception information stand that will help you tell your patients what you are doing. These should be enough to get your patients on board, without the need for your receptionists to take time out of their busy day to explain the scheme.

Your practice will get the opportunity to make a sustainable difference to thousands of people and your patients will see that as a team you have decided to support such a great cause – bringing you real business benefits. To find out more, email bigchange@bridge2aid.org, or if you are at the BDA Conference this year, please visit Stand C15.

Join B2A at the BDA Conference

To learn more about the charity's work and the benefits a partnership with Bridge2Aid could bring to your team, your patients and your business, it is also hosting a seminar at the BDA Conference; "Volunteering – you only get what you give" at 2.00pm on Friday 27th April in charter room 2.





Creating a network of support

As you may know but might have forgotten, members of ADAM receive access to the Members' Area of the Association's website and if you haven't visited for a while, you are missing a wealth of information, templates, advice sheets, discounts and support.

Good, old fashioned help

Within the Members' Area is a section called FAQs - it is a gold mine of helpful advice and what's more, it is written by practice managers, administrators and treatment co-ordinators just like you, with first hand knowledge of what works and what doesn't based on their personal experiences. There's no flannel, no ulterior motive and no sales pitch, just good, old fashioned support.

It works like this: a member can email Denise at HQ with a question. Denise then sends this question to every member of ADAM and awaits their responses. Any answers she receives are then sent to the person who asked the question in the first place and then the responses are collated and added to the FAQ section of the website.

What's new?

It is well worth paying this section a visit every now and again because the questions being asked are relevant to us all. From how to cope with non-English speaking patients, referrals for surgery refurbishment companies and hand washing instruction, to holiday allocation and stock control systems, the questions are about every topic imaginable!

One question that crops up again and again is how to cope with patients cancelling their hygiene appointments at the last minute, leaving hygienists and hygiene therapists with holes in their book.

This question was posed a few months back but is still highly topical and led to a multitude of responses from other members who had faced the very same problem, had tried various ways of solving it and shared their experiences. To see what people had to say about this subject, visit www.adam-aspire.co.uk, login and click on FAQs.

Plato said 'Be kind, everyone you meet is fighting a hard



battle'. Was he talking about dental practice management?! Our role can be a lonely one and we all understand only too well the extra work and stress CQC has created. That anyone has time to answer a member's question is highly commendable, so...

Thanks a million!

If you have ever responded to a question posed by another member, we'd like to say a huge thank you. This service wouldn't work if it wasn't for you (and Denise of course!), so you deserve a pat on the back.

Bogus Yell invoice warning

We would like to warn our members about bogus Yell invoices that have been circulating over the last two weeks and seen at at least four dental practices that we know of. The invoices look better than real Yell invoices (which are poorly designed!) and could well fool some people. If you don't pay practice invoices yourself you may want to check you haven't been fooled.

Many thanks to Paula Parkes, PM at the Dental Health Centre in Grantham for bringing this to our attention.



Get in touch. Send your news & views to denise@adam-aspire.co.uk

Feature

Oral cancer: is your practice playing its part?

Saving Faces, ADAM's charity for the year, offers dental practices a fast-track diagnostic advice service that improves the care of patients with mouth cancer.



benign disease within days of seeing them. Those with serious disease are immediately referred to surgeons with the appropriate expertise at their nearest hospital.

For just £3 a week*, the Saving Faces Diagnostic Advice Service (SFDADS) helps speed up the referral process and ensures referral to the most appropriate surgeons in the patient's location. And those attending the BDA Conference this month will be able to find out more about this service by visiting D44, which is right next to ours.

All money raised from subscriptions will fund research and, if given from a personal account, can be claimed back on tax. The dentist also transfers litigation risk to the OMF surgeon once the referral has been sent so there is never a risk of the dentist being sued by the patient.

A team from Saving Faces will explain that participating dentists are given a password to upload patient details and electronic images of suspect lesions onto a secure system. Their patient will get a three-day urgent diagnostic service from a consultant oral and maxillofacial surgeon, meaning the dentist can rapidly reassure those with

Anyone interested in signing up can do so at the BDA Conference, by emailing Saving Faces at dads@savingfaces.co.uk or by calling 0203 465 5755.

* Saving Faces asks for a small subscription of £3 per week per dentist (or £9 per week for practices with three or more partners) payable by annual direct debit.

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How to be in two places at the same time

Advertising feature

It's Monday 8.30 am. You have a whole morning set aside for the induction of a new team member and your receptionist just called in sick. There's no one else to cover reception. What a great start to the week!

So what are you to do? You can't leave the phones on the answer-machine – Monday morning is your busiest time for emergency calls, after all. You can't let your new team member loose into the risky environment of the surgery either. You need to know they have read and understood your policies and procedures on cross infection, confidentiality, health and safety etc. etc. (And so will the CQC inspector).

Here's the dilemma – you can't be in two places at the same time. Wouldn't it be great if you could make your fairy godmother appear and conjure up a practice team trainer to sit with your new team member for a morning? Well, attractive as it sounds, fairy godmothers rarely appear exactly when you need them.

The SUSAN solution

However, you do have SUSAN, the dental practice manager's new best friend. SUSAN's team training module has a whole section on induction.

Here's how it works:

1. SUSAN is based 'on the cloud'. Your new team-member can sit at any computer connected to the internet and access all of the material that you give them permission to see. They could be sitting in your office, at reception, or even at home.
2. SUSAN has all of your practice's policies and procedures written in an easy-to-read, easy-to-understand format. All of the related documentation to every procedure is available at the click of a mouse, too. They won't be bothering you every few minutes to ask you for the RIDDOR book or COSHH assessment, for instance.
3. SUSAN's induction programme also has an integrated assessment facility. Our educational experts tell us that 'assessment drives learning'. Adding an assessment to every stage of the new team member's induction means



they will learn more quickly and you can prove you've provided a safe and effective programme (good evidence for that CQC inspector).

4. SUSAN's in-built audit trail also tells you how long your new team member has been spending on each section. You'll soon find out if they are taking the process seriously.

So you see, SUSAN's advanced functionality will literally allow you to be in two places at the same time!

About SUSAN

SUSAN is a brand new Quality Management software system designed to give you the ultimate in clinical governance, dental business support and much, much more. SUSAN's training capabilities don't just stop at induction. Ultimately, SUSAN could soon become the source of your CPD needs for the whole team. PowerPoint presentations and comprehensive, studio-quality video content will make it a rich learning experience for everyone.

Visit www.asksusan.co.uk to look at some draft versions of SUSAN's training videos and find out more about how SUSAN could be your new best friend.



Get in touch. Send your news & views to denise@adam-aspire.co.uk

Feature

All I want is a good night's sleep

National Stop Snoring Week takes place this week. Here, Marianne Davey MSc, from the British Snoring & Sleep Apnoea Association, explores some of the reasons people suffer from sleep problems and what can be done to help.

More than half of us in the UK have sleep problems at some time in our lives. Poor sleep can be caused by many factors including lifestyle, illness or environmental noise such as a snoring partner. There are more than 80 recognised sleep disorders, and two of the most common are bruxism and snoring.

Bruxism is a habit that affects around 8-10% of the population. It is characterised by grinding of the teeth and clenching of the jaw that causes tooth wear and breakage, disorders of the jaw (pain and limited movement) and headaches.

Bruxism occurs in both children and adults but is most common in 25-44 year olds. However, most people grind and/or clench their teeth occasionally to a certain degree.

Bruxism occurs as a response to arousals during sleep indicating that it may be a sign of another sleep disorder. The strongest association has been found between sleep bruxism and obstructive sleep apnoea, which is a condition that is often accompanied by daytime sleepiness and non-restorative sleep.

What are the proven treatments?

The only proven treatments for bruxism are mandibular advancement, hypnosis and occlusal splints. Bruxism, like many other sleep disorders can rarely be 'cured'. At best we can find a treatment that will protect the teeth from the consequences of constant grinding. Hypnotherapy may be advantageous for some patients and long-term positive effects have been found even at three years following treatment.

Occlusal splints will reduce the grinding noise and protect the teeth. However, for individuals who have other sleep disorders such as snoring or sleep apnoea, mandibular advancement devices are highly effective in reducing both the snoring and the undesirable effects of bruxism. Prefabricated devices are usually the choice of



preference for most patients as they are easy to fit and adjust for improved comfort. Custom made devices are an alternative option.

As our lives become saturated with devices that claim 'satisfaction guaranteed', it is imperative that patients are offered devices that have good clinical evidence of their effectiveness. The British Snoring & Sleep Apnoea Association provides guidelines for clinicians and patients to select the best treatment for their needs.

It is worth noting that many patients have either multifactorial snoring or recognised signs and symptoms of sleep apnoea that need to be assessed fully before treatment is administered. The British Snoring & Sleep Apnoea Association provides a range of sleep services to help people get a better night's sleep. For more information visit britishsnoring.co.uk and bruxism.org

The British Snoring & Sleep Apnoea Association is a not-for-profit, charitable organisation dedicated to helping people to get a good night's sleep. For more information and the results of the old wives' tales study featured in last month's e update please visit http://www.britishsnoring.co.uk/national_stop_snoring_week.php



Raise your profile: the sky's the limit

Comic Relief. Sport Relief. Children in Need. Smile Month. Mouth Cancer Action Month. Heard of them? We think you may have because they are all either national institutions or on their way to becoming them. But what makes them so memorable that literally thousands and in some cases, millions of people, feel compelled to get involved?

It all starts with awareness, which is primarily raised through communication and repetition of communication - but it helps to have some hot celebrities to roll out and draw attention to your cause. It may take several years of hard work to build up the momentum but once that snowball starts racing down the mountain it will get faster and bigger until it becomes an unstoppable force.

Generate publicity

There are plenty of national events, probably more than days in the year ironically, that present super opportunities to piggyback and raise the profile of your practice. They provide an invaluable and inexpensive tool to generate publicity for your practice.

Some dental practices are known to spend more than £40,000 a year on marketing. That is a huge amount of money! What could possibly justify that expenditure when you consider the top two means of attracting more patients, through patient recommendation and the web, account for around 66% of all new patients?

Shout out solutions

You will have seen in this issue of e update more news of National Snoring week. It is a prime example of how you can shout to your existing patients and the local community that you have a solution to their problem. Do you know how many of your patients suffer from snoring or are kept awake by a snorer? How many of your patients (and the general public) are aware that a dentist may have the solution to their problem? Enough that if you caught their attention your business would be boosted considerably.



Bingo!

By jumping on the bandwagon of a national event you can piggyback their profile. Newspapers will be more interested in your PR because it is a local issue that reflects a national cause. Your patients are more likely to take notice because they may have read or heard something about snoring week as the impact of the publicity generates conversation. And the same goes for the general public in your local area. They may have seen or heard something about National Snoring week, or Smile Month, or Mouth Cancer Action Month ... and then they see your publicity about it and bingo! You have a positive connection that will generate a new patient call. Of course from then on it is up to you to convert that opportunity but as you will see, for very little marketing expenditure, you have someone with a problem that you can fix.

Free press release to download

We have drafted a press release about National Snoring week that is available for you to download from the ADAM website. If there is a national event you are keen to take advantage of and you think it would be helpful for ADAM to have a press release available for members to download, email us and let us know. We will do our best to provide it.



Look to the future and get your business head around direct access

A manager is not only responsible for the smooth day-to-day flow of the practice and whilst this may take up the majority of your time, you are also expected to be thinking about the future and how changes in your external environment may impact how successful you are in practice.

If you have ever heard of or undertaken a SWOT analysis (strengths, weaknesses, opportunities & threats) you will be aware that strengths and weaknesses are internal to your practice while opportunities and threats are external; the former is within your control, the latter is not.

External activities include activities of government and governing bodies, competitors, the financial markets and so forth and whilst you may not be able to influence them, you must be aware of them, consider their implications and take appropriate action to either minimise their detrimental impact or to take advantage of the opportunities they present.

Is direct access even on your radar?

As practice managers and administrators you will be aware of the debate regarding direct access. The question is whether we continue as we have been, with other members of the dental team working to a prescription from a dentist or whether other groups such as hygienists and therapists can work independently of a dentist. If you are unfamiliar with what has been going on or haven't really taken much notice just yet, maybe you should!

What could it mean?

The purpose of this short article is to highlight the potential consequences of a change to dental access. There will be implications and you should at this stage, at least be aware of what they might be.

So let's take a look at the impact direct access could have on your business:



1. Competition could increase as hygienists and therapists set up their own clinics encouraging patients to visit them directly for their thorough clean and minor dental complaints. You should always ensure your existing patients are as happy as can be.

2. Your practice may welcome the change in responsibility but your existing hygienists and therapists may not. Not all of members of this DCP group are keen to take on the additional responsibility that direct access would grant. Are you aware of how your team members feel about this topic? If not you should be having that discussion as soon as you can.

3. What will you do about therapists who are not up-to-date skill-wise because they have been working as hygienists for many years? Will you be expecting them to undertake dental procedures within their new scope of practice and if so, how will you get them skilled up?

4. If you need to recruit for a clinical position, on what basis will you decide if you need an associate dentist or a therapist? How will your decision impact your profitability and your opportunity for growth?

We hope this article has prompted you to think about this issue, if you have not already done so. We would welcome your comments and discussion. Visit our Facebook page to share your thoughts.

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Your opportunity to influence dental practice decision makers

ADAM exists to represent dental practice managers, administrators and treatment coordinators - anyone within the practice who aspires to dental practice management. We aim to provide advice and guidance through coaching, mentoring and a range of useful resources to encourage and extend our members' professional development.

Members receive and benefit from a range of educational vehicles including a quarterly 28-page magazine called Practice Focus, a monthly 20-page e magazine called E Update, regular emails from HQ and a members' only area of the website featuring a variety of resources and templates for download. Previous issues are available by request.

We welcome all enquiries regarding opportunities to communicate with ADAM members and offer competitive packages for regular advertisers. Please contact Donna Miller by email at advertising@adam-aspire.co.uk or telephone 01606 599025.

Positioning

Practice Focus primarily targets individuals with responsibilities for managing dental practices or who aspire to do so. Practice managers, business managers, administrators, senior dental nurses and treatment coordinators; in essence, key influencers now and in the future.

Target audience

ADAM members are more likely to be proactive key influencers with a desire to develop their professional standing and extend their sphere of influence. Our members' only publication offers an exciting vehicle to directly communicate with the right people within a dental practice.

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Practice Focus

Practice Focus is distributed to and read by over 1000 key influencers and it is the only magazine dedicated to dental management. The ADAM continues to grow year on year, and with it, the circulation of Practice Focus. Get on board now and play your part in the professional development of the dental manager.



E Shots

Send a dedicated communication by email to the entire ADAM database. Ideally suited to job adverts, equipment for sale, training opportunities etc.

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Social Programme

Friday evening: buffet supper and exhibition

Saturday evening: conference dinner, featuring the ADAM Awards

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For more information visit www.adam-aspire.co.uk

* programme subject to change