

Inside this edition...



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In the News



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Forthcoming
training events



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In the Spotlight
this month

on page 3



“ I would recommend apex media to any one: they helped start my social network over a year ago, one to one training sessions and always available to help with any questions. If you are new to marketing through social media it is a lot to get your head around, you need these people! Great team and great service. I wish them all the luck in the future. ”
Sandeep Kumar – Director of Smile Stylist Group

“ ...the team at Apex have given guidance and structure ...making sure that this presence is well integrated with our other marketing strategies ”
Dr Nick Fahey - Director of Woodborough House Dental Practice

“ ...They have mastered the business of Dentistry and are known as the 'go to' company in the dental world for both social media and the wider area of increasing traffic to your business. ”
Dr Paul Tipton - Dental Surgeon, Specialist in Prosthodontics and Clinical Director at T Clinic

LAUNCHPAD 6 MONTH SOCIAL MEDIA PROGRAM

THE ROCKET FUEL YOU NEED TO GET YOUR BUSINESS ON SOCIAL MEDIA

18 x
MORE RESPONSIVE
I.E. RESPOND 18 TIMES FASTER
ON SOCIAL MEDIA THAN YOUR
COMPETITORS

40%
LOWER COST PER FAN
YOUR COST PER LIKE FOR FACEBOOK
ADS IS 40% LOWER THAN INDUSTRY
STANDARD

15 x
MORE ENGAGING CONTENT
YOUR CONTENT IS 15 TIMES MORE ENGAGING
THAN CONTENT PRODUCED BY YOUR
COMPETITORS

Empowering your team to implement and sustain a successful social media strategy with our developed systems and processes that ensure efficient and effective use of time spent on social media activities.

Summary of activities provided with the Launchpad:

- 6 months of fully managed social profiles
- Training your employees to take the reins and follow through with social media activities and engagement.
- Social footprint set-up
- Social media blueprint creation
- Social media pay-per-click advertising creation and management
- Daily maintenance of social profiles
- Strategic daily content distribution
- Targeted audience building
- One full training day with the relevant staff members of your business to ensure smooth transition of social profile management.
- Handover includes a full set of social media management tools customised blog and vlog training.

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hello@apexhub.com 0151 728 3125 *build trust...* own the conversation



Welcome to my regular e-update column which each month will highlight the key events and news for busy practice managers and administrators.

Dear member,

As 2014 draws to a close and 2015 beckons, I often make use of this relatively quiet period - between Christmas and New Year - to start to think about the coming 12 months. I'm sure I'm not the only Practice Manager who takes advantage of this lull in what is otherwise a very busy time, so the article on page 6 of this month's e-update by Alison Miles-Jenkins of Training to Achieve is very timely, with helpful suggestions for some New Year Resolutions!

Last month's ADAM workshops in Taunton and Livingston on marketing matters both went well, with the Livingston event proving particularly popular. I have a planning meeting scheduled for 10th December which will include finalising dates for workshops to be held in 2015 so watch this space - more news to follow early in the New Year.

Our new legal consultation service has settled in nicely following its launch in October so if you're looking for some advice on an employment, HR, or other legal matter, remember you can have a free 30 minute confidential telephone conversation with a lawyer courtesy of your ADAM membership - just ring Sarah Buxton, Head of Dental Employment Services at LCF Law, on 0113 201 0407. Check out the ADAM website for more details - www.adam-aspire.co.uk.

And, sticking with legal matters, you can find a very interesting article on the subject of discrimination within dentistry on page 7 of this month's e-update.

Finally, don't forget to check out the fantastic offer from Dentabyte - exclusive to ADAM members - on page 8, and to forward e-update to friends and colleagues within dentistry and encourage them to join us.

Merry Christmas and Happy New Year to you and your friends, colleagues and families.

Niki Boersma
President



Bev Wilson

In this continuing series focused on YOU, this month we meet and ask questions of Bev Wilson who is a practice manager in Colchester.

Name: Bev Wilson

Age: Guess!!

Job: Practice Manager at Colchester Orthodontic Centre

Where do you live (and with whom):

In Dedham in Essex with my husband, our dog, a Weimaraner and children (when they come back home for extended visits!)

Hobbies: Walking, running, yoga and meditation (I teach Yoga and Meditation as well as practice).

How did you end up working in dentistry?

I was asked to cover for the Practice Manager who was taking maternity leave & over five years later I am still here!

When did you first get involved with ADAM?

As soon as I started - I needed help!! Adam has become an invaluable source of support not just from an advice point of view but as a connection with other PM's.

What do you enjoy most about your role?

The diversity and variation the role commands - there's never a dull moment!

What's the most challenging part of your role?

Keeping up with and responding to the bombardment of ever changing legislation is a constant challenge!

Would you recommend a career in dentistry?

Yes it's an interesting and rewarding discipline.

And if you hadn't gone into dentistry, what would you be doing?

Probably teaching more Yoga and Mindfulness Meditation!

Study suggests poor people have fewer teeth than rich

The poorest people in society have eight fewer teeth than the richest by the time they reach their 70s, a study has suggested.

More than 6,000 people were involved in the research which showed oral health was substantially worse among the poorest 20% compared with the richest.

The paper, published in the Journal of Dental Research, showed poor people also suffered more from tooth decay. The research concluded those with lower income, lower occupational class, higher deprivation and lower educational attainment generally had the worst clinical outcomes. Their symptoms included having more tooth decay, gum disease, gaps in their teeth and fewer teeth overall.

However, previously published research has showed the younger generation have much healthier mouths than their predecessors.

To read more go to:

<http://www.bbc.co.uk/news/uk-england-30095576>

Hazlewoods Salary Survey

Many thanks to those who took part in this survey which ran during September 2014.

Participants were entered into a prize draw by ADAM President Niki Boersma at Dental Showcase.

The lucky winners are:-

1st prize: A case of six bottles of wine - Clare Rudman

2nd prize: £20 Marks and Spencer gift voucher - Malti Patel

3rd prize: £10 credit towards next year's ADAM membership renewal - Claire Holland.

BSDHT appoint new President

The British Society of Dental Hygiene and Therapy (BSDHT) has announced the appointment of Michaela O'Neill as President for a two year tenure.

Michaela qualified as a dental hygienist at King's College Hospital, London in 1991 and took up a part time staff hygienist post before working in a variety of different practices in London, from NHS to private, then moved back to Belfast in 1997.

Michaela has lectured throughout the UK and internationally on topics of interest to practising hygienists and therapists. More recently she has held a research hygienist role and currently works as a hygienist in a specialist restorative practice.

For more information go to:

http://www.bsdht.org.uk/New_President_for_BSDHT.html

British Society of Paediatric Dentistry (BSPD) publishes Position Statement on Water Fluoridation

In their Position Statement, published 24 November, BSPD highlight that 60,683 children and adolescents in England were admitted to hospital in 2012/13 to have multiple decayed teeth removed under general anaesthetic, costing the NHS at least £27.6 million.

By contrast, evidence suggests that children living in fluoridated areas, such as the West Midlands, have around half the rate of tooth decay of those living in non-fluoridated areas, and thousands have been spared from traumatic and distressing operations. Research indicates that adults also benefit.

To read the full statement by BSPD go to:

http://www.bspd.co.uk/LinkClick.aspx?fileticket=ZDGNM_wH7Dk%3d&tabid=40

Consultation on GDC Fitness to Practise processes

The General Dental Council (GDC) is consulting on a key change that – if approved – will significantly improve its Fitness to Practise (FtP) processes.

The consultation on the FtP Rules opened on 17 November 2014, and will close on 12 January 2015.

You can respond here: <http://www.gdc-uk.org/GDCcalendar/Consultations/Pages/Consultation-on-changes-to-the-GDC's-Fitness-to-Practise-Rules-2006.aspx>

Christmas smiles under attack

Tooth erosion caused by alcohol, snacking between meals and increased consumption of sugary foods has the potential to escalate over Christmas.

According to the charity Addaction, Britons consume more than 600 million units of alcohol during December and 14 per cent drink more than they intend to over Christmas.

Meanwhile, confectionery manufacturer Mars has historically reported that 65 per cent of boxed chocolates are sold in the run up to Christmas.

Read more at: <http://www.addaction.org.uk/default.asp?section=2§ionTitle=Homepage>

**CHRISTMAS
OPENING HOURS**

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Get in touch!

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

Training Events Diary

Date and location	Name of event and provider	Cost and Notes	Contact details
-	Level 4 Dental Practice Management (Northern College of Further Education) <i>The Dental Business Academy</i>	Distance Learning Programme - 30% discount for ADAM members	https://thedentalbusinessacademy.com/courses/level-4-professional-diploma-dental-practice-manager/
-	Introduction to Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	https://thedentalbusinessacademy.com/courses/dental-practice-manager/
From January 2014 London	Dental Business Management Programme leading to the ILM Level 7 Diploma in Executive Management <i>UMD Professional Ltd</i>	Grants available towards fees plus a further 10% discount for ADAM members.	Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
From May 2014 Wakefield	Professional Certificate in Dental Practice Management (L4) <i>The Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 2014 East Midlands West Midlands	Professional Certificate in Dental Practice Management (L4) <i>The Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 2014 Wakefield	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <i>The Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year CPD course also available ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 2014 East Midlands West Midlands	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <i>The Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year CPD course also available ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From September 2014 Birmingham	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
From September 2014 London	ILM Level 7 Award in Strategic Leadership <i>UMD Professional Ltd</i>	£3000 payable over ten months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
From October 2014 London, Leeds & Bristol	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
From October 2014 London	ILM Level 5 Certificate in Leading with Integrity <i>UMD Professional Ltd</i>	£1200 payable over six months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
From October 2014 London	ILM Level 7 Diploma in Executive Management <i>UMD Professional Ltd</i>	£4800 payable over 18 months.	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Distance learning programme	ILM Level 3 Certificate in Leadership and Management <i>UMD Professional Ltd</i>	£1780 payable over 11 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Distance learning programme	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	£2165 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
	Performance management and appraisals in dental practices <i>UMD Professional Ltd</i>	This workshop course is delivered at your practice and covers managing and maximising staff performance, and how to carry out appraisals in dental practices.	Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk

**CHRISTMAS
OPENING HOURS**

5

The ADAM office will close at 1700hrs on 23 December 2014 and re-open at 0900hrs on Monday 5 January 2015

Made any New Year resolutions for your Practice yet?

Here we are about to start another year. Many of us use this time to make resolutions on what we want to achieve in the year ahead.

Maybe 2015 will be the year you tackle some big projects at your practice, maybe it is about reconfiguring what resources you have to meet the challenges you face. You will know which issues need picking up and which ones you can de-prioritise until later in the year.

One of the key things about resolutions is that you need to put a note in your diary to review progress periodically; rather like performance reviews for team members, you can review your own performance against your goals or should we say resolutions?

Before you settle on a resolution, you might want to consider some of the ideas here, just in case you have not come up with an idea that you think is worth resolving to do in 2015. You may already have your list of resolutions and at the risk of adding to them it may be worth looking over these ideas just in case they help.

Tips for making resolutions that work

Here are my suggestions for making resolutions that work:

- Don't pick too many. We are all keen to tackle issues but being unrealistic in your goals is not going to help. Think about relative priorities in terms of urgency and importance.
- Choose resolutions that you have had on your mind for some time. If you have been thinking about them already you are more likely to stick to them.
- If you are thinking about changing a behaviour pick ways of making things better rather than ways of stopping doing something.

Start with the end in mind. Imagine what it will be like when you have achieved your goal. That will help it be real and keep you focussed on progress.



Ideas for resolutions to help you

If you are thinking about ideas to apply in the office, here are some of my suggestions:

- 1 Consider reviewing your appraisal system for the practice. With the need to keep staff performing making sure your performance management in the practice is well focused and delivering for you will pay dividends.
- 2 How about developing those employees who you are relying on with an investment in increasing their personal effectiveness?
- 3 Have you reviewed your recruitment process recently? Are you selecting, interviewing and appointing the right candidates? Stopping time and money being wasted on poor recruitment decisions might be something you need help with perhaps by getting in some effective advice and training.
- 4 Does your team work cohesively together towards a common goal? Have they all the skills they need to support and drive the practice forwards? Is now the time to be thinking about making sure that goals are aligned, that there is a real focus on performance, that the team have been trained properly to give them the skills to deliver?
- 5 Are you using Coaching Conversations to great effect? If not then find out more about how developing a coaching style of communication could improve team performance and morale.
- 6 How is your complaints handling? Do your people feel comfortable handling complaints? Are they looking forward to turning that complaint into a compliment? If not you might want to look at developing the complaints handling skills of your team.

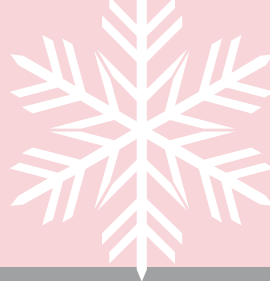
Whatever you decide, good luck with seeing the resolutions through.

Happy New Year from all at Training To Achieve.

Alison Miles-Jenkins Founder and CEO
Training To Achieve 0845 165 6269
alison@trainingtoachieveenterprises.com

If you need any help developing your approach to developing your practice just give me a call.





Get in touch!

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

Discrimination in Dentistry

Even though most Associate Dentists are not engaged as employees they will almost certainly be 'workers' for the purposes of employment legislation.

One of the main rights a worker has is the protection against discrimination. They also have the right not to suffer a detriment as a result of whistleblowing.

Practices should therefore adopt a clear policy prohibiting discrimination within the workplace and otherwise promote equal opportunities. This will help minimise the risk of discrimination claims being pursued against them.

Any Practice that has been embroiled in litigation will know that it involves a significant amount of time and costs, which are not usually recoverable in Employment Tribunal proceedings. Moreover, unlike many Tribunal claims, there is no limit on the amount of compensation that can be awarded in a successful discrimination claim.

Furthermore, allegations of discrimination may result in adverse publicity for a Practice.

The Equality Act 2010 (EqA) defines 'protected characteristics' as age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion and belief, sex and sexual orientation. Discrimination arising as a result of any of these protected characteristics is unlawful.

Equality legislation covers all aspects of employment from recruitment to matters arising upon the termination of the relationship (and everything in between). Employment legislation can also cover issues that arise after the employment relationship has ended.

There are various types of discrimination including:-

- 1 Direct discrimination.
- 2 Indirect discrimination.
- 3 Harassment.
- 4 Victimisation.

In addition, Dental Practices may be under a duty to make reasonable adjustments to accommodate a worker with a medical condition if that condition amounts to a disability. The question as to whether a medical condition amounts to a disability will depend upon a number of factors including the length of time the individual has suffered with the condition and whether it has a substantial adverse effect on day to day activities.



The scope of equality legislation is very wide. Practice Managers need to be mindful of any practices/policies that are in place to ensure that they are not discriminatory. There have been a number of high profile Tribunal cases challenging policies on dress and appearance as being discriminatory.

For example, if dress codes are incompatible with particular cultural or religious beliefs, indirect religious or racial discrimination may occur.

A Dental Practice will only be able to justify implementing a discriminatory dress code in limited circumstances.

There are a range of measures Practices can implement to uphold the law including:-

- 1 Providing staff with Employment Handbooks which include a policy on equal opportunities. As with most policies, they are a crucial means of setting out what is considered to be unacceptable behaviour and what the consequences are.
- 2 Providing training to senior and key members of staff on equal opportunities. Training should also be extended to those involved in the recruitment process.
- 3 Establishing clear procedures for members of staff to raise concerns and to encourage them that discrimination within the workplace will not be tolerated.
- 4 Reviewing contracts, policies etcetera on a regular basis.
- 5 Being mindful of whether reasonable adjustments need to be made in the workplace.
- 6 Have an open mind about workers' different beliefs both religious and otherwise.
- 7 Trying to accommodate requests for flexible working (the right to request flexible working has now been extended to all employees) to ensure that discrimination does not take place particularly on the grounds of one's sex.
- 8 Carry out regular equal opportunities monitoring. Practices are advised however not to use such forms as part of any decision making process. Further, equal opportunities monitoring forms should be anonymised.



If you would like to discuss any aspect of employment law please contact Lisa Kemp, Solicitor in the Employment Division at mfg Solicitors LLP on 01905 610410.

mfg
solicitors

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50% discount to ADAM members*



ADAM (The Association of Dental Administrators and Managers) was established in 1993 as a not for profit organisation to provide advice, guidance and support to busy practice managers and administrators.

For more details, including how to join ADAM and gain access to this great offer, visit www.adam-aspire.co.uk



*Terms and conditions apply

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