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The popular series In the Spotlight returns in the next edition of e-update.

Get in touch!

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

By the time you read this, Easter will be just around the corner.

But at ADAM we're busy looking further ahead because our focus of attention is very firmly on 7th and 8th June 2013 when, in partnership with Dental Protection (DPL), we'll be holding our 20th Anniversary Annual Conference and Dinner in Oxford.

And it promises to be a great event as well as a glittering celebration of our Platinum anniversary.

The Conference kicks off with a look at how to build a successful team, before moving on to recognising and rewarding success. We'll then cover the challenge of attracting patients using social media before considering how to engage with patients who are hard of hearing. Then the issue of Clinical Governance receives an airing before we hear about changes on a topic that affects us all – pensions. And finally we'll give some thought to how to successfully handle patient complaints.

And running alongside the Conference will be a trade exhibition where delegates can mingle with suppliers of goods and services to the profession.

At the Conference Dinner on the evening of 7th June we'll be announcing the winners of this year's ADAM Awards - sponsored by Denplan - each of whom receives a cheque for £500! So as you can see this year's Conference really does focus on the key elements of a successful practice.

There's still time to book your place for the Conference – you can do so at www.adam-aspire.co.uk, but you'll need to be quick to take advantage of those attractive early bird rates.

Finally, two more important pieces of news for members - firstly please read page 7 and think about becoming more active in your Association, and secondly I'm delighted to announce the winners of the **ADAM Prize Draw** held at BDTA Dental Showcase are:-

1st prize Jacqui Setters - Free ADAM Conference 2013 registration (excluding accommodation)

2nd prize Roozbeh Nasiri - Free 2013 webinars

3rd prize Bilkis Hussain - A bottle of pink champagne.

To claim their prize winners should contact the ADAM office either by email to denise@adam-aspire.co.uk or by calling 01452.886364.

Please note prizes are not transferable.

This month's e-update offers the usual array of useful articles mixed with training event and news up-dates from the world of Dentistry. If you have any feedback on any of the content of e-update please get in touch with denise@adam-aspire.co.uk

Happy Easter!
Jill Taylor, President



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FGDP (UK) to Host Series of Seminars at the British Dental Conference 2013

Delegates attending this year's British Dental Conference and Exhibition will be given a rare opportunity to hear from some of the most respected professionals in the industry courtesy of the FGDP (UK).

For the first time, the Faculty will be hosting a programme of top quality seminars at the event, which takes place at ExCel, London in April.

Leading dental professionals, including Professor of Oral and Maxillofacial Imaging at Manchester University, Keith Horner, and FGDP (UK) Course Director Paula McHenry will be speaking on a variety of topics from minor oral surgery to new radiology guidelines. Each session will last between an hour and ninety minutes.

"This is a really exciting venture for us" said Membership and Marketing Manager, Gareth Kingston. "We are looking forward to meeting our members first hand, and sharing the wealth of information available within the Faculty."

One of the FGDP (UK) seminars this year centres on Dentists with Special Interests, and how this impacts the dental landscape.

The event will be hosted by expert Professor Stephen Lambert-Humble, who will talk briefly about how DwSI were developed, what they are and what they do.

All four seminars will be taking place over Thursday 25 and Friday 26 April and offer an exciting opportunity to investigate some of the new developments within dentistry and recognise how to implement best practice as delegates develop their career.

For full details of the FGDP(UK) Series programme, please visit www.fgdp.org.uk

Your chance to win tickets to the Shard when you register for BDTA Dental Showcase!

Members of the dental team who register for BDTA Dental Showcase 2013, the largest show in the dental calendar, before the end of March will automatically be entered into a prize draw to win a visit to the tallest skyscraper in the UK! Registration is free of charge.

BDTA Dental Showcase 2013 will be held from 17-19th October at the NEC, Birmingham. Last year the exhibition attracted over 13,000 visitors from the profession and trade, making it the most popular and best-attended event on the calendar.

This year, BDTA Dental Showcase is focused on helping the whole team see, learn and find all that's new in dentistry. The show is dedicated to offering visitors hands on demonstrations and face to face discussion with the biggest names in dentistry who attend to showcase their largest display of products. The combination of the latest new launches from dentistry brands and special show offers, make it a fantastic time to both research options and make a purchase. In addition, last year visitors benefitted from almost 5,000 free, verifiable CPD sessions offering a further reason to attend.

Register now for your chance to win 4 tickets to visit the viewing deck of the Shard. The lucky winners will experience the most sought-after attraction in the UK, with views spanning across 40 miles of London.

To register go to www.dentalshowcase.com

MHRA launches an 'Innovation Office'

The MHRA is launching an 'Innovation Office' to help organisations who are developing innovative medicines, medical devices or using novel manufacturing processes to navigate the regulatory processes in order to be able to progress their products or technologies.

The main aim of the 'Innovation Office' will be to promote early dialogue between innovative organisations and the MHRA to help facilitate their understanding of the regulatory considerations applicable to their innovation. For example the MHRA can advise on the development of innovative products like advanced therapies, nanomedicines and drug device combinations.

The 'office' will be a web-based portal accessed via the MHRA website. Developers of such technologies will be able to fill in a simple form which will be submitted confidentially to the most appropriate person at the MHRA.

MHRA Director of Licensing, Dr Ian Hudson said: "We're looking forward to providing advice and assistance to companies who are developing innovative products or exploring innovative approaches.

"Developers of novel technologies or products are often unsure which UK or European regulations apply and we hope that our 'Innovation Office' will give them the help they need to understand the regulatory requirements and pathway for progressing their novel product or approach.

"This initiative has been developed as part of the Life Sciences Strategy launched in 2011 to help create incentives for organisations wishing to promote healthcare innovation. The 'office' will help to encourage the growth of the life sciences industry."

For more details go to:

<http://www.mhra.gov.uk/NewsCentre/Pressreleases/CON249612>

General Dental Council warns registrants over online security

General Dental Council (GDC) registrants are being reminded to ensure that their eGDC login details are not disclosed to a third party. eGDC is the website that allows dental professionals to manage their registration online. Registrants can use eGDC to pay their annual retention fee, change their contact details and submit their continuing professional development (CPD) returns.

The GDC is aware of at least one website that has offered to log registrants' CPD hours for them on eGDC, which would require registrants to provide their username and password. Giving a third party access to their eGDC account would allow sensitive personal information, such as bank details and telephone numbers, to be viewed.

For more details go to www.gdc-uk.org

Your Association Needs You!

Each year at our Annual General Meeting elections take place for a variety of posts which are honorary and, whilst usually for a two year period, officers can be re-elected.

If you'd like to take a more active role in the running of your association and represent the views of practice managers and administrators across the country, then please read on ...

Financial Director

The successful candidate will be responsible for monitoring the financial performance of the Association including annual budget setting and presenting annual accounts to members at the AGM.

Regional Mentors

We have three vacancies for Regional Mentors living and working in the following areas:-

- Central Southern covering postcodes: BA, BH, DT, SN, S0, SP.
- East Midlands covering postcodes: CB, DE, IP, LE, LN, NG, NN, NR, PE, S.
- The Midlands covering postcodes: B, CV, GL, DY, HR, ST, TF, WR, WS, WV.

Membership Co-ordinator

The successful candidate will promote the features and benefits of ADAM membership to prospective members, whilst maintaining the existing membership.

Executive Team Membership Representative

The Executive team has vacancies for two Executive Team Membership Representatives elected to represent the ADAM membership. Applications are invited from any current ADAM member.

Vice President

Members of the Executive team are invited to apply for the role of Vice President. The successful candidate will be responsible for supporting the President in providing leadership guidance and direction to ADAM, representing the organisation within the dental profession and contributing towards its success.

For more details please visit www.adam-aspire.co.uk where you'll find full details. Alternatively check out the spring edition of Practice Focus.



The British Dental Conference and Exhibition 2013

Make it your business to attend

In the second of our previews of the [British Dental Conference and Exhibition](#) (25-27 April, ExCeL London) we pick out some must-attend sessions on the main programme that will give your business a boost as well as other event highlights.

For anyone looking for new insights into how their practice handles complaints Thursday afternoon's presentation '**Can complaints be good for your business?**' is not to be missed. The session will be led by [Len D'Cruz](#), a Dento-Legal Adviser for Dental Protection, London based GDP, and PCT Dental Practice Adviser.

On Friday the tricky business of maintaining an efficient practice whilst respecting the employment rights of staff will be examined by [Michael Ball](#), Partner in Employment Law at Gateley LLP in his session '**The top five employment law issues made simple**'.

Using practical examples he will clarify best practice in the areas of flexible working, leave requests, sickness, disciplinary matters and maternity.

Then on Saturday further tips to boost your practice's performance

will be on offer in Kevin Rose's presentation '**Is doing the right thing always good for business?**'. With over 20 year's business experience [Kevin Rose](#) works as a business mentor for dental practice owners. In his session he will explore the lessons dentistry can learn from other professions and what it really means to put patients at the heart of your business.

The programme also offers many other presentations that will attract the whole team including keynote addresses from the Minister for Dentistry, [Earl Howe](#), and record-breaking endurance athlete and business coach [Andy McMenemy](#). Recent additions to the programme include a series of three special discussion sessions looking at the experience of practices piloting the new dental contract.

Finally, no visit to the event would be complete without touring the large [exhibition](#) for product offers, launches and the latest technology. You can also say hello to the ADAM team at stand B09.

www.bda.org/conference

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facebook.com/bdaconference



Why is Social Media so Powerful?

Great question. As a dental practice what are you there to do? I would suggest that you are there to provide dental solutions to patients' dental problems, whether those problems be general dental healthcare or elective cosmetic problems.

The function of any marketing activity, in my opinion, should be to put together the people with the problem and the people with the solution - it really is that simple. So let's look at solving patients' problems from two perspectives, a push perspective and a pull perspective.

Push Your Message with Spray and Pray Marketing

Conventional marketing techniques rely on the principle that you create a communication message, possibly a flyer or an advert of some form. You then push it out to absolutely everybody in the hope that one of the people reading it has the particular problem which you are providing the solution to.

You then hope that you have written your communication message using exactly the right words and images to encourage that person to take some action.

Consider the alternative...

Allow People with a Problem to Pull your Message Towards Them

The alternative to spray and pray marketing is to have your message readily available when an individual identifies that they have a problem. And if we have a problem, where do many people go? The first port of call is often online.

This means that if your practice is well represented on the online world the message is being given to exactly the right people at exactly the right time for them, as those people are already in problem-solving mode. All you need to do is to stand out, be seen and allow the patient to choose you.

It's all about intent

When people read your spray and pray marketing they may, or most likely, may not have any intention of contacting you or indeed solving a problem that they may or may not have. The whole process is a little hit and miss.

When a person goes online to search for a solution to a problem, they have identified the problem, identified that

they need a solution and are now in problem-solving mode. This means the intent behind a search online and reading your online marketing communication is far higher than the intent behind reading a communication delivered to that person in any other way.

So Where Does Social Media Fit in?

There are classically two forms of marketing:

transactional marketing
relationship marketing

Transactional marketing is where an organisation, such as a sofa shop or a TV shop, are looking for a single transaction. You go into the store the transaction takes place, and you go home again.

Typically offers, deals and incentives will be used to encourage the buyer to make a snap decision and engage in that transaction. Buy one get one free, 50% discount for the rest of this week etc are all classic incentives.

Relationship marketing on the other hand does not seek to engage a buyer in an immediate transaction. Rather it looks to build a relationship with that person over a period of time, built on trust and knowing that this person is the right person to solve the problems.

Relationship marketing keeps the enquiries coming in steadily as it is a slow burn form of marketing. Transactional marketing is dependent upon you sending out a marketing communication, if you don't send out your leaflet, flyer or advert then enquiries dry up. Because relationship marketing is about developing relationships in the long term, the enquiries don't dry up and just keep on coming in a steady flow.

Because dentistry is about establishing relationships built on trust over a period of time in order to look after the persons oral health it is ideally suited to relationship marketing and therefore to social media as a mode of communication.

For further insights about how you can make online marketing and social networking work for your practice book a place at the one-day BDA Training essentials course delivered by Mark Oborn (*Director, Mark Oborn Dental Marketing, Social Media and Website Consulting*) taking place on Friday 5 July 2013 in London. Call the BDA Events team on 020 7563 4590 or visit www.bda.org/training



Date and location	Name of event and provider	Cost and notes	Contact details
commencing April 2013 London	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Distance learning and modular courses also available	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
commencing April 2013 Maidstone	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Distance learning and modular courses also available	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
commencing April 2013 Gatwick	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Distance learning and modular courses also available	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
commencing April 2013 Basildon	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Distance learning and modular courses also available	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
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commencing April 2013 Cambridge	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Distance learning and modular courses also available	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
18 April 2013 Bristol	CQC Essentials including: · Child Protection · Vulnerable Adults · Confidentiality · Data Protection · Equality and Diversity <i>Denplan</i>	Non-Denplan practices: £200 per delegate Denplan Practices: Contact the Denplan Events Team for a possible discount	Ring 0800 169 5697 or email eventsandtraining@denplan.co.uk
18/19 April 2013 Manchester	The essentials of staff management: a two-day intensive course <i>British Dental Association</i>	BDA Training essentials £115 for Practice Managers	www.bda.org/training
25-27 April 2013 ExCeL London	2013 British Dental Conference and Exhibition <i>British Dental Association</i>	£90 for a 1 day ticket £115 for a 2 or 3 day ticket	www.bda.org/conference
1 May 2013 Belfast	CPD Essentials covering: · Infection Control · Ethics and Complaints · Medical Emergencies · CPR · Mouth Cancer <i>Denplan</i>	Non-Denplan practices: £200 per delegate Denplan Practices: Contact the Denplan Events Team for a possible discount	Ring 0800 169 5697 or email eventsandtraining@denplan.co.uk
8 May 2013 London (first of 3 workshops)	Module 3 of Certificate in Dental Practice Management - Creating a service led Dental Practice <i>The Dentistry Business</i>		Call Sim Goldblum for further details - 0161 928 5995
10 May 2013 London	Time management for the dental team <i>British Dental Association</i>	£115 for Practice Managers	www.bda.org/training
17 May 2013 London	Growing your practice using proven marketing strategies <i>British Dental Association</i>	£115 for Practice Managers	www.bda.org/training
21 May 2013 East Grinstead	CPD Essentials covering: · Infection Control · Ethics and Complaints · Medical Emergencies · CPR · Mouth Cancer <i>Denplan</i>	Non-Denplan practices: £200 per delegate Denplan Practices: Contact the Denplan Events Team for a possible discount	Ring 0800 169 5697 or email eventsandtraining@denplan.co.uk
22 May 2013 Manchester (first of 3 workshops)	Module 3 of Certificate in Dental Practice Management - Creating a service led Dental Practice <i>The Dentistry Business</i>		Call Sim Goldblum for further details - 0161 928 5995
29 May 2013 Manchester (first of 3 workshops)	Module 3 of Certificate in Dental Practice Management - Creating a service led Dental Practice <i>The Dentistry Business</i>		Call Sim Goldblum for further details - 0161 928 5995
31 May 2013 London	Reception and telephone skills <i>British Dental Association</i>	£115 for Practice Managers	www.bda.org/training

Clawback Claims

Tom Esler, Litigation Partner at mfg solicitors LLP, discusses this thorny subject in light of the recent decision by the NHS Litigation Authority in the case of Somerset Primary Care and The Lymphsham Practice.



As some will know to their cost, where the PCT has considered that there are reasonable grounds that a dentist may not have performed the contract value of Units of Dental Activity (UDA) it has been normal practice for a targeted record card check to be undertaken by the PCT.

Stratified sampling

Clinical advisers undertake an assessment using a stratified sampling method. A number of individual patient clinical records are selected and treatment claim submissions reviewed for that patient sample group over a period of contract years.

Stratified sampling method claims are judged as to compliance with the NHS (GDS Contracts) Regulations 2005 and the NHS (Dental Charges) Regulations 2005. Claims validations are undertaken and a list is compiled of various categories of inappropriate claims. The outcome is normally then analysed by an NHS Dental Services statistician to produce a stratified sampling result.

Using that stratified sample an extrapolated claim is produced over a specified period of contract years setting out estimated over payments.

Huge clawback claims

As a result, an NHS dentist can find that assessment of a small number of patient records and claims submissions can, when extrapolated over one or more financial years, result in them facing a huge clawback claim which until recently has been very difficult to challenge.

Indeed in the past it has been suggested by PCT's that unless the dentist undertakes a full review of **all** patient records and claims submissions to refute the extrapolated claims figures then that dentist is not in a position to argue or contest the extrapolated clawback claim.

In these circumstances it is normal practice for the PCT to seek to withhold on-going payments to the dentist by way of recovery of that extrapolated claims figure.

Recent Decision

Such an issue has recently come before the NHS Litigation Authority with a decision being provided in the case mentioned earlier - *Somerset Primary Care and The Lymphsham Practice*.

In that decision the NHSLA effectively decided that it is not sufficient for the PCT to use extrapolated figures in order to cover multiple contract years in support of a claim for overpayment.

The NHSLA also stated that in the absence of detailed evidence from the PCT it is not correct for the contractor to be required to produce evidence to refute the PCT's extrapolated claim. In addition the decision stated that unless the contractor has agreed to clawback claims being repaid based on an extrapolated figure then the PCT must be able to demonstrate the actual (not estimated) overpayment.

This is a significant decision which may provide some comfort to dentists and practitioners who believe that some of the extrapolated claims they have faced have been massively and unreasonably overstated.

Unless by agreement with practitioners must now establish why a contractor did not meet the eligibility criteria for that payment before it can be recovered. This may create significant issues for PCTs and dental practitioners and could potentially result in substantial costs being incurred by both sides in relation to the production of evidence to either claim or refute such a claim.

Tom Esler is a Litigation Partner in the firm of mfg solicitors LLP who regularly provides evidence to Dental Practitioners in relation to contractual and Regulatory matters including claims for inappropriate claims brought by a PCT against Dentists.

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