

Read what's  
In the News



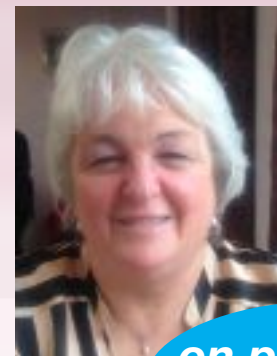
on page 4

Forthcoming  
training events



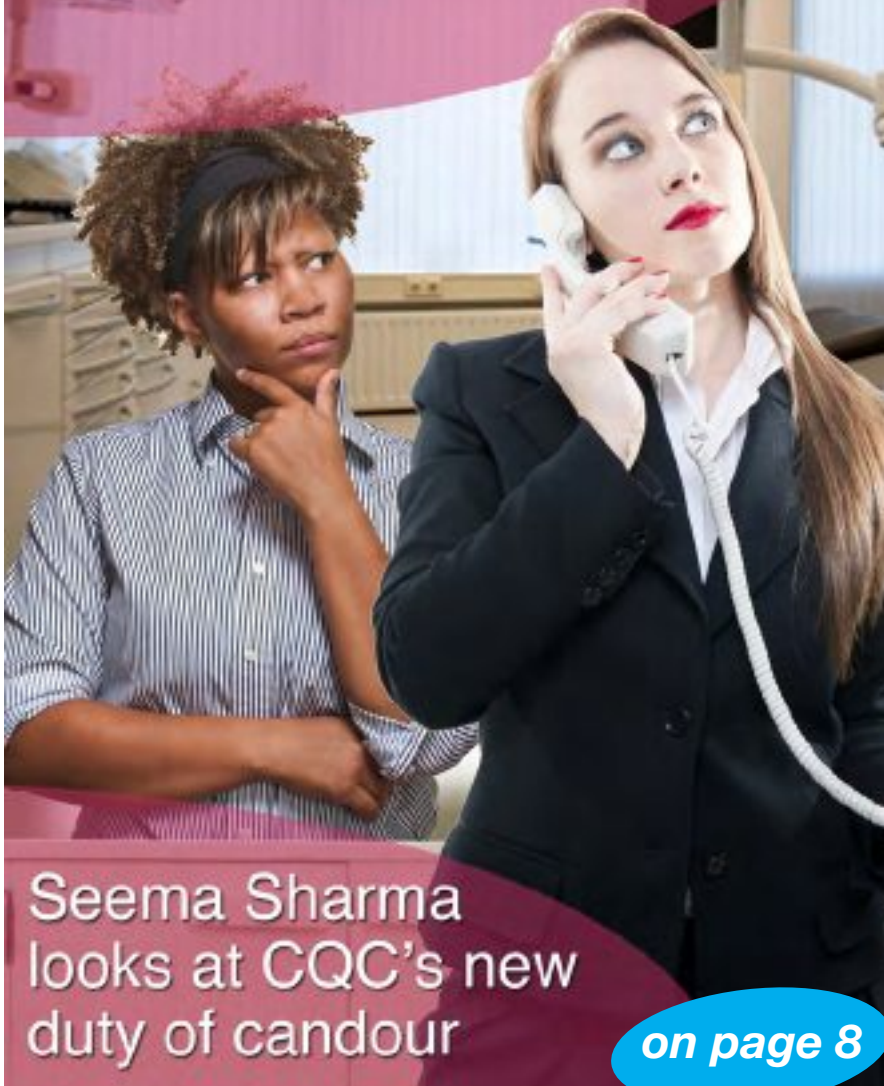
on page 7

Who's  
In The Spotlight?



on page 3

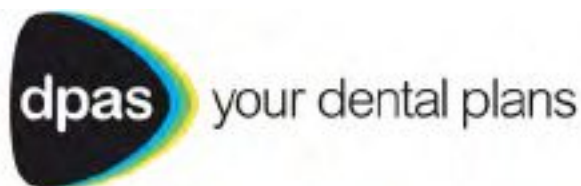
## What's the culture in your practice?



Seema Sharma  
looks at CQC's new  
duty of candour

on page 8

- ADAM Marketing Seminars
- Previews of The Dentistry Show
- ADAM AGM - **SAVE THE DATE**
- Your Association Needs You!



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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.

Dear member,

As we reach the end of the first quarter of 2015 the year really gets into full swing with the first of the major dental events of the year – The Dentistry Show – which takes place on 17th and 18th April at the NEC in Birmingham.

The NEC is such a great location with superb access by road, rail and air – your only real complaint can be if you were planning to swim there - but then I did read somewhere recently that there are more canals in Birmingham than in Venice!

This month's e-update includes a couple of articles outlining what you can expect at this year's Show which looks like being bigger and better than ever! ADAM will be there so if you're attending please do visit our Stand!

In e-update there's also a very topical article by ADAM Honorary Vice President Seema Sharma on the subject of candour, which my dictionary describes as meaning *'the quality of being open and honest; frankness.'*

Very thought provoking and a topic high on the agenda of CQC so well worth reading!

But more than anything else my message this month is a 'call to arms' because an organisation such as ADAM depends upon volunteers sticking their hands in the air and helping to run the association that represents YOU.

On pages 6 and 7 you will find details of our 2015 Annual General Meeting and of the vacancies currently on offer – so why not get involved and help to take your association forward in 2015 and beyond? I know from personal experience it can be very challenging and rewarding.

So - lots to catch up on – happy reading!

And do feel free to forward your copy of e-update on to colleagues and friends in the profession, not forgetting to encourage them to join ADAM.

Niki Boersma  
President

*P.S. Our survey of what you think about e-update closes at the end of this month so there's still time to take part, but only if you're quick! To do so, go to*

<https://www.surveymonkey.com/s/ZHZK25J>



**Elaine Simmons**

In this continuing series focused on YOU, this month we meet and ask questions of Elaine Simmons.

**Name:** Elaine Simmons

**Job:** Policy Advisor, IQA Tutor BDA Good Practice Assessor. I have just retired as a Practice Manager after 16 years)

**Where do you live (and with whom):**

In Halkyn, North Wales with lovely Tom my long suffering husband, Dellah, an English Setter, and Dewi, our Cocker Spaniel.

**Hobbies:** Brownies, Craft, Reading, socialising, dog walking,

**How did you end up working in dentistry?**

I didn't like my university course so took a job in dentistry as an interim and the rest is history!

**When did you first get involved with ADAM?**

16 years ago with the Wirral group.

**What do you enjoy most about your role?**

Meeting various people of all disciplines; ensuring policies and procedures are in place; the Team ethos; quality assurance - ensuring good quality courses are on offer.

**What's the most challenging part of your role?**

Keeping abreast with all of the changes; ensuring everything is SMART-actioned within the workplace in order to keep ahead of the game.

**Would you recommend a career in dentistry?**

Absolutely - I have been involved for 40 years and enjoyed it immensely - well, most of it!

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

A Primary School Teacher or in Forensics.

### Dentist tried to use McDonald's as makeshift surgery

A Romanian dentist who tried to use a McDonald's restaurant as a makeshift surgery has been struck off.

Anca Claudia Macavei suggested fitting a dental bridge in London's Cannon Street branch in February 2012, but her patient refused to be treated there.

To read in full go to  
<http://tinyurl.com/pqz2cy2>

### ADAM to launch Practice Manager of the Year at The Dentistry Show 2015

This year's Practice Manager of the Year, sponsored by DPAS Dental Plans will be launched by ADAM at The Dentistry Show 2015 being held at the NEC in Birmingham on 17th and 18th April 2015.

For more information and to download your application form visit  
<http://www.adam-aspire.co.uk/>



### The Dentistry Show – Bring the whole team!

The Dentistry Show is a free-to-attend, two-day, action-packed event tailored to the needs of the entire dental team offering a wide range of products and services, verifiable CPD lectures and opportunities for networking.

And if you haven't heard, The Dentistry Show has moved dates and will now take place on Friday 17th and Saturday 18th April 2015, which means you can attend the show after the UDA cycle has been completed – worry free.



Find out more at  
<http://tinyurl.com/q5vy5wz>

### Campaign to improve oral health returns with a smile

The UK's largest oral health campaign is set to take place between 18 May and 18 June 2015 and aims to make a significant impact improving oral health at grassroots level and educating on the importance of good oral hygiene.

Read more at  
<http://tinyurl.com/p3mauk8>



### E-update - Give Us Your Views



Tell us what you think about e-update by participating in our members' survey - it will take you less than 2 minutes to complete.

Those taking part in this survey will be entered into a prize draw with one lucky winner receiving a £25 Marks and Spencer gift voucher.

The closing date for entry to the prize draw is 31st March 2015 so you'll need to be quick!

Click here to open the survey  
<http://tinyurl.com/m3pu8yt>

### Decline in paediatric dental specialists contributes to crisis in children's oral health

'A declining specialist paediatric dentistry workforce is contributing to the high number of young children who are requiring multiple decayed teeth to be extracted under general anaesthetic' say the British Society of Paediatric Dentistry.

Read their comments in full at  
<http://tinyurl.com/pa9lpws>

### NHS England's Friends and Family Test

The Friends and Family Test will be introduced to all dental practices in England offering NHS services from 1st April 2015.

To find out more, click here  
<http://tinyurl.com/op4qmb6>

### Initiative launched to benefit health of seniors

A new online initiative to improve the oral health of the elderly launched on 3 March with the help of British Dental Health Foundation.

Improving Oral Health in Older Persons Initiative (IOHOPI) developed in association with the University of Kent, aims to raise awareness of the importance of good oral health later in life by providing training for carers within the counties of Kent, Surrey and Sussex.

Its website, [www.iohopi.co.uk](http://www.iohopi.co.uk) has been specially developed by the British Dental Health Foundation and features e-learning modules, links and resources that aim to substantially improve the overall wellbeing and quality of life for older people.

Read more at  
<http://tinyurl.com/pfktrx2>

### Survey reveals 40% of us worry about our mouths every day

According to the British Dental Health Foundation, nearly 40% of us worry about the appearance of mouths at least once a day, a figure which rises to over 50% for those aged 19-29.

Furthermore, we spend at least 24 hours a year looking at our mouths in the mirror as we clean our teeth. This doesn't even count the amount of time people spend applying lipstick, or shaving.

Read more at  
<http://tinyurl.com/ol2x6zf>



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17th & 18th April 2015 / NEC Birmingham  
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& MANAGERS

DENTISTS

DENTAL HYGIENISTS  
& THERAPISTS

DENTAL NURSES

TECHNICIANS  
& CDTs



Dear Member,

Our Annual General Meeting will be held at ADEC Showroom, Ground Floor, The Atrium, Anchorage 2, Anchorage Quay, Salford Quays, Manchester M50 3XE at 12:30pm on 11th June 2015.

All members are welcome to attend when you will have the opportunity to find out more about ADAM, the organisation that represents your interests, and to raise any matter for discussion under Any Other Business (AOB).

Any matter you wish to raise under AOB must be submitted in writing 28 days prior to the meeting i.e. by 14th May 2015. You can do so by email to [denise@adam-aspire.co.uk](mailto:denise@adam-aspire.co.uk) or by letter to ADAM at **2 Wheatstone Court, Davy Way, Waterwells Business Park, Quedgeley, Gloucester GL2 2AQ**

If you would like to apply for one of our current vacancies, you can find out more on the opposite page or by visiting our website. The closing date for applications is also 14th May 2015.

Prior to and following the AGM there will be a seminar on Successful Marketing Strategies by ADAM Honorary Vice President Tracy Stuart.

To book your place at the seminar visit: [www.adam-aspire.co.uk](http://www.adam-aspire.co.uk) or print the back page of e-update, complete the Booking Form, and send it to us at the address shown.

Yours sincerely,

Niki Boersma  
President

## Notice of Annual General Meeting

Thursday 11th June 2015 at 12:30hrs

**ADEC Showroom,  
Ground Floor,  
The Atrium,  
Anchorage 2,  
Anchorage Quay,  
Salford Quays,  
Manchester  
M50 3XE**

### AGENDA

Welcome

1. Apologies for absence
2. Minutes from previous AGM
  - a. For approval
  - b. Matters arising
3. To receive the President's report
4. To receive the Financial Director's report
5. To approve the following change to the Constitution:-

*Section 7.1: An Annual General Meeting (AGM) shall be held each calendar year. No AGM shall be less than 9 months and no more than **18 months** from the preceding AGM.*
6. To elect new members to the Executive team
7. Any other business

**By order of the ADAM Executive team**

# Vacancies at ADAM - 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...

## Regional Mentors

We have vacancies in the following areas:

**Midlands**  
**Wales**  
**South East**  
**Scotland**

You must live and work in the area for which you wish to be considered a Regional Mentor.

You'll need to be comfortable communicating both verbally and in writing, and be willing to present on behalf of ADAM at events, seminars, and other meetings.

Appointment to the role of Regional Mentor is for two years and will provide the successful candidates with many networking opportunities as well as being able to help set professional standards and best practice within the profession.

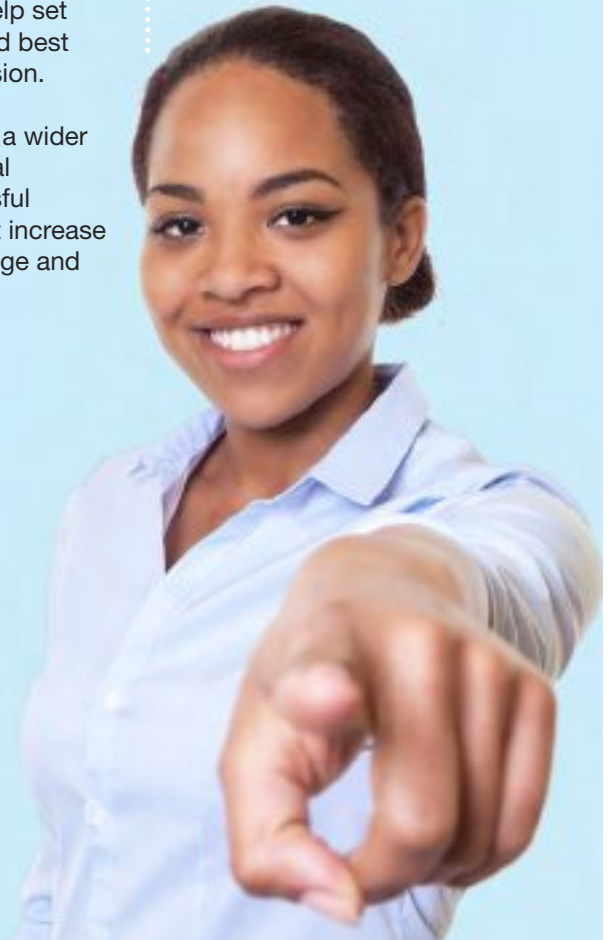
This opportunity will bring a wider exposure across the dental profession for the successful candidates and as a result increase their professional knowledge and skills.

## 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. As a member of the Executive team you'll contribute on a wide range of issues affecting the Association and its members.

Whilst all these roles are voluntary, expenses incurred on ADAM activity will be refunded.

For more information please ring Denise on 01452.729522 or go to [www.adam-aspire.co.uk](http://www.adam-aspire.co.uk) and click on the Application Form link.



# Does your practice encourage openness, transparency and candour?

During the first year of my MBA, one of my core subjects was organisational behaviour – the study of what people in an organisation do, and how their behaviour affects the organisation's performance.

Every organisation has a "culture" which is defined as the set of assumptions, beliefs and practices common to the people working within it. It is built up by history and it can persist through generations, acting as a source of continuity which can either be an asset to celebrate or a liability to curse. CQC's new duty of candour encourages all of us to look in the mirror and reflect on the culture that prevails in our own organisations.

For some there will be huge leadership challenges around how to change it.

**CQC's "New Start" framework repackages all former regulations and 2 new ones into 5 questions about our dental services:**

- Are they safe? (Encompasses infection control, radiation, premises, equipment, medicines)
- Are they effective? (Examines clinical care and evidence based practice)
- Are they caring? (Monitors satisfaction and feedback)
- Are they responsive? (Reviews stakeholder engagement, handling of complaints/incidents)
- Are they well-led? (Assesses knowledge, skills and capabilities of individuals)

**The 2 new regulations are:**

- The duty of candour
- The fit and proper persons requirement for directors

### Duty of Candour

The introduction of a statutory duty of candour has been precipitated by the Mid Staffordshire NHS Trust and Winterbourne View Hospital, which stemmed from the lack of an open, honest and transparent culture. This

means that when things go wrong, the requirement to apologise and put things right is not just an ethical guideline, it is required and enforceable by law.

This duty applies to notifiable incidents which include death, serious injuries, deprivation of liberty, abuse and allegations of abuse, incidents which are reportable to the police and events which could cause interruption to the service.

The key principles are:

**Openness** – so concerns and complaints are raised without fear and questions asked are answered.

**Transparency** – truthful information about performance and outcomes is shared with staff, patients, the public and regulators.

**Candour** – any patient harmed by the service is informed and an appropriate remedy offered, regardless of whether a complaint has been made or a question asked about it.

To meet these requirements providers must be open and transparent way with patients (or their representatives) in relation to care and treatment provided. This mean they must:

- Tell them in person as soon as reasonably practicable after becoming aware that a notifiable safety incident has occurred, and provide support to them in relation to the incident, including when giving the notification.
- Provide an account of the incident which, to the best of their knowledge, is true of all the facts known about the incident as at the date of the notification.
- Advise what further enquiries the organisation believes are appropriate. Offer an apology.
- Follow this up by giving the same information in writing, and providing updates on enquiries.
- Keep a written record of all communication.

### Fit and Proper Persons Requirement

The culture of an organisation starts with the leader, and this second regulation has been established to hold directors of services accountable for failings in their service. Such failings usually come to light through safeguarding and whistleblowing channels. This means that directors/owners will need to provide evidence that they have designed proactive quality assurance systems which:

- Establish quality standards
- Monitor the service with quality controls
- Deliver consistently high quality care
- Promote a culture of openness and transparency

Never before have personal leadership development plans been so important for practice owners and managers.

Dentabyte and ADAM will be holding a series of seminars this year to help managers understand and navigate their responsibilities and accountabilities successfully.

Further information on the new regulations

<http://tinyurl.com/nbsz62e>

Further information on statutory notification

<http://tinyurl.com/n3uwjml>



**Seema Sharma** is CEO of Dentabyte and Honorary Vice President of ADAM.



Location	Name of event and provider	Cost and Notes	Contact details
Distance Learning	Level 4 Dental Practice Management (Northern College of Further Education) <b>The Dental Business Academy</b>	Distance Learning Programme - 30% discount for ADAM members	<a href="http://tinyurl.com/kopw5ko">http://tinyurl.com/kopw5ko</a>
Distance Learning	Introduction to Dental Practice Management <b>The Dental Business Academy</b>	Distance Learning Programme	<a href="http://tinyurl.com/mchrysb">http://tinyurl.com/mchrysb</a>
Distance Learning programme	ILM Level 3 Certificate in Leadership and Management <b>UMD Professional Ltd</b>	£1780 payable over 11 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Distance Learning Programme	ILM Level 5 Diploma in Leadership and Management <b>UMD Professional Ltd</b>	£2165 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Practice based workshop	Performance management and appraisals in dental practices <b>UMD Professional Ltd</b>	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 e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Birmingham	ILM Level 5 Diploma in Leadership and Management <b>UMD Professional Ltd</b>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Bristol	ILM Level 5 Diploma in Leadership and Management <b>UMD Professional Ltd</b>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
East and West Midlands	Professional Certificate in Dental Practice Management (L4) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
East and West Midlands	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Leeds	ILM Level 5 Diploma in Leadership and Management <b>UMD Professional Ltd</b>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London	Professional Certificate in Dental Practice Management (L4) The Dentistry Business	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
London	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
London	Dental Business Management Programme leading to the ILM Level 7 Diploma in Executive Management <b>UMD Professional Ltd</b>	Grants available towards fees plus a further 10% discount for ADAM members.	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London	ILM Level 5 Diploma in Leadership and Management <b>UMD Professional Ltd</b>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London	ILM Level 7 Award in Strategic Leadership <b>UMD Professional Ltd</b>	£3000 payable over ten months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London	ILM Level 5 Certificate in Leading with Integrity <b>UMD Professional Ltd</b>	£1200 payable over six months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London	ILM Level 7 Diploma in Executive Management <b>UMD Professional Ltd</b>	£4800 payable over 18 months Part-funding available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Manchester	Professional Certificate in Dental Practice Management (L4) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Manchester	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Wakefield	Professional Certificate in Dental Practice Management (L4) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Wakefield	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <b>The Dentistry Business</b>	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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro

## Get informed and be prepared for the challenges ahead

### Niki Boersma at The Dentistry Show 2015

For practice managers, those aspiring to take on the role, or anyone just wanting to increase their understanding of how the practice operates, the Practice Management Today session at The Dentistry Show 2015 is the place for you.

Niki Boersma is the President of the Association of Dental Administrators and Managers (ADAM) and practice manager at The Smile Rooms in Malton. She will be running the session within the Dental Business Theatre with Sarah Buxton of LCF Law and Tracy Stuart of NBS Training. Niki commented:

“The team at ADAM is very much looking forward to The Dentistry Show 2015. It is a great opportunity to catch up with friends and colleagues in the profession, to update your knowledge and gain valuable CPD, and hopefully

return to the day job refreshed and re-energised for the challenges ahead.”

Commenting on the Practice Management Today panel session, Niki gives a taster of what delegates can expect:

“We will be discussing the role of the modern practice manager and the many challenges they face, including the ever-rising volume of regulation and CQC inspections, as well as the increasingly litigious society in which we live. The presentation will also cover the need to effectively market your practice in order to increase patient numbers.

“Understanding all of these issues is essential for practice managers today, so that strategies can be put into place ensuring the practice succeeds in the competitive dental sector.

“Hopefully those who attend will leave better informed and better prepared to face these many challenges - and with a realisation that they are not alone. There are many other practice managers facing the same challenges and, through ADAM, they can share their views and occasional frustrations, while also seeking guidance and direction from their peers.”

Alongside this informative lecture, The Dentistry Show will offer a range of other exciting learning opportunities available throughout

additional theatres, including the new Endolounge, presented in association with the British Endodontic Society, the BSP PerioLounge, Facial Aesthetics Theatre and CORE CPD Conference, ensuring something for every member of the dental team.

Book your free delegate pass online today and benefit from world-class speakers, copious networking opportunities and much more at The Dentistry Show 2015.



**The Dentistry Show and DTS 2015 will be held on Friday 17th and Saturday 18th April at the NEC in Birmingham.**

**For further details or to book your free pass please visit [www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk) call 020 7348 5269 or email [dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)**



Niki Boersma, ADAM President



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Contact us by email [pcinfo@patientconnections.co.uk](mailto:pcinfo@patientconnections.co.uk) or simply call 0203 664 6537

## Making a difference

**Michaela McKechnie explains how her teaching skills help in her role as a Practice Consultant for DPAS Dental Plans**

"Before joining DPAS Dental Plans I worked in both the pharmaceutical sector and the teaching profession. In common with dental practices these roles gave me experience of dealing with regulatory bodies, which has helped to me appreciate some of the challenges faced by practice managers, in regard to complying with specific guidelines and meeting the demands of organisations such as the CQC.

My background is therefore a great

help to me in my role at DPAS and my teaching skills are also in high demand when it comes to dealing with another challenge faced by Practice Managers and their teams. Clients often ask for my help in educating their team, beginning of course with introducing the concept of dental plans and explaining the patient benefits of each individual plan. We often find that the intervention of a third party 'expert' is exactly what the team needs to get behind the new initiative.

Our tailored team training programmes are great example of this and give me an opportunity to interact with the practice team, which I love. During these sessions we cover themes including 'gentle' selling techniques, communication skills and how to handle objections. My teaching experience has given me a great appreciation for the power of visual communication, so I use

PowerPoint and other visual aids to help the staff engage with the benefits of their plan. This teaching gives them the confidence and knowledge to communicate effectively with patients and ensure that their individual needs are met.

At DPAS we aim to make the lives of practice managers easier in any way we can and I feel that by passing on my knowledge in a way that builds confidence and gets the whole team 'on-board' makes a real difference to the practices I work with."



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      L4 --> Y2[2 Year]
      Y1 --> VCPD[Verifiable CPD]
      Y1 --> UAPC[University Accredited Professional Certificate*]
      Y2 --> UACE[University Accredited Certificate of Higher Education*]
      L7[Level 7] --> UAPC7[University Accredited Postgraduate Certificate]
      VCPD --> W1[9 Workshops over 1 year]
      UAPC --> W2[15 Workshops over 2 years]
      UACE --> W3[9 Workshops over 1 year]
      UAPC7 --> W4[9 Workshops over 1 year]
  
```

**Contact us on 0161 928 5995**  
Email: [sim@thedentistrybusiness.com](mailto:sim@thedentistrybusiness.com)  
<http://tinyurl.com/kokk95k>

\*Student loan funding available

**thedentistrybusiness**  
THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

# The Dental Compliance Team can cure your CQC headache and provide peace of mind for your practice

***CQC can often be a headache for dentists: a chore; yet something else you need think about in an already very busy day!***

***The Dental Compliance Team is here to help cure your CQC headache and provide peace of mind for your practice by simplifying CQC and reducing the stress it creates for you and your practice.***

We've developed Compliance Systems that are clear, consistent, hands-on and affordable. We'll keep you informed of the expectations of CQC and ensure that you're fully compliant.

We've designed an easy to use CQC Health Check which is perfect for practice owners, practice managers and DCP's alike.

You can use CQC Health Check online anytime, anywhere, 24/7.

Answer a series of short questions and click send, and within 2-3 working days our team will provide you with:-

- A tailor-made action plan for you to follow to ensure your practice is ready for CQC;
- Guidance and useful tips to help in areas where you are non-compliant.

Sign up to our Compliance Newsletter today for the chance to WIN an Online CQC Health Check & Isopharm Medical Emergency Log Book for your practice.

<http://dentalcomplianceteam.co.uk/newsletter-signup/> or LIKE our Facebook page.

## Telephone CQC Health Check Set Up

Let one of our qualified Compliance Consultants talk you through, stage by stage, the compliance set-up\*; this can be done either by telephone or Skype - perfect for those already fairly confident with CQC but looking for some reassurance or a helping hand.

You will also get:

- Useful documents and templates;
- Full compliance check-list for the whole practice;
- Practice Inspection Files, accessible via Dropbox - which helps to keep files in order as CQC will want to see them;

- A follow-up Compliance Action Plan.

\*Calls will differ in duration depending on levels of compliance in your practice, but will not exceed 5 hours.

Following the initial compliance check, we'll let you know if you need further assistance.

**CQC Health Check Audit Practice Visit – £600.00 per day**

Book a Compliance Consultant to visit your Practice to carry out a Health Check Audit there.

**What can you expect from our CQC Health Check?**

- A full and comprehensive compliance checklist audit for the whole practice;
- An action plan of your practice requirements;
- Implementation of compliance systems which are easy to follow and maintain.

*The number of extra practice visits for compliance support will depend upon the results from your CQC Health Check Audit. Compliance cannot be completed in one day; it is an on-going process of good practice systems and highly trained staff.*

*We will strive for high standards in your practice and we can show you the way, but the maintenance of compliance is then the responsibility of your dental team.*

## About The Dental Compliance Team

The Dental Compliance Team was formed to make life easier for practices. We have developed compliance systems which are clear, consistent, hands-on and affordable.

We recognise each practice has a different need so we tailor-make compliance packages to suit you - we listen and are here to help you.

## Biography: Stacey Firman

Stacey started The Dental Compliance Team when she identified a need to support small and growing practices deal with the ever-changing legal requirements within dentistry.

Stacey has almost 20 years industry experience; having started out as a dental nurse, she has since worked in prestigious dental clinics across the UK and gained experience in implants, oral surgery, and cosmetic dentistry. Having managed several dental practices Stacey has built a strong reputation in dental business development and a passion for simplifying and implementing compliance.

Stacey says: *'Having worked with dentists for 19 years I know what bugs them - and CQC bugs the life out of them!'*

*The Dental Compliance Team has vast expertise in CQC Compliance, Infection Control, Medical Emergencies and Recruitment. We're here to guide you with our clear, consistent, caring and hands-on approach.*

## Testimonials

*'Stacey's experience and knowledge was evident from our first meeting. She helped us along our path to making sure the Practice was compliant. Little did we know that our second CQC inspection was around the corner!'*

*We would recommend Stacey to any practice and her enthusiasm and work ethic make her a pleasure to deal with.'*

Dr Sachdev from North Finchley

*I met Stacey through social media; when I needed some information and help with something I was writing to do with CQC I contacted her, simply because if anyone knew about CQC I thought Stacey would. She does!*

*After meeting her face-to-face I was left feeling that here is someone who knows their subject, is passionate about what she does, and the overwhelming feeling that she really wants to help dentists and dental practices cope and comply with CQC. If I were still practising and if I was struggling with CQC, perhaps because of time pressure, I would definitely engage Stacey to help me out.*

*Three things to recommend her: knowledge; passion; hard working.*

Mike Young – Author

# Successful Marketing Strategies

with **Tracy Stuart** from **NBS Training**

A full-day seminar designed for the dental practice management team

**Salford Quays 11 June 2015 from 9.15am - 4pm**

## What the day covers:

- The 12 month marketing plan
- How to prepare a successful ezine campaign
- Telephone and email communication
- Providing solutions without hard sell
- On-line marketing – does it work?
- Putting it all together – tracking the right numbers for success

**Only  
£49.95  
if you book  
during  
March\***

## Our speaker

Tracy Stuart is a seasoned and proven practice development specialist for forward thinking and innovative dental practice teams.



Her fresh and original approach delivers outstanding results for the practices she has had the pleasure of working with. And that really is the key to her success as she truly believes change will only be achieved if we work with one another.

Tracy has previously walked in the shoes of every team member and ultimately the business owner, and for this reason she can relate to the challenges that the dental team face. She now runs her own company, NBS Training.

She is well known for her hands-on and straight talking approach which has helped numerous practices ring fence their business in this highly competitive market.



## Successful Marketing Strategies Booking Form

Course fee:  
£75.00 ADAM members  
£150.00 Non-members  
Refreshments and lunch included

How to book:  
Phone: 01452 729522  
Post: cheque (payable to ADAM)  
or credit/debit card.

Mail to:  
**ADAM**  
**2 Wheatstone Court**  
**Davy Way**  
**Waterwells Business Park**  
**Gloucester GL2 2AQ**

Seminar fees are non-refundable for cancellations received less than 72 hours prior to the event.  
\*Ts&Cs apply

Surname ..... First name .....

Address .....

..... Postcode .....

Email ..... Tel .....

GDC No. (if applicable) ..... ADAM membership number .....

I would like to attend Salford Quays 11 June

**Complete for credit/debit card purchases:**

Card number:

Valid from:   /   Expires end:   /

Issue No. (Maestro only):  Security card number:

Please debit my card with the amount of £ .....

Signed ..... Date .....