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eupdate
NOVEMBER/
DECEMBER 2015

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WE WISH YOU
A VERY
MERRY
CHRISTMAS
&
HAPPY
New Year

FROM ALL AT
ADAM

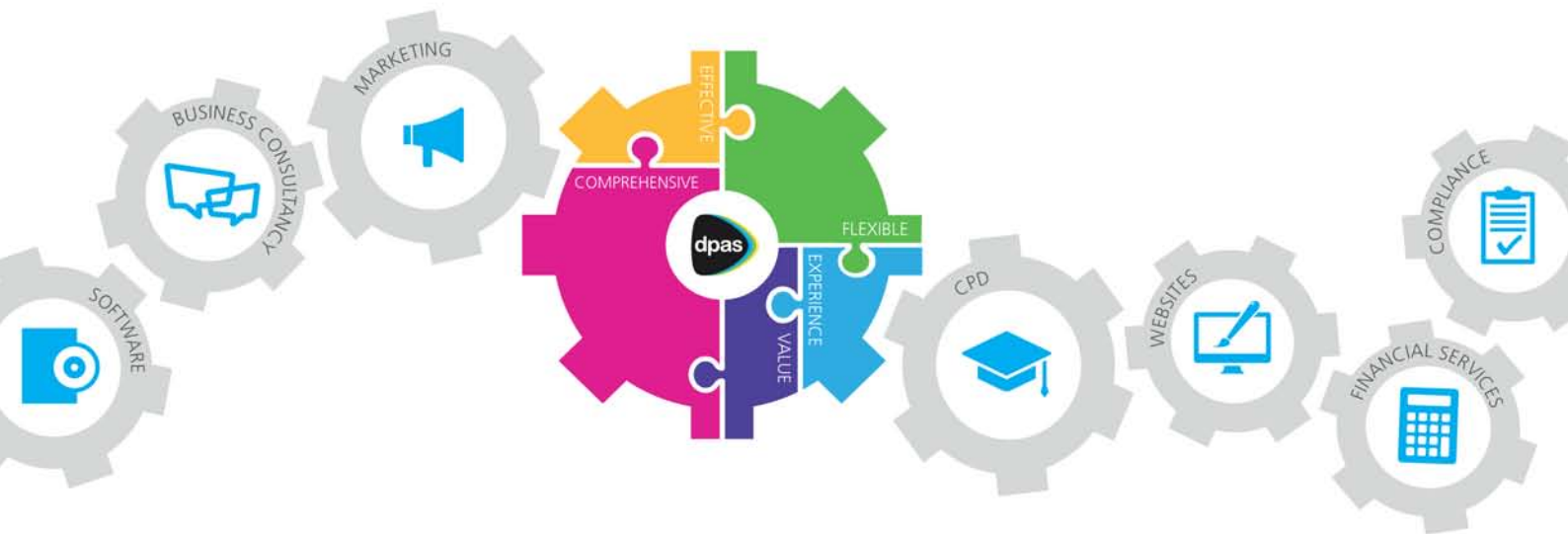
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Welcome to my regular e-update column which each month will highlight the key events and news for busy practice managers and administrators.

Dear member,

I hope those of you that attended Dental Showcase last month at the NEC enjoyed it as much as I did; it was certainly up to the usual high standards set by Tony Reed and his team at BDIA. The session by Sarah Buxton of LCF Law was a particular highlight for me and feedback from attendees was extremely positive, as indeed it has been from the Employment and HR Law Seminars we've been running this autumn.

In the News section of this month's e-update you will see the formal announcement of our new affinity partnership with Bluefin insurance who offer three specialist insurance products tailored specifically for the dental profession: surgery insurance, practice expenses and Business Assistements.

My own experience of Bluefin led me to open discussions with them about offering their products to ADAM members; not only did I find their surgery insurance to be competitively priced but their service was second to none. So I'd encourage you to try them for yourselves when your surgery insurance is up for renewal.

As always e-update has the latest news from our profession and details of forthcoming training events, many with special discounts for ADAM members.

Merry Christmas and Happy New Year to all ...

Niki Boersma
President



In this continuing series focused on YOU, this month we meet and ask questions of Alexandra Cussans

Name: Alexandra Cussans

Job: Practice Manager

Where do you live (and with whom):

Leeds, West Yorkshire with my husband David and our two Border Collie dogs - Oscar and Mikey!

Hobbies: Hobbies: Gardening, Shopping, DIY

How did you end up working in dentistry?

My mam!! My dad and I were cleaning out the loft one Saturday morning and we heard a voice from the kitchen shouting that she was going to the dentist but was very nervous. I offered to go with her to give moral support and she was so relieved, the only drawback was I didn't have time to take off my overalls or wash the fibre glass out of my hair! I patiently waited in the car outside the dentists, worrying about how she was, if she was ok, how she would feel the rest of the day... and the next thing I know she came dashing out of the front door, grabbed me out of the car, bundled me through the front door of the dentists and told me I was about to have an interview for the trainee dental nurse position that was advertised in the window!! I was probably the most unkempt interviewee but, here I am 24 years on and I'm still in the world of dentistry...oh and before you ask..yes I did get the job!

When did you first get involved with ADAM?

I became Practice Manager at JEM Dental Care in Leeds in August 2014. I had previously been the Assistant Manager there for just over 10 years. The first thing I did was join ADAM. I am the type of person that enjoys swapping ideas with others so ADAM was the obvious choice.

What do you enjoy most about your role?

Everything! I can honestly say there is not one aspect I don't enjoy.

What's the most challenging part of your role?

Everything - it wouldn't be a rewarding job if it wasn't. From making sure the most particular patient has the appointment that suits them to UDA's; Superannuation - it's all challenging!

Would you recommend a career in dentistry?

Definitely!

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

I would like to have been a fair weather gardener!



Alexandra Cussans

GDC announces 2016 fees for dentists and dental care professionals

Following a public consultation with over 900 responses, the Council of the General Dental Council (GDC) has made its decision on the level of the annual retention fees (ARF) for 2016.

After careful consideration of all the responses received, the Council has decided that the ARF should remain the same as last year: £890 for dentists and £116 for dental care professionals.

To read more go to
<http://tinyurl.com/ovbk2tg>

Bite back at Mouth Cancer

To mark the charity's 10th anniversary Mouth Cancer Foundation are launching a simple head and neck cancer check which can be carried out by anyone at home, at any time, but ideally once per month.

Read more at
<http://tinyurl.com/nntxk3n>

FGDP(UK) reaction to General Dental Council's decision on annual retention fees for 2016

The Faculty of General Dental Practice UK (FGDP (UK)) has expressed its disappointment at the General Dental Council (GDC)'s decision to retain the 2015 annual retention fee (ARF) in 2016.

Following a special meeting of the GDC Council, the GDC announced that the ARF for dentists will remain at £890 – 55% higher than the 2014 fee – and for dental care professionals will be £116.

In November FGDP responded to the GDC's consultation on the fee by saying it could not support the

sustenance of this year's 'extraordinarily high' ARF into next year, citing the GDC's poor performance, the ARF being significantly higher than for similar health professions, and the lack of explanation by the GDC of the doubling of its caseload. The Faculty also rejected the GDC's plans, central to yesterday's decision, to use the ARF to build up further financial reserves.

Read FGDP's full response at:
<http://tinyurl.com/ng4zs4s>

Bluefin announces affinity partnership with ADAM

Bluefin insurance has entered into a new affinity partnership with the Association of Dental Administrators and Managers (ADAM) providing three specialist insurance products tailored specifically for the dental profession including; surgery insurance, practice expenses and Business Assistelements.

ADAM members will have access to specialist advisers who can identify any significant gaps in their current insurance cover and check that they are not over paying. Members will receive additional discounts on both surgery and practice expenses insurance policies and gain access to free Business Assistelements, an online health & safety, HR management and employment law compliance solution.

Paul Gerada, Managing Director of Bluefin's specialist Health and Care Team commented: *"Partnering with the Association of Dental Administrators and Managers typifies our commitment to broadening our affinity partnerships by supporting specialist groups with the expertise that they require and can trust. By working together, we're able to understand the individual needs of dental practices and offer insurance solutions tailored specifically to meet these needs and deliver true value to ADAM members."*

Niki Boersma, President of Association of Dental Administrators and Managers (ADAM) commented: *"We are delighted to be working with Bluefin to provide the specialist insurance support they can offer our members. Ensuring that ADAM members have access to the best services enables them to focus on their primary task - delivering excellent patient care."*

New deputy chief dental officers appointed by NHS England

NHS England has appointed Janet Clarke and Eric Rooney as their new deputy chief dental officers. They will be collaborating with other directorates, domain leads and clinical leaders across the health system to improve patient outcomes and support dentists in the field. Both will report to chief dental officer, Sara Hurley.

Read more at
<http://tinyurl.com/nsc6mo6>

CPD Pilot

In 2017, the GDC plans to transition to new Continued Professional Development (CPD) rules which will change the CPD requirements for our registrants (once the rules have come into force).

The GDC plans to run a pilot between February 2016 and August 2016 to engage with dental professionals and obtain feedback on their experience of the scheme. This will allow registrants to help shape the way CPD is managed by the GDC and enable us to refine and improve the scheme to ensure it meets both regulatory requirements and is suitable for our registrants.

Read more at
<http://tinyurl.com/npkq79b>

continued on page 6

Holistic Learning for Dental Practice Managers

The Trailblazer Management Apprenticeship in Dentistry provides an extensive work-based programme with a national recognised level 4 qualification – ILM Certificate in Leadership & Management.

The course offers a foundation of knowledge, skills and experience for progression into lots of different roles, not only that of practice manager; it also paves the way for advancement towards area or regional manager roles. It is applicable for individuals working in both independent and corporate practices and the qualification in leadership and management has the potential to open a lot of doors, so there is no limit to the career opportunities available.

The aim of the course is to develop a student's capabilities and personal awareness in order for them to become a leader. It provides learning pathways in a wide range of areas to allow a holistic approach to how the practice is run on a large scale, enabling them to make better-informed decisions. Graduates will be able to take a strategic approach to managing the practice; increasing the efficiency of operations by streamlining workflows and increasing the quality of patient care.

Due to the nature of apprenticeships, the two-year course keeps students in the working environment with only three or four days taught in college per year. Candidates are able to implement new procedures and processes in an environment they are already familiar with to benefit the entire team. A portfolio of work showing evidence of scenario-based



projects, learning activities and assessments is developed in practice and a student mentor supports individuals as they learn. The programme covers Human Resources, Patient Care, Clinical, Marketing, Risk Management, Quality Assurance, Finance and the Dental Industry and other areas, enabling practice managers to marry their existing abilities with new skills.

Employers can obtain fully qualified people to run their businesses without huge expense. They are not required to fund the entire apprenticeship, just a third; the other two-thirds is funded by the Skills Funding Agency (SFA). Students must of course provide drive and commitment to the training but they do not pay anything, so it's a fabulous opportunity for learners to gain high-level qualifications as they earn.

Intake for the apprenticeship programme begins every few months and the start dates at Barnet and Southgate College are:
18th March 2016
13th May 2016
1st July 2016 with more dates to follow.

The college offers an eligibility criteria form designed to provide a quick assessment of candidates' suitability for the course. Generally, candidates need a grade C or above in GCSE English and Maths and should have a level 3 qualification (A-level equivalent or BTEC qualification), but most candidates will be at this kind of level if they are applying.

Dental practice managers are undoubtedly the 'life-blood' of the company. To ensure your management staff members have the skills and experience they need to excel in their careers and drive your business forward, find out more about the Trailblazer Management Apprenticeship today.

For more information or applications

Tel: 0208 266 4333

Email:

apprentice@barnetsouthgate.ac.uk



GREAT INVESTMENT. GREAT OPPORTUNITIES. GREAT PROSPECTS.

Keeping one step ahead

Louise Bone talks about keeping her DPAS clients on track, wherever they are based.



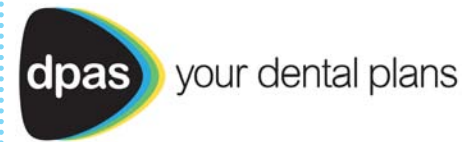
"I look after our DPAS clients in the far north of England, across Scotland, Northern Ireland and the Republic of Ireland. This makes my role at DPAS unique to our other practice consultants, as my clients are not solely based in the UK. England, Scotland and Ireland all work very differently to each other in terms

of their health regulations, policies and protocols that all need to be kept in line with each country's own guidance. NHS contracts differ, or do not exist at all, so I have to be constantly aware of how this applies to each individual area and be mindful not to mix them up!

For clients in the ROI there is an additional consideration as the currency is the Euro rather than the pound and consequently financial and banking modules work in a different way. This is not a problem for DPAS, who run a separate financial system specifically for our Euro clients in order to ensure the same level of service no matter which currency our clients use. I work with a broad spectrum of practices and I'm very mindful of the different regulations and guidelines that are happening and how these can

have an impact on plan numbers. In Scotland for example, patients receive dental examinations free on the NHS so patients sometimes need a little more convincing of the benefits of being on plan.

Until recently our profile in Scotland and Ireland had not been as high as it is in England, so I have worked really hard in these areas to get out and about to let people know who DPAS Dental Plans are and what we have to offer. My priority is to ensure our clients are happy and to show that DPAS strives to be the plan providers that practices want to work with above all others".



In the news...

Chief Executive & Registrar of the General Dental Council to step down in January 2016

Having led the GDC for over five years as its Chief Executive and Registrar, Evlynn Gilvarry has decided to leave the organisation with effect from next year. She will continue in her role until the end of January 2016. The GDC will appoint an interim Chief Executive to lead the organisation following Evlynn's departure, whilst steps are taken to find a permanent replacement.

Evlynn has led the GDC through a time of substantial change. She has overseen a significant modernisation of the GDC's systems and processes, equipping it to manage a very substantial growth in workload. She has developed collaborative working practices with key stakeholders, aimed at improving dental regulation and preventing duplication. She successfully made the case for legislative changes that means, from 2016, the GDC's Fitness to Practise

processes will be more efficient and effective.

To read more go to
<http://tinyurl.com/oohsex>

BDIA Dental Showcase awarded 'Dental Industry Event of the Year'

The British Dental Industry Association (BDIA) is celebrating another award after BDIA Dental Showcase 2015 was voted the 'Dental Industry Event of the Year' at the inaugural Dental Industry Awards which took place in London on 13 November 2015. The awards were established this year to celebrate excellence and enterprise in the UK dental industry.

The exhibition was among 13 companies honoured by a prestigious independent panel of over 20 of the UK's leading clinicians and influential industry figures led by renowned private dentist, Dr David Houston.

Dr Houston commented that BDIA Dental Showcase had 'displayed examples of total delegate satisfaction, an enjoyable event experience via testimonials and continual improvement through the use of

surveys and feedback mechanisms that allowed evolution of the experience year on year.'

Dianne Gettinby, BDIA Marketing Manager, commented "We are delighted to have won this award. We are constantly striving to deliver an enjoyable and engaging experience in which the whole dental team can ask questions, touch and feel products, get to know their suppliers and network with colleagues.

"To be recognised in this way by such an expert panel of judges is a great achievement. We look forward to building the event in 2016 and continuing to celebrate all that's new and exciting within the sector."

This award brings to an end a successful year for the exhibition in which it also topped the board with readers of both the BDI and BDI In Practice, voting it the best advertising campaign for 'believability', 'information value' and 'attention getting ability' in independent Readex Research surveys.

BDIA Dental Showcase 2016 will take place from 6-8 October at ExCeL London. For more information, visit www.dentalshowcase.com.

Location	Name of programme and provider	Cost and Notes	For more information
Distance learning programme	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	Twelve month programme. £2665 payable over 13 months Part-funding available	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</i>	Ten month programme £2280 payable over 11 months. Part-funding available	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Online	Level 4 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	*£2,160 (£174 deposit & £165.50 p.m. x 12 months) or 10% discount if paid in full *30% discount for ADAM members	https://thedentalbusinessacademy.com/courses/level-4-professional-diploma-dental-practice-manager/
Online	Level 3 Advanced Diploma in Treatment Co-ordination <i>The Dental Business Academy</i>	£1,440 (£216 deposit & £136 p.m. x 9 months) or 10% discount if paid in full	https://thedentalbusinessacademy.com/courses/level-3-advanced-diploma-in-treatment-coordination/
Online	Level 3 Advanced Certificate for Decontamination and Infection Control Lead <i>The Dental Business Academy</i>	£1,440 (£216 deposit & £136 p.m. x 9 months) or 10% discount if paid in full	https://thedentalbusinessacademy.com/courses/level-3-decontamination-and-infection-control-lead/
Online	Level 3 Advanced Award in Dental Reception <i>The Dental Business Academy</i>	£1,350 (£204 deposit & £191 p.m. x 6 months) or 10% discount if paid in full	https://thedentalbusinessacademy.com/courses/level-3-advanced-award-in-dental-reception/
Online	Introductory Awards in • Reception • Practice Management • Treatment Coordination <i>The Dental Business Academy</i>	£180 each	https://thedentalbusinessacademy.com/product-category/dental-introduction-courses/
Online	Core CPD modules • Modules covering Medical Emergencies • Disinfection & Decontamination • Radiography & Radiation Protection • Legal & Ethical • Dealing With Complaints • Communication <i>The Dental Business Academy</i>	£50.40 each	https://thedentalbusinessacademy.com/product-category/verifiable-core-cpd/
Basingstoke Starts July 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Birmingham Starts July 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Bristol Starts Sept 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
East and 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 http://tinyurl.com/mkocjyk to watch video intro
East and 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 http://tinyurl.com/mkocjyk to watch video intro
Kendal Starts Oct 2015	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 http://tinyurl.com/mkocjyk to watch video intro
London Starts Oct 2015	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 http://tinyurl.com/mkocjyk to watch video intro
London	Postgraduate Certificate in 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 http://tinyurl.com/mkocjyk to watch video intro
London Starts Oct 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
London Starts July 2015	ILM Level 7 Diploma in Leadership and Executive Management <i>UMD Professional</i>	Award winning 18 month programme involving 6 two-day workshops and monthly webinars held once a quarter. £4800 payable over 18 months. Part-funding available	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
London Starts Oct 2015	ILM Level 5 Certificate in Leading with Integrity <i>UMD Professional</i>	£995 payable over six months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
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Manchester Starts Oct 2015	Postgraduate Certificate in 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 http://tinyurl.com/mkocjyk to watch video intro
Manchester Starts Oct 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
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 http://tinyurl.com/mkocjyk to watch video intro
Wakefield	Postgraduate Certificate in 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 2 year and CPD courses also available ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or http://tinyurl.com/mkocjyk to watch video intro

It's the Most Wonderful Time of the Year – but not always for Practice Owners and Managers

Hosting a Christmas party is a great way to reward staff for their loyalty and performance over the preceding year as well as providing staff with the opportunity to bond. However, whether held during or outside of working hours, Christmas parties can often be a minefield for Practice Owners and Managers.

In the run up to Christmas I often get asked how a party can be hosted without fear of an employment law hangover. Perhaps not surprisingly the most common question I get asked after a party is how to handle misconduct that has allegedly taken place.

This article sets out advice on how to survive the festive period and ensure that everyone still has a jolly good time.

Deck the Halls

It is a myth that putting up Christmas decorations breaches health and safety legislation. Practices should feel free to deck their halls - but a risk assessment should be carried out.

Have Yourself a Merry Little Christmas

Even if a party takes place after normal working hours any conduct is still highly likely to be 'during the course of employment' and should be dealt with by Practices accordingly.

Unfortunately alcohol intake is often a contributory factor to unacceptable behaviour. Limiting the amount of alcohol available, providing non-alcoholic beverages and providing food will help reduce the likelihood of misconduct occurring. But incidents happen even without alcohol consumption as spirits remain high and as such Practice Owners and Managers would be wise to issue a reminder to staff about expected standards of behaviour and the consequences for failing to meet

these. This does not mean that a policy needs to be devised as a simple memo to all staff will suffice. In particular staff should be informed:-

- That misconduct will be treated in the same way as if it had occurred during normal working hours.
- What constitutes unacceptable conduct with reference to specific examples such as fighting, bringing the Practice's name into disrepute etc.
- Of the other relevant policies setting out the expected standards of behaviour such as the Practice's anti-harassment and bullying policy.
- What action will be taken if misconduct is alleged (this will invariably be disciplinary action).
- Of the consequences for failing to attend work the following day if the party takes place during the Practice's working week.

Dealing with alleged misconduct at an office party is no different to dealing with it at any other time. Prompt action should be taken but the individual should not be disciplined at the event.

Do You Hear What I Hear?

Managers should avoid discussing career opportunities, prospects and remuneration at all costs. Unfortunately even words of encouragement could be misconstrued.

There have been various cases pursued by workers alleging that promises of a pay rise, promotion etc. have been made during a party and there is the potential for a promise made at a Christmas party to be legally binding.

Do they know it's Christmas?

Christmas parties should be as inclusive as possible to avoid potential discrimination claims. When planning

the event consider whether the date clashes with any other religious dates or whether the date/time will mean that some individuals, usually women, are disproportionately less able to attend.

I also recommend against excluding anyone for example those who are on sick leave, paternity or maternity leave etc. However do not insist that everyone attends a Christmas party. Christmas is a Christian holiday so Practices will need to be mindful that not everyone will want to attend possibly as a result of their religious beliefs or because of their family commitments particularly if the party is being held outside of normal working hours.

I hope that you have a very merry Christmas and a prosperous New Year.

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



Kate Jones advises both employers and individuals on the full range of employment law issues. She offers comprehensive HR advice and assists clients with

Employment Tribunal disputes as well as drafting various employment documents such as employment contracts, policies and procedures and settlement Agreements.



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Sharon Fletcher

Practice Manager at Ravat & Ray Dental Care, Burnley. Winner: Practice Manager of the Year 2014

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4. Our Single Central Record System enables you to monitor staff progress through courses and also evidence training to CQC. We'll even notify you when your training is up for renewal.

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"The ChildProtectionCompany.com gave outstanding, efficient service before, during and after our training. The perfect training solution for the modern dental practice." *Gemma Cockburn, SpaDental Shropshire*

"I wish I had found this site before spending many hours at courses for child and vulnerable adult protection"
Callum Barr, Linden Cottage Dental Practice

We've also got together with ADAM to offer members a great deal. Contact ADAM today to receive a **FREE** Introduction to Adult/Child Protection or Further Adult/Child Protection online course. What's more, if after taking your **FREE** course, you want to roll out our online training to your staff, we'll give you 5% off the purchase price! All you need to do is log into our website, choose the courses you want and enter the discount code ADAM15 at the checkout.

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