

e update



Is your team hooked on social media?

Many employers are finding that their employees are easily distracted with their mobile telephones during working hours. They may also spend time using the Internet for personal reasons.

One of the most common reasons? Facebook or other similar social media.

The problem for the practice is that the employee can clock up valuable working time, rather than attending to their duties. It could also have an impact on patient care and the general standards of the practice.

So what can you do about this? Ellis Whittam explains - for details turn to page 15.

Inside this edition . . .

Read all about it



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

ADAM launch



The recent ADAM launch is a huge success. More photos on p.7

How to enter



Read details about how to enter. More on p.11

YouTube the Apex Channel

www.apexezine.com

#theapexshow

www.theapextribe.com

Apex Ask Campaigns

apex

www.apexezine.com



Apex February Issue

Apex a monthly journal for the dental profession. This issue features the latest news, research, and clinical information. It is a must-read for all dental professionals.

Sustainable Programs Invest in Our Health



forward thinking | paperless | dentistry



Contents

Contents

3 Read all about it

This month, read details about the amalgam debate, information about course grants deadlines and more...

6 Eager to improve?

There are plenty of interesting courses coming up to help you learn how to drive the success of your practice and fulfil your CPD requirements.

7 View ADAM launch photos

President Jill Taylor hosted a successful press conference at the Dental Showcase. To see the photos, turn to page 7.

11 The ADAM Awards

How do I enter? What should I say? Can I nominate a colleague? All your questions are answered!

13 Networking is not just chatting

Networking isn't just a fancy word for chatting. Learn how to become a good networker and build new and useful contacts.

14 Are you prepared for the snow?

Was your practice affected by the extreme weather of last winter and if so, have you made plans for what to do should it happen again?

16 Some great ideas for MCAM

Take a look at three very different yet successful ways of promoting Mouth Cancer Action Month for the benefit of your practice.

Contact us

Association of Dental Administrators and Managers
3 Kestrel Court
Waterwells Business Park
Gloucester GL2 2AT

t 01452 886364
f 01452 886468
e denise@bdpma.org.uk

Follow us



Just click on the icons to join us.

Published by apex



www.adam-aspire.co.uk

© Association of Dental Administrators and Managers. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission in writing of ADAM.



GDC calls for wider response to Review

In April this year the General Dental Council (GDC) asked registrants to respond to its Standards Review by answering a questionnaire on the issue.

There has been a good response so far, but the GDC is keen to hear from as wide a range of registrants as possible.

The GDC registers the entire dental team – dentists, dental nurses, orthodontic therapists, dental hygienists, dental therapists, dental technicians and clinical dental technicians – and currently has more than 95,000 dental professionals on its registers.

'Standards for dental professionals' is the regulator's key ethical guide for registrants and any changes will have a direct impact on their day-to-day working lives, so it's important that as many as possible have their say.

The questionnaire, which is open until the end of December, is just one part of a number of activities that will feed into the review. The aim is to produce comprehensive new guidance for all members of the dental team by the end of 2012.

One issue in particular has sparked a lot of comment and it is worth noting that draft guidance on ethical advertising will be considered by the Standards Working Group as part of this review, rather than as a separate document. All the research that the GDC has gathered to date on the issue as well as all the comments that have been received will be considered as part of this wider review of the standards.

Further information about the Standards Review and the questionnaire can be found [here](#).

Spread some festive cheer

If you are thinking of which charity to support with your Christmas card purchases this year, then you could support two dental charities, Saving Faces and Bridge2Aid.

This year, there are two ways you can support Bridge2Aid. Packs of African-themed cards can be purchased for £3.49 for a pack of 10 (plus postage). Please email brian@bridge2aid.org or call him on 01243 780102 to order.

Or alternatively, [Charity Christmas Cards](#) has a huge variety of designs and up to 50p from every card you buy goes directly to Bridge2Aid. (Specify that you are supporting Bridge2Aid in section 2 of the order form.)

To buy Saving Faces Christmas cards, [click here](#).



BDTA's Showcase bolsters industry optimism

October's BDTA Dental Showcase has once again given the profession a most enjoyable and successful event providing exhibitors with the ideal opportunity to generate sales despite the current challenging economic climate.

Highest ever exhibitor numbers saw more than 375 stands offer visitors a wider selection of the latest dental products, technologies and services than any other UK dental show.

Over the 3 day event, the BDTA played host to over

10,000 members of the dental team in the NEC's largest exhibition hall, where the exhibition spanned a vast 19,500sqm of floor space.

Tony Reed, Executive Director of the BDTA, said: "There is no doubt that it is a challenging time for the industry as a whole and this has been reflected in the visitor numbers.

"However, I am pleased to say that the volume of business done at the show was significantly better than expected, considering the current economic climate."



Amalgam debate report is published

The British Dental Association (BDA) is pleased to see the publication of a World Health Organization (WHO) report on the use of different materials in dental fillings. The report, *Future Use of Materials for Dental Restorations*, reflects a November 2009 meeting at WHO's Geneva headquarters which considered environmental and health factors arising from the use of different filling materials.

The report says that it may be prudent to consider a phasing-down, rather than a phasing-out, of the use of dental amalgam and calls for a multi-pronged strategy with short-, medium- and long-term elements. It also contends that the quality of alternatives to amalgam must be further improved for use in public dental care, arguing that a progressive move away from amalgam would be dependent on that quality improvement being achieved.

Stuart Johnston, Chair of the BDA's Representative Body

and a member of the FDI World Dental Federation Dental Amalgam Task Team, said: "This is a thorough report that provides a balanced view of the use of different filling materials in dentistry and will make a useful contribution to the ongoing debate in this area.

"Dentists find amalgam to be a stable material for fillings, with good handling properties. Expert toxicologists and medics have reported no evidence that it causes harm to patients. The alternative materials that are available are not so well proven and have their own disadvantages.

"The environmental risks around amalgam use are taken extremely seriously and modern disposal processes are very sophisticated in preventing mercury emissions. In the long term, of course, the aim should be that preventive care advances sufficiently so that the need for fillings is diminished. In the meantime, it is important that the potential problems with, and likely impact of, any change in policy are fully considered by the experts and competent authorities who make decisions about the use of dental amalgam and other fillings materials."

Last call for course grants

The last call for grants for ILM management qualification courses for dentists and dental practice managers has been made.

UMD Professional has announced new dates for regional courses for dentists and practice managers in England who want to take advantage of grants available for their management diploma courses, as the closing date for applications in some areas have been brought forward to the end of November.

The grants, which pay up to £1,000 towards the course fees for UMD Professional's distance learning and workshop courses at both level 5 and level 7, are available for dentists and practice managers who meet the eligibility criteria.

The award-winning diploma courses provide a combination of workshops and home study and focus on practical management skills with assessment through assignments carried out in the workplace. Managers who successfully complete the level 5 diploma course can build on their qualification with further distance learning study at UMD's partner university to achieve a BA (Hons.) in Professional Studies.

For more information about the courses and grants available please contact Penny Parry at UMD Professional on 020 8255 2070.

Early birds can take advantage of great value CPD offer

The team at The Dental Business Academy is delighted to announce a new service for hard-working DCPs on a tight budget - and is now offering a complete five-year cycle of Core CPD at an amazing 38p per week.

The CPS is easy to read and is written by DCPs for DCPs. All you have to do is pay a £30 down payment and four annual payments of £17.25 to receive the cycle, which also includes written feedback and certificates.

Core subjects covered include medical emergencies, disinfection and decontamination, radiography and radiation protection.

You can build your required hours over the five-year period in five easy stages with their online access. All material researched and written by Fiona Ellwood, Glenys Bridges and Andy Toy.

Early birds can save another £50 by applying before 30th November 2011 and take advantage of special offer prices for our popular introductory courses for Care Co-ordinators, Receptionists and Decontamination Leads.

Go to www.thedentalbusinessacademy.co.uk/cpd4dcp to sign up or call 0845 604 2831.



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

Training & development diary

Date & location	Name of event & provider	Cost & notes	Contact details
23 November Gateshead	Free Employment Law breakfast briefing	FREE	www.elliswhittam.com/events
24 November Northampton	The health focused practice for patient care and profit. Sheila Scott with Practice Plan	£150. £50 for practices connected to PP or free for PP clients.	www.practiceplan.co.uk/events
25 November London	Oral cancer: the dental team's responsibility. Saman Warnakulasuriya & Richard Cook for BDA	£100 for practice managers	www.bda.org/training
25 November Manchester	Law, ethics & record keeping. BDA, GDC & Carestream Dental.	£100 for practice managers	www.bda.org/training
29 November Manchester	Free Employment Law breakfast briefing	FREE	www.elliswhittam.com/events
30 November Manchester	Free Employment Law breakfast briefing	FREE	www.elliswhittam.com/events
9 December London	Management of medical emergencies for the whole dental team. Vipul Patel for the BDA	£100 for practice managers	www.bda.org/training
Jan, London, Man'r, Bristol, Leeds, Scotland, Belfast	The Dentistry Business Accredited Programmes in Dental Practice Management	L4 is £2,100 and L7 is £2,500	www.thedentistrybusiness.com
10 Jan Plymouth	Growth through marketing seminar. Denplan	Free for Denplan members, £40 for non-members	www.denplan.co.uk/dentists/members/events-and-training.aspx
17 Jan Grinstead	Growth through marketing seminar. Denplan	Free for Denplan members, £40 for non-members	www.denplan.co.uk/dentists/members/events-and-training.aspx
19 Jan Manchester	The health focussed practice for patient care and profit. Sheila Scott & Practice Plan Workshop	£150. £50 for practices connected to PP or free for PP clients	www.practiceplan.co.uk/workshop
20 Jan London	Law, ethics & record keeping. BDA, GDC & Carestream Dental.	£100 for practice managers	www.bda.org/training
20 Jan London	CORE CPD Safety and Safeguarding. Dentabyte Management Masterclass	£75	www.dentabyte.co.uk
20 Jan London	Level 7 Diploma in Executive Management (ILM) with UMD Professional	£4,800	email penny@ umdprofessional.co.uk
24 Jan Darlington	Growth through marketing seminar. Denplan	Free for Denplan members, £40 for non-members	www.denplan.co.uk/dentists/members/events-and-training.aspx
Jan, London, Newcastle, Swindon, Tewkesbury, Loughborough, Maidstone, Luton, Gatwick, Basildon	Level 5 Diploma in Management. UMD Professional Dental Practice Management Programme	£2,040+vat (5% discount if paid in full)	email penny@ umdprofessional.co.uk
26 Jan London	The essentials of staff management.	£200 for practice managers (ADAM 10% discount)	www.bda.org/training
27 Jan London	The essentials of staff management.	£200 for practice managers (ADAM 10% discount)	www.bda.org/training
31 Jan Glasgow	Growth through marketing seminar. Denplan	Free for Denplan members, £40 for non-members	www.denplan.co.uk/dentists/members/events-and-training.aspx
3 Feb London	Level 2 Child protection (am) & Consent and complaints (pm). Dentabyte CPD4CQC	£75 for each session	www.dentabyte.co.uk
10 February London	Handling complaints and improving communication skills. BDA	£100 for practice managers	www.bda.org/training



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

Picture special



The press launch was well attended. Among guests were Sim Goldblum from the Dentistry Business, Kate Maynard from Vital Magazine and Nigel Jones sales & marketing director of Practice Plan.



Vice president Hannah Peek and president Jill Taylor officially introduce ADAM to the dental industry.



Guy Hiscott from Dentistry magazine chats to Hannah and Jill.



ADAM's North West regional mentor, Elaine Simmons, attends the launch with Julie Heyes.



Exciting times ahead for ADAM, as shown on the faces of Hannah and Jill!

ADAM press launch is a huge success

THE BDTA's Dental Showcase in Birmingham got off to an exciting start on Thursday (October 20) when we officially introduced ADAM at a well-attended press launch.

Members of the dental press and community joined president Jill Taylor for a glass of bubbly, shortly after the doors to the three-day event opened, to mark the change of name.

Jill explained that this change of identity reflected a departure from an association exclusively for practice managers to one that welcomed everyone within the administration team of a dental practice, such as dental administrators, managers and treatment co-ordinators.

Jill also revealed details about the ADAM Awards, sponsored by Denplan, which will crown Practice

Manager of the Year, Administrator of the Year and Treatment Co-ordinator of the Year. The winners of the free-to-enter Awards – who will each receive a £500 cash prize - will be announced at the ADAM Conference in Harrogate in May 2012. Members and non-members are welcome to enter (more details on page 11).

Vice president, Hannah Peek, was introduced as the ADAM ambassador for the Facial Surgery Research Foundation - Saving Faces, the Association's charity for the next 12 months. Jill said ADAM was passionate about supporting this research charity based at St Bartholomew's Hospital in London that researches better ways of treating diseases and injuries affecting the face and mouth.

Jill also said a special thank you to Tony Reed, executive director of the BDTA, for his support.

so popular we're bringing it to London!

Special One-day event

for 2012

The One-Day Marketing Action Plan with

Chris Barrow

The event in Birmingham proved so popular that we're bringing it to London! ...Refreshed and packed full of ideas for 2012!

Choose from a menu of current ideas that fit your practice profile, your core values and your financial budgets. Ideas that have been tested and proven in the marketplace – and are working today!

**Wednesday
14th March 2012**

Hotel Russell, London

The event starts at 9.00 am and will end at 4.30 pm
Lunch and refreshments are included.

Contact us now to book your place!

Call **01691 684141**

Or email sarah.whittall@practiceplan.co.uk



Chris Barrow has been coaching business owners since 1980 and has a proven track record of working with prominent dentists and other professionals.

"Excellent. Very motivational and interactive"

book now...

£185 per person

Special discount rates available for ADAM members

Just

£155

per person

quote ref: PPCB12ADAM

or visit the website and book online:
www.practiceplan.co.uk/events

practiceplan
supporting the business of dentistry

ADAM Annual Conference 2012

in partnership with

MDDUS

Majestic Hotel, Harrogate

18 -19 May 2012



Conference Topics*

Successful service delivery - Jann Gardner

Performance management – Roger Matthews

Utilising the skill mix – Margaret Ross

Everything comes back to numbers - Andy McDougall

Staged Disciplinary Hearing

Parallel Sessions

Understanding your team – Cheryl Adams

Assertiveness Skills – Cheryl Adams

Dealing with bullying and harrasment – Janice Sibbald

Social programme

On Friday evening: buffet supper and exhibition

On Saturday evening: conference dinner, featuring the ADAM awards.

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

* programme subject to change

In partnership with

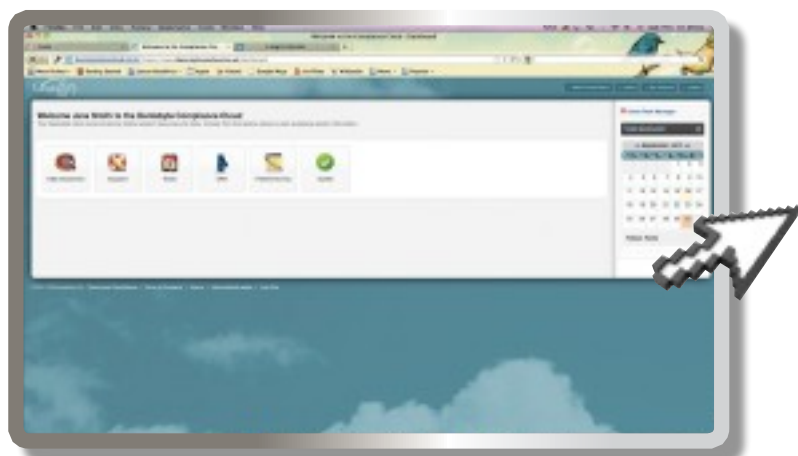


The Dentabyte Compliance Cloud

NEW
entry level
Dentabyte
Compliance
Cloud

Keep your practice
compliant with **CQC**
in an online digital
environment.

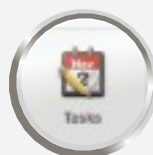
SAVE TIME – SAVE MONEY



CQC Outcomes –
Full CQC support and
CPD verifiable training for
all Core Outcomes



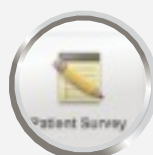
Audit –
HTM 01 - 05 Quarterly
decontamination audit &
daily checklists



Task Manager –
Stay organised,
stay compliant



CPD –
Detailed tracking and
reporting of all staff
training and development



Patient Survey –
Quick and friendly
patient satisfaction
survey and reporting



SPECIAL OFFER

Free iPad 2 valued at £399 with every order
(iPad 2 with 16Gb and WiFi)

When you take a 12 month subscription – cost £648 vat inclusive.
If you are interested please contact us for further details.

T +44 (0) 1825 713640 mail@urcompliant.com www.urcompliant.com



AWARDS 2012

As you know we will be hosting the first ever ADAM Awards next year, with the generous support of Denplan, to crown Practice Manager of the Year, Administrator of the Year and Treatment Co-ordinator of the Year.

The ADAM Awards are very special; they are awarded by the industry to individuals within the practice administration team who demonstrate commitment to their ever-changing roles.

Each category winner will receive a cheque for £500, an engraved award and a framed certificate, which will be presented at the ADAM Conference Dinner and Awards Ceremony at the 2012 conference on Saturday, May 19.

Why enter the ADAM Awards?

There is no other association in the UK specifically for practice managers and administrators and the ADAM Awards have been launched to recognise and acknowledge excellence within dental practices. Practice managers, administrators and treatment co-ordinators play a vital role and can make a tremendous difference to the success of a dental practice. We feel that your hard work and dedication deserves to be rewarded.

Have you as a practice manager, administrator or treatment co-ordinator, through communication, motivation and encouragement, turned a good practice into a great one? Have you increased the success of your practice in the key areas of patient journey, team training, procedures and environment? Then enter the ADAM Awards or nominate the person you think most deserves the crown in each category.

By being shortlisted or winning, you and your practice will receive coverage in the dental press and ADAM's publications, the e update and Practice Focus.

How to enter

We would like to hear what singles your practice out from the competition and how you have contributed to this, in a maximum of 750 words. You can be nominated by any member of your team or you can enter yourself. Remember, if you are nominating someone please make sure they are aware of the nomination and that the practice principal and team are informed.

Please feel free to include testimonials, videos and



high-resolution photographs that support your entry, as well as specific examples of how you have made positive improvements to your practice, how an idea of yours has benefited your team or practice, and what processes you have put in place that have made a real difference.

Deadline for entries

Your entry can be emailed to denise@adam-aspire.co.uk or hard copies and/or memory sticks can be posted to ADAM Awards, 3 Kestrel Court, Waterwells Drive, Waterwells Business Park, Gloucester, GL2 2AT.

The deadline for entries is February 14, 2012 and an application form is available to download from our website www.adam-aspire.co.uk.

Judging panel

The judging panel consists of Denplan's chief dental officer, Roger Matthews, ADAM president Jill Taylor and honorary vice-president, Hew Mathewson, who brings with him a wealth of experience as a past chairman of the GDC and an adviser to the MDDUS.



Advertising feature

Ask Susan - all the practice management knowledge you need is just a click away

The creators of SUSAN introduce you to your new best friend!

Need to know the answer to a practice management question, then Ask SUSAN. Designed, developed and supported by experts Ask SUSAN is a knowledge bank of information, processes and best practice. The team behind SUSAN have over 100 years of combined experience of applying dental practice quality management throughout the UK. This knowledge, experience and expertise is now a simple question away.

Ask SUSAN a question for example:

How do I carry out new staff induction?

I need to update my cost file could you tell me all the cost details I need to cover?

Ask SUSAN is the first step towards the launch of SUSAN Total Quality Management Software. So while we let the IT guys put the finishing touches on the code, we thought it would benefit you now if you could access the expertise and resource of over 500 expertly written procedures. Covering all areas of managing the daily practice tasks such as your patient journey, patient complaints, practice finances, decontamination, clinical treatment and much more we are positive we will have the answer to that clinical, procedural or management query. So by simply asking us the question when you next need to know the answer we will be there.

Try us now Ask SUSAN send your questions direct to question@asksusan.co.uk or www.visitasksusan.co.uk and complete the ask me form.

About SUSAN

SUSAN is presently being developed to support you in your role in managing the dental practice from clinical audits to financial planning and team training. With the



increase in legislative compliance, the tightening of budgets and need to keep delivering customer satisfaction the time, energy and effort needed to do work on the procedures is disappearing. Yet you know it must be done. SUSAN fits well within the practice by providing that additional resource that will allow you to meet the ever increasing demands of the job. SUSAN is a virtual aid to the practice manager with more knowledge than any human manager could ever possess, helping you develop the best solutions to your practice's challenges.

In addition to the technical team we have a dedicated team of researchers who are continually updating modules such as human resources and health & safety to

help the practice remain current and compliant with regulations and legislation. It this font of knowledge you can ask now.

SUSAN's dynamic knowledge management system has been purpose-built to provide virtually instant access to all of your procedures anywhere in the practice where you have a computer terminal. As a cloud-based system updating policies and procedures will be simple from any secure computer, while providing access to those that need the processes at their work station across multiple sites. SUSAN's built-in audit trails mean you can track who has used each part of the system at any time.

The system includes the following modules:

- H.R. (including indemnity)
- Administration
- Health and Safety
- Clinical
- Financial
- Marketing

Why not see for yourself? Go to www.asksusan.co.uk and watch the videos or ask SUSAN a question.



Networking is just chatting, right?

Wrong! The subject of networking cropped up on the ADAM stand at BDTA's Dental Showcase last month and the overall consensus was that it is so much more than just chatting - it is vital to the growth of your practice and a brilliant way of meeting like-minded contacts.

As usual Showcase was a great three-day event of benefit to the whole team. It included plenty of free CPD opportunities available from the seminar and lecture programme and even from answering questions in the official show guide, something that actually helped spark conversations and networking opportunities in itself.

Have an open mind

Of course, there was the chance to see and experience the new 'toys' on the market, review potential purchases and make the most of out-of-practice time for some team bonding, but Showcase also provided an ideal chance to network with a wide variety of people, many of whom have fingers in all sorts of different pies.

Networking isn't just a fancy word for chatting. A good networker is always on the look-out to identify new opportunities and build new and useful contacts. What's required is an open mindset and a willingness to meet and interact with people.

Many of us are shy of putting ourselves forward and don't know how best to behave in new situations. We worry that we may appear too pushy, eager or out of our depth.

It's great for professional growth

Networking is an integral part of being human and it provides a great basis for our professional growth and development.

It is an opportunity to introduce yourself or your practice to a wide range of people. These people could be your potential clients as well as possible sources of referral.

Make eye contact

How you introduce yourself will make an impact on them and will determine whether or not they actually remember you and your product and service.



Networking is a marketing and business development function. It is all about building relationships and creating business opportunities.

When meeting and speaking with other people, it is useful to make good eye contact, ask questions that reflect your level of interest, and pay them attention regardless of whether you think they may be useful to you or not. It is also vital that you try to remain patient.

Build long-term relationships

Like any relationship, allow it to grow slowly and naturally and avoid getting too personal too quickly. Networking is all about building long-term relationships based on mutual respect and trust.

One great tip is to always have business cards to hand, you never know when you might need them. Avoid handing them out immediately you meet someone; it is always best to wait until you have established a reason for giving them the card.

Everyone is an important contact

And remember, the point of networking is that someone may know someone who may know someone that may become your number one customer, so everyone is an important contact!



Let it snow, let it snow, let it snow

Business Continuity ... surviving with snow. If only life was predictable and everything went as you anticipated. While we all know that things in life aren't certain, it is amazing how often we get caught out. The whole point of business continuity planning is that you consider the unanticipated and make plans to manage your way through as safely as possible, to ensure the wellbeing of your patients, team and business.

Business continuity plan aims:

- identify threats that could interrupt your normal business activities
- offer guidance on how to deal with an emergency and detail any relevant contacts
- provide the answers to critical decisions so that you are not forced to consider them during the incident when stress levels may be high
- minimise risks that could result in the interruption of your business
- reduce the chances of disaster occurring
- facilitate a faster recover when an incident occurs
- ensure patients continue to receive dental care should an incident occur
- facilitate the resumption of normal business activities quickly

Are you prepared?

Was your practice affected by the extreme weather of last winter and if so, have you made plans for what to do should it happen again? Are you prepared for a repeat? If you haven't any plans in place we thought it a good time to prompt you some with some ideas for a snow policy.

Developing a snow policy

Define the snow coverage so you all sing from the same hymn sheet:

Light coverage could be defined as – buses running, normal traffic flow, you can see the white lines in the middle of the road.

Medium coverage could be defined as – interruption to bus services, side roads impassable, unsteady underfoot, main roads clear.

Heavy snow could be defined as – interruption to busses / taxis / main roads not passable.

Then add in your service proposition, additional team duties, thoughts for getting to the practice and contact details. Our example follows:



Light coverage

Service provision – Normal service resumes.

Additional duties – make sure the driveway is clear and gritted, heating left on 17 degrees, make sure suction ok.

Medium coverage

Service provision – Normal service resumes. Identify anyone with a 4W drive who is able to collect teammates should they require it. People should buddy up to prevent unnecessary journeys.

Additional duties – make certain the path is cleared and gritted. Patients to be phoned and cancelled by first person arriving at the practice should any clinicians be unable to make it to work. Heating should be left on, gate to be left unlocked as it freezes.

Heavy coverage

Staff to notify the practice manager by 7am if experiencing difficulties.

X with a 4W drive collects employees south of the area – list names

Y collects employees north of the area – list names

X person/s can walk to the practice and so is responsible for clearing the snow, opening up and managing patients.

Everyone else keeps in touch with PM and arrives if possible.

Anyone not turning up for work is able to use annual leave to cover the day.



Beware the perils of social media

Jane Hallas, (pictured), Senior Associate Adviser at Employment Law and Health & Safety specialists Ellis Whittam, looks at the challenges that social media presents to practice managers and administrators.



Many employers are finding that their employees are easily distracted with their mobile telephones during working hours. They may also spend time using the Internet for personal reasons.

One of the most common reasons for this is that employees may be using their telephones or the Internet to access their Facebook accounts or other similar social media.

The problem for the practice is that the employee can clock up valuable working time, rather than attending to their duties. It could also have an impact on patient care and the general standards of the Practice.

So what can employers do about this?

One obvious solution is to ban mobile telephones and using the Internet for personal reasons during working hours. This can be set out in a policy or by notice, making it clear that mobile telephones must be switched off during working hours, and only used during authorised breaks.

You should ensure that Facebook and other similar websites cannot be accessed from the practice's personal computers and that the employer's computers cannot be used for personal reasons, or only during breaks.

Any breach of the policy can therefore lead to disciplinary action.

Employees should be made aware in advance if the practice is monitoring their emails or Internet usage. Covert monitoring should not be undertaken except in exceptional circumstances.

Even if you ban mobile phones during working hours, you may also find problems with employees who post inappropriate messages on social media outside of working hours.

Typical problems include offensive comments about

colleagues, managers or the practice itself. They could even lead to breaches of patient confidentiality.

So how far can the employer go in preventing employees from posting such messages outside of their working day?



twitter



All employees are subject to an implied duty of confidentiality and fidelity but it is better to have a clear written policy about such matters.

It is worth remembering that whilst employees have a right to privacy, they should be made aware that if they post anything which breaches confidentiality, is defamatory or otherwise brings the practice into disrepute could be classed as gross misconduct.

Remind employees that anything they post on such forums that has an impact on the workplace could

lead to disciplinary action.

Disparaging comments about colleagues may not amount to gross misconduct but these could still lead to formal warnings under the Disciplinary Procedure.

Ellis Whittam provides employers with fixed fee, unlimited support on Employment Law, Health & Safety and Human Resources. Many services such as webinars and monthly e-briefings are free. To find out more you can [email Jane Cuffin](mailto:jane@elliswhittam.co.uk), call her on 0845 226 8393, visit the [website](http://www.elliswhittam.co.uk) and follow them on [Twitter](https://twitter.com/elliswhittam).



Feature

What have you been up to for MCAM?

Mouth Cancer Action Month is now in full swing and the awareness-raising event offers practices a fantastic opportunity to promote their services to new patients.

In our experience local newspapers are very open to supporting dental practices' endeavours to explain about this awful disease by publishing timely press releases and photos. Here are a few examples of what you have been up to.



Glendair Dental Practice, Derbyshire: hygienist Fran Rhodes and dentist Mat Lamb promote the free examinations.

Special call out to denture wearers

Mouth cancer is twice as common in men than women and 87 per cent of cases in the UK occur in people aged 50 or over. Because of these shocking statistics Glendair Dental Practice decided to hold free mouth cancer and denture examinations at its practices in Alfretton and South Normanton on Friday 11th and Friday 18th of November.

PM Bev Harston, said: "People with dentures are less likely to visit the dentist regularly because they assume that because they have fewer teeth, they will face fewer problems. We hope our free mouth cancer examinations will help the older people in our community understand the importance of maintaining regular dental visits."

Surrenden Dental Practice, Brighton: the practice had this banner produced to promote MCAM - which resulted in a huge amount of interest from new patients.

Free Mouth Cancer Examinations

Every Thursday throughout November from 11am to 1pm.
Booking is essential - please call 01273 501909.



Early detection improves survival rates from 50% to 90%



Practice targets younger people

BEVERLEY-based dental practice, Perfect 32, is stepping up its annual mouth cancer campaign due to shocking statistics that reveal an escalating problem in the UK.

Alongside its annual free screening day, which took place on November 10, they visited a local agricultural college on November 16 to join its Lifestyle Day. The aim was to raise awareness of the disease with younger people - more of whom are developing the condition due to smoking, drinking and the Human Papilloma Virus (HPV) which can be transmitted by oral sex.

PM Nicki Rowland said: "Although mouth cancer is more likely to affect people over 40, an increasing number of young people are developing the condition and this is why we decided to target this age group."

Banner helps strike message home

Within hours of the banner being put up at Surrenden Dental Practice in Brighton, the practice started receiving calls to book places for the free mouth cancer screenings. After just one week all the appointments had been snapped up!

Banners are an ideal way to get your message out there and there are scores of national and local companies offering competitive rates. Avoid including full dates and you can use the banner again next year.

PM Marie Hobden said: "We appreciate that household budgets are tight for many people at the moment. Offering a free mouth cancer examination is a great way to support our local community. It's also a good way to promote awareness of the illness and at the same time help to develop the goodwill of our practice. Banners are a great way of drawing attention to any display."



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

Feature

Hew is welcomed to ADAM team

We are delighted to introduce you to Hew Mathewson, ADAM's Honorary Vice President.

Hew brings a wealth of experience to our Association and has served as a former president and chairman of the GDC, and is a special adviser to the MDDUS, the Medical and Dental Defence Union of Scotland.

Hew continues to work part time in general dental practice in Edinburgh and had training in oral surgery before setting up his own practice in 1977.

On joining ADAM, he said: I really believe that good dentistry is only practised by happy people in well run practices and in recent years BDPMA / ADAM has



done a great deal to promote good practice management which is the foundation of a happy well run practice."

Hew has previously been a part time senior lecturer, Centre for Dental Studies at the University of York and a Regional General Dental Practice Vocational Training Adviser. He has also chaired the British Dental Association's Scottish General Dental Services Committee

and served as Vice-Chair of the UK General Dental Services Committee.

He also works regularly with many vocational dental practitioner groups and lectures widely.

Ready for the next step?

Choose from three levels of management qualification awarded by the Institute of Leadership and Management.

Learn on a UMD Professional regional workshop course or by distance learning.

Achieve a nationally recognised qualification and benefit from greater management confidence.

• ILM Level 3 Certificate in First Line Management

• ILM Level 5 Diploma in Management

• ILM Level 7 Diploma in Executive Management

Want to know more? Call Penny Parry on 020 8255 2070 or email her on penny@umdprofessional.co.uk
www.umdprofessional.co.uk



GAIN THE RECOGNITION YOU DESERVE...

WITH OUR LEVEL 4 QUALIFICATION IN DENTAL PRACTICE MANAGEMENT AWARDED BY



- Suitable for practice managers or dental nurses
- Useful for both NHS and Private practices
- 9-days of face-to-face teaching conducted over 12 months
- Accredited by University of Chester
- Provides 60 credits available for transfer to other higher education programmes



Giving you a recognised and transferable qualification

A postgraduate programme is also available for experienced PMs

New programme starts January 2012

For details contact:

0161 928 5995
www.thedentistrybusiness.com

thedentistrybusiness
THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

email: info@thedentistrybusiness.com

"I am delighted to have completed my Professional Certificate, it has been a very worthwhile journey. Sim, Lester and Carl are grounded in the real world of dental practice and I am now equipped with some great tools to help me improve our practices"

Michelle McLoughlin
Kirkby Family Dental
Centre Liverpool



happythreads.co.uk

equipment finance, telephone bills, staff wages

MAKING SURE YOUR PRACTICE OVERHEADS ARE MET EVEN IF YOUR DENTIST IS ILL AND CAN'T WORK

Practice Overheads Insurance

Call or go online for details and a quote:
enquiries@practicecover.co.uk
 0800 028 5633 www.practicecover.co.uk

PRACTICE COVER
 ●●● protects

Authorised and regulated by the Financial Services Authority

water rates, rent, council tax, electricity

professional fees, surgery insurance premiums

maintenance fees, website, vehicle lease costs



HEALTHY AND WEALTHY

Making your good practices great.

Coaching and training for all the team
 business development skills, communication skills training,
 patient journey, sales training and much more

Contact Dr Jane Lelean now
 (T) 01296 770 462 (M) 07989757884
 (E) Jane@healthyandwealthy.co.uk
 (W) www.healthyandwealthy.co.uk
 10% discount for BDPMA members



Blue Sky People
 Tomorrow's People Today

The dental recruitment specialists

Tel: 01491-411504
 Email: info@blueskypeople.co.uk
 Web: www.blueskypeople.co.uk



Dentabyte Ltd
 Defining Practice Excellence

Tomorrow's Practice Management
 8 x Practice Management Masterclasses London E600

Level 4 Diploma in Dental Practice Management
 upgrade for just £ 1800, inclusive of registration fees with the
 Institute of Leadership and Management

Dentabyte Compliance Cloud www.dentabyte.co.uk
 your total CQC solution **020 8297 9100**
 from £125/user/month customerservices@dentabyte.co.uk

“ Spot On Business Planning has inspired us to blossom into a modern-day practice. Our financial and managerial systems were prehistoric but with the encouragement and support of the Spot On team we have implemented improvements, which we can already see have changed our ethos to the benefit of the team and our patients. ”

Marian Grimes, PM, 740 Dental

Click here to request a free, initial meeting

www.spoton-businessplanning.co.uk
 01949 851 723 07710 382 559




Raise the Bottom Line... and You Shine!

~ Exceptional Verbal Skills for Everyday People ~

Learn HOW with our easy-to-use, clearly defined methods for exceptional phone calls (Have Them at Hello!) AND presenting financial options to patients (It's How Much?!) to see immediate and measurable results.

20% off for BDPMA members
www.LionessLearning.com/BDPMA.html



LIONESS LEARNING

Learn More: info@LionessLearning.com

Advertise here for just £35 a month!



ADAM
 Association of Dental Administrators and Managers

To find out more please email denise@adam-aspire.co.uk

marketing that **delivers**



- practice image/branding
- welcome packs
- ideas & copywriting
- newsletters
- promotional campaigns
- referral packs/cards
- posters/canvases
- advertising/PR
- treatment leaflets
- promotional products

call | 01642 206106
click | www.designerdental.co.uk

Our clients include... Best Marketing 2010 (Dentistry Record) - Best Marketing 2009 (Private Dentistry & Dentistry records)

LoveWell Blake

FINANCIAL PLANNING LIMITED

Fee Based Specialist Independent Financial Planning Advice for the Dental Professional.

Experts on all aspects of the NHS Pension Scheme. Online advisory service available.

Contact: **Graham Walker Dip PFS**
Telephone: (01493) 858398
Email: gbw@lovewell-blake-fp.co.uk
Website: www.med-ifa.co.uk



LoveWell Blake Financial Planning Limited is authorised and regulated by the Financial Services Authority

Privilege Plan – it's what you want it to be!

- ✓ Just £1 per month administration fees
- ✓ We pay **you** up to £4.50 for every new patient who joins your scheme
- ✓ Bespoke design of plan benefits and patient literature to your specification
- ✓ Hygiene only plans for NHS patients.

And much more...

Call today for more information:
Tel: 01536 771219
www.privilegeplan.co.uk



...rewards your patients, your business, and you

Struggling with social media? I'll make it easy for you!

I'll show you how to create and manage Facebook or Twitter marketing yourself or co-manage it for you. Ask about my complimentary 30 minute consult for BDPMA members.
www.dentalrelationshipmarketing.com



Rita Zamora

CONNECTIONS

DenMed

Training & Consultancy Service

Helping you manage essential standards of quality & safety
Our services are delivered in-house to groups or individuals
Externally validated courses comply with GDC verifiable CPD requirements

Contact to discuss your specific needs....
Tel: 0121 682 1222
Email: jab@denmed-uk.com
Web: www.denmed-uk.com



Bespoke Dental Branding and Marketing

A comprehensive range of services under one roof

- Logos
- Stationery
- Newsletters
- Signage
- Websites
- Welcome Packs
- Public Relations
- Corporate Schemes
- Advertising Campaigns
- Referral Programmes
- Event & Launch Planning
- Strategic Alliances

Call 01923 246116 or book a FREE consultation online
www.mint-tastic.co.uk

training with the **buzz factor**

Effective marketing campaigns will get your phone ringing, however opportunities are often lost if the person answering the phone doesn't ask the right questions or communicate effectively.

Release the full potential within your practice



Call Tracy Stuart on 07782 220038 or email tracy@designerdentaltraining.co.uk

Discover the Secrets of Managing People



Call us for expert help and training in managing dental teams.

0845 165 6269 or email: alison@trainingtoachieveuk.com



www.t2achieve.com

Dental
Protection



Xtraordinary free membership for all employed dental nurses and dental technicians

With the number of complaints and GDC investigations involving dental nurses and dental technicians on the increase and the fact that 80% of all cases handled by DPL aren't related to clinical negligence having indemnity for clinical negligence alone, simply isn't enough.

DPL Xtra gives you the peace of mind that all your employed dental nurses and dental technicians have full membership with DPL including additional risks and accountability such as GDC investigations, complaints and inquests.

DPL **Xtra**

An **Xtra**ordinary Indemnity Programme for the Whole Practice

For more information go to www.dentalprotection.org/uk/dplxtra
or call our Membership Helpline on 0845 718 7187