

Inside this edition ...



Read President **Hannah Peek's** column on page 3 and Forthcoming Training Events on page 7



The risk of a 'double whammy'



Read more
on page 5



Administrator of
the Year 2013
Karen Wheeler

See page 3



Your Dental Update is presented in a digital ezing format, which encourages patient feedback and portrays a professional business image of your practice.

All you need to do is select your preferred frequency, your preferred clinical topics, your level of customisation – and we do all the rest!

[Click Here for a free trial](#)



Welcome to my regular e-update column.

I hope you all enjoyed the summer and had the chance of a break from work to enjoy some of the sunshine! I can't believe it's already September - before we

know it we'll be racing headlong into the autumn and winter.

You may have noticed that this year we decided not to publish an August edition of e-update, largely because so many of our members are off on holiday.

In this month's edition you'll meet Karen Wheeler, ADAM 2013 Administrator of the Year who's from Burnham on Sea in Somerset. There's also a useful article on the subject of the regulatory requirements of the General Dental Services (GDS) Contract and the potential difficulty of interpretation of the payments claims structure. Plus all the latest News from within Dentistry from over the summer period.

September always reminds me of starting a new academic year at school and it's also the time when many of the training courses kick off again after the summer break. Find out what's available in your area by checking out the Forthcoming Training Events diary within this month's e-update.

Next month will see publication of the autumn edition of Practice Focus which, amongst many other interesting articles, will include the third instalment of our Trip Down Memory Lane celebrating our 20th anniversary and covering the period 2004 to 2008.

October also sees ADAM attend the Dentistry Show at the NEC in Birmingham from 17th to 19th of the month. Please stop by to see us at the ADAM stand if you're attending - I look forward to seeing you then!

Hannah Peek



In this continuing series focused on YOU, this month we meet and ask questions of Karen Wheeler, who, back in the summer won the ADAM 2013 Administrator of the Year Award.

Name: Karen Wheeler

Age: 52

Job: Receptionist/administrator

Where do you live (and with whom): I have lived in the small seaside town of Burnham on Sea, Somerset since I was 6 years old. I live with my husband Shane and my mother who has been widowed for 20 years.

Hobbies: Dancing, travel, walking, swimming and spending time with my family.

How did you end up working in dentistry? I have worked in the care profession for many years both as a provider of direct care and progressed to become an administrator within the care environment.

When did you first get involved with ADAM? Our practice manager Karen Jury-Dando is a member, she has the ADAM magazine as it always has interesting and current topics to read with help and advice for managers and administrators so it gets passed on to the admin staff to read.

What do you enjoy most about your role? It's a joy to work with a team of professionals who encourage and support continued learning which enhances my job in its ever changing role. I have always enjoyed working as part of a team and really enjoy giving excellent customer service to our patients.

What's the most challenging part of your role? Serving the need of the business and meeting the expectation of the clients all at the same time.

Would you recommend a career in dentistry? I can and would recommend a career in dentistry, if you like working as part of a committed team. There is so much to learn and the opportunities to progress and further your knowledge and career are there to be explored with the help and support of your colleagues.

And if you hadn't gone into dentistry, what would you be doing? I honestly think had I not got into this industry, I would not have continued to stretch myself with personal learning and further education and would probably have applied for a job that was a lot less rewarding.



Karen Wheeler

Dental
Protection



Xtraordinary online support for Practice Managers

Xtraordinary risk management
support for the whole dental team

Xtraordinary free membership
for all employed dental nurses
and dental technicians

Xtraordinary subscriptions
for practice employees

DPL Xtra

Keeping up-to-date with the ever-changing employment and health and safety legislation can be challenging, but failing to do so can be costly. DPL understands that many practices will not have the resources, or the time to review complex new legislation and how to implement it. That is why we developed DPL Xtra Practice Manager, a one-stop shop that can keep you up-to-date with and the latest developments of which every healthcare providers need to be aware.

An Xtraordinary 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



Download a
QR code reader
and scan the
code for more
information



The risk of a 'double whammy'

NHS Dentists will be well aware of the regulatory requirements of the General Dental Services (GDS) Contract and specifically the potential difficulty of interpretation of the

payments claims structure and its definition of units of dental activity and courses of treatment.

NHS England audit reviews can result in claims of inappropriate claims being substantial (particularly if results are extrapolated rather than actual).

Whilst negotiating with and/or reaching a settlement in respect of such inappropriate claims via the civil court process, with NHS England, can prove traumatic, there also now appears to be a growing trend for the contract commissioners (NHS England) to refer dentists, accused of inappropriate claiming, to the GDC with allegations of impaired fitness to practice.

In any situation where there has been inappropriate claiming it is rather straight forward for the contract commissioners to allege that such conduct was misleading and/or deliberately misleading and/or dishonest and that the contractor's fitness to practice is thus impaired.

Such a finding can obviously be devastating as ultimately if the investigating committee of the GDC refer the matter onto the relevant practice committee it could result in erasure, suspension or the imposition of conditions on the dentist's registration.

In the recent case of: Angela Devi Chetty (July 2013) before the Professional Conduct Committee of the GDC Mrs Chetty was found to have split courses of treatment. After substantive determination by the Professional Conduct Committee this was found to be dishonest conduct and they determined the only appropriate sanction

was the erasure of her name from the Dentist's Register (subject to any appeal being launched - as at the date of this article the writer is unaware of any such appeal).

The ability to erase exists because certain behaviours are considered so damaging to a registrant's fitness to practise and to public confidence in dental professionals that removal of their professional status is the appropriate outcome (Guidance for the Professional Conduct Committee November 2009).

The reputation of the dental profession will always be more important than the fortune of any individual dentist. With adverse press coverage of inappropriate claims cases by many dentists who have made inappropriate claims by mistaken interpretation of the claims process or through poor administration or management process could now find themselves with a double whammy of an inappropriate claims investigation and a GDC referral.

In any event such referrals following investigations into inappropriate claims are becoming more prevalent and Dentists should be aware. Dentists should not ignore any GDC notification and should take immediate legal advice either from their defence union or appropriate legal advisors.

Tom Esler is a Commercial Litigation Partner, based at mfg Solicitors' Kidderminster office. Tom has significant experience dealing with claims against dentists arising out of their contractual arrangements with NHS England including claims for overpayment, inappropriate claims, breach notices and claims against associates. He also provides advice and assistance in relation to GDC referrals.



FGDP(UK) supports Berwick Review's call for greater transparency to improve patient safety

Professor Don Berwick's Review, published recently, calls for patient safety to be at the heart of NHS care. The Faculty of General Dental Practice (UK) welcomes the Review's recommendations to achieve this central aim.

Fiona Erasmus, the FGDP(UK) Director, says, "The Review highlights the need to support NHS practitioners in developing the skills and confidence to ensure best practice in quality control, quality improvement and quality planning. The Faculty has long advocated in support of these important principles within primary dental care, and our educational and training programmes are structured around these aims."

"The Faculty is committed to supporting career-long professional development, and Professor Berwick highlights the importance of having structures in place to foster learning within the NHS workforce. We believe that the dental team can provide the safest and highest quality care for patients when there is a culture of openness and transparency, both within teams and in patient interaction. Peer review and patient feedback are essential to allow dental practitioners to reflect on their practice and to recognise opportunities to improve patient safety."

For more information contact Charlotte Worker, Public Affairs, PR and Policy Manager at FGDP on 020 7869 6759 or email cworker@rcseng.ac.uk

New body to lead the General Dental Council

The composition of a new 12 member body to lead the General Dental Council (GDC), the UK regulator of the dental profession, has been announced.

The appointments to the new Council, which will take up office in October 2013, have been approved by the Privy Council. It is made up of 6 lay and 6 dental professional members and includes individuals from each of the four countries of the UK. A member for Wales has not yet been appointed and a further campaign to recruit to this position will be launched as soon as possible.

For more information contact Moira Alderson of the GDC on 020 7344 3726 or malderson@gdc-uk.org

'Keep it safe - always buy from a reputable source' says BDTA

The importation and sale of counterfeit medical products is a significant issue for the dental industry and the BDTA urges all buyers to be suspicious of deals that seem "too good to be true".

BDTA President, Terry Porter comments, "The recent repeat of the BBC's "Fake Britain" programme featuring counterfeit dental equipment serves as a stark reminder for all of us involved in dentistry. I would urge all practices and buyers to purchase through a reputable source and be wary of equipment offered at knock down prices".

For more information please contact Edmund Proffitt on 01494 781183 or edmundproffitt@bdta.org.uk

FGDP(UK) responds to Care Quality Commission consultation

The Faculty of General Dental Practice (UK) has responded to the Care Quality Commission's consultation on how it inspects, regulates and monitors care services, welcoming the move towards individual accountability and away from a 'tick box' system of compliance. The FGDP (UK) also believes that it is essential for practice inspectors to possess relevant skills, knowledge and experience both in primary care dentistry and in practice appraisal.

The Faculty's response also highlights the need for further details on how proposals will be mapped to primary dental care and urges further evaluation of the suitability of the proposed rating system for inspection of dental practices.

To read the full response by FGDP (UK) go to: http://www.fgdp.org.uk/_assets/pdf/publications/policy_consultations/cqc%20reg_fgdp%20response.pdf

Dentists' long term confidence continues to fall

The latest Lloyds TSB Commercial Banking Healthcare Confidence Index has found that confidence amongst dentists increased when looking at the short term (next 12 months) but fell to a new low when considering their long term future over the next five years.

Two thirds of NHS dentists are not confident that the proposed new NHS dental contract will be adequately funded. 84 per cent of private dentists would not consider taking on NHS work - compared to 62 per cent in 2012.

Dentists are not confident in the future business prospects of their profession when they look five years ahead, despite being more positive over their immediate futures.

Despite an overall rise in business confidence in the last six months, increased financial pressures are set to impact on the dental sector, with 93 per cent (compared to 77 per cent in 2012) of practitioners saying that they expect to see these concerns increase in the next five years.

To view the full Lloyds TSB Commercial Banking Healthcare Confidence Index please visit www.lloydstsb.com/healthcare

Mark Fowler appointed Regional Mentor for ADAM in Scotland

Mark manages a busy NHS dental practice in Glasgow, close to Glasgow's vibrant West End and has been central in developing the practice which was presented with a What Clinic Customer Services award in 2013 and has hosted the new cabinet secretary for health, Alex Neil, along with the Chief Dental Officer, Margie Taylor.

Mark has a Professional Development Award in dental practice management, is a practice manager vocational trainer and is founder of Trevone Practice Building Solutions.

ADAM is delighted to announce Mark's appointment as its Regional Mentor in Scotland.



Date and location	Name of event and provider	Cost and notes	Contact details
-	ILM Level 3 Certificate of Leadership and Management <i>UMD Professional Ltd</i>	Distance Learning Programme	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
-	Performance management and appraisals in dental practices.	This workshop course is delivered at your practice and covers managing and maximising staff performance, and how to carry out appraisals in dental practices.	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
-	BTEC Level 4 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme - 30% discount for ADAM members	http://thedentalbusinessacademy.com/shop/btec-level-4-professional-diploma-in-dental-practice-management/
-	BTEC Level 5 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	http://thedentalbusinessacademy.com/shop/btec-level-5-professional-diploma-in-dental-practice-management/
-	Introduction to Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	http://thedentalbusinessacademy.com/shop/dental-practice-management-introduction/
commencing September 2013 London	ILM Level 7 Diploma in Executive Management <i>UMD Professional Ltd</i>	Distance learning and modular courses also available	Penny Parry 020 8255 2070 or penny@umdprofessional.co.uk
1 October 2013 Bristol	CPD Essentials covering: · Infection Control · Ethics and Complaints · Medical Emergencies · CPR · Mouth Cancer <i>Denplan</i>	Non-Denplan practices: £200 per delegate Denplan Practices: Contact the Denplan Events Team for a possible discount	eventsandtraining@denplan.co.uk
Commencing October 2013 London, Manchester and other UK locations (subject to demand)	1 and 2 year university accredited Dental Practice Management courses <i>Dentistry Business</i>	Download brochure at http://www.thedentistrybusiness.com/register.php	Email Sim Goldblum at sim@thedentistrybusiness.com
9 October 2013 Leeds	CPD Essentials covering: · Infection Control · Ethics and Complaints · Medical Emergencies · CPR · Mouth Cancer <i>Denplan</i>	Non-Denplan practices: £200 per delegate Denplan Practices: Contact the Denplan Events Team for a possible discount	eventsandtraining@denplan.co.uk
4 October 2013	Managing patients with dental anxiety and phobia <i>British Dental Association</i>	BDA Training essentials £115 for Practice Managers	www.bda.org/training
11 October 2013 London	Clinical photography in the dental practice	BDA Training essentials £115 for Practice Managers	www.bda.org/training
20 November 2013 Stratford-upon-Avon	CPD Essentials covering: · Infection Control · Ethics and Complaints · Medical Emergencies · CPR · Mouth Cancer <i>Denplan</i>	Non-Denplan practices: £200 per delegate Denplan Practices: Contact the Denplan Events Team for a possible discount	eventsandtraining@denplan.co.uk
22 November 2013 London	Reception and telephone skills <i>British Dental Association</i>	BDA Training essentials £115 for Practice Managers	www.bda.org/training
29 November 2013 London	Develop and deliver a performance appraisal system tailor made for your practice <i>British Dental Association</i>	BDA Training essentials £115 for Practice Managers	www.bda.org/training
29 November 2013 London	A team approach to managing the young patient	BDA Training essentials £115 for Practice Managers	www.bda.org/training



LUCAS FETTES
& PARTNERS

DENTALFIRST

SPECIALIST INSURANCE FOR DENTAL PRACTICES

DentalFirst. Dedicated dental surgery insurance solutions, designed to protect your business and provide you with peace of mind.

We understand the pressures and challenges of keeping a busy dental practice ticking. And sourcing suitable, affordable insurance cover can be time consuming and frustrating.

Our team of technicians have been working with dental surgeries for many years, and will provide you with expert advice to ensure that your policy is

matched exactly to your needs.

Our insurance solutions are packed with relevant policy benefits and underwritten by secure, UK insurers.

We provide quick, efficient service so that you can do the same for your patients.

Contact us

To see how DentalFirst can help your business, please call Peter Boardman or Andy Thompson on:

0161 973 9101

Lucas Fettes and Partners are
Independent Insurance Intermediaries
Authorised and Regulated by
the Financial Services Authority
No: 304899



Interdental brushes to suit every need



Angled or straight brush head, long or short handle. TePe's range of interdental brushes are the easy-to-use alternative to dental floss.

With plastic-coated wires for safe and gentle cleaning, TePe Interdental Brushes can also be used for cleaning around implants and braces.

FREE TEPE ANGLE™ SAMPLE

To receive your free sample:

- Visit: tepe.com/uk/samplerrequest and use code ADA10a
- Or, use the QR code opposite.

For more information call 01934 710022, email infoUK@tepe.com or search the web: 'TePe UK'



Whatever your management role.....

you can find a qualification to benefit you and your practice. UMD Professional's range of qualification courses are accredited by the Institute of Leadership and Management and provide a practical management training pathway for dentists, DCPs and practice managers.



ILM Level 3 Certificate in Management

designed for senior nurses and receptionists and new managers taking their first steps in management

ILM Level 5 Diploma in Management

for existing practice managers and dentists

ILM Level 7 Executive Diploma in Management

for dentists and practice business managers, and accredited by the Faculty of General Dental Practice as part of the FGDP Career Pathway

umd
PROFESSIONAL

For full details, course dates and venues contact Penny Parry on:
☎ 020 8255 2070 | ✉ penny@umdprofessional.co.uk

www.umdprofessional.co.uk

Special rates for ADAM members

At Polestar Payroll, we pride ourselves of providing not just great service in a cost effective package, but one which is aimed at dental practises and relieving administrators of the headaches of payroll.

If you already have a payroll provider we're so confident of our value for money, we guarantee we'll beat your current price!



Polestar
Payroll

Leading you in the right direction

CALL 01202 974100
or email
enquiries@polestarpayroll.co.uk

7 Somerford Road, Christchurch, Dorset, BH23 3PH



Unsure which way to turn?

Coaching can take your business to the next level

Working 12-hour days? Too busy to see the bigger picture? No time to take stock of where next for your business?

manderHR offers business coaching that guarantees to increase personal effectiveness. So whether you just want your life back or want to free up your time to do more with your business,

we can help.

hr
mander

www.manderhr.com

0771 5326568

Advertise here from just £35 a month!

**To find out more
or for a copy of our
2013 media pack
please email
info@adam-aspire.co.uk**

