

June 2011

e update



Your Smile Month photos are revealed

Many thanks to the practices that got in touch with information about events they hosted for National Smile Month.

It looks like NSM was a success not only for the British Dental Health Foundation, the charity behind the oral health awareness campaign, but also the practices that joined in the

fun. Many of those who got in touch told us they also enjoyed free press coverage in their local newspapers, something that will help raise their profile in their communities.

If you didn't get round to supporting NSM this year, you will find plenty of ideas inside for next year. Turn to pages 12 and 13 for more.

www.bdpma.org.uk

Inside this edition . . .

Read all about it



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

Pregnant staff



Legal requirements for pregnant team members explained. More on p.15

Tweeter or twit?



Avoid common marketing mistakes. More on p.16

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Concerns mount over whitening products

The British Dental Association (BDA) is seeking an urgent meeting with the Department for Business, Innovation and Skills (BIS) to resolve concerns about the position trading standards officers are adopting in relation to the supply of teeth whitening products.

The BDA is aware that a current investigation by trading standards at Essex County Council is having a major impact on the availability of hydrogen peroxide-based whitening products to dentists, which adversely affects their ability to provide whitening treatments to patients. This supply problem could mean that patients instead seek whitening treatments from non-dental professionals, which is illegal and dangerous, the BDA believes.

The BDA would like to see the previous low-key approach to enforcement around the supply of whitening products to dental professionals previously advised by LACORS and taken by trading standards re-instated. The BDA is also seeking progress on the ongoing review of the European Union's review of the EU Cosmetics Directive, which it hopes will provide a sensible legal framework for the provision of tooth whitening products in the UK.

Stuart Johnston, Chair of the BDA's Representative Body, said: "The recently-changed approach to the supply of whitening products, and particularly the impact the

investigation being undertaken in Essex is having, is a significant concern for patient safety. A significant body of evidence demonstrates the safety of whitening products when used by trained dental professionals. We urge trading standards officers to adopt a pragmatic approach that recognises this and puts patient safety first."

Free lectures at Showcase

The BDTA is delighted to announce that there will be complimentary feature lectures and seminars available to visitors at this year's BDTA Dental Showcase.

Following the success of last year's sessions, a similar programme of informative and helpful one-hour lectures and seminars will take place before the exhibition opens each day.

The lectures and seminars, details of which will be revealed shortly, will be offered free and the time spent attending will count as verifiable CPD.

BDTA Dental Showcase 2011 takes place between 20-22 October 2011 at the NEC, Birmingham. To secure your free of charge entry to the show, register for your ticket at www.dentalshowcase.com

Amarjit Gill joins Practice Plan as chief dental officer

Amarjit Gill is to take up the newly created position of Chief Dental Officer at Practice Plan. The appointment is timed to coincide with the end of Amarjit's tenure as BDA President and will complement an expanding team at Practice Plan.

In late 2010, Practice Plan formed a dental forum that meets quarterly, made up of a dozen or so dentists to help provide input into its offering and future strategy. The forum which has proved a real success so far, has been chaired by Amarjit (pictured left), who the other forum members quickly took to as a credible contributor.

Nick Dilworth (pictured right), managing director at Practice Plan said: "I'm delighted to have Amarjit on



board. His contribution in helping to shape what is looking like an exciting period of development for Practice Plan and its members will be very valuable."

Amarjit said: "I've been impressed with the management team and the ambitious dentists I met with Practice Plan. It's clear they want progress and I look forward to making that happen, in this new role."

Currently, Amarjit is involved with other companies, the most prominent role is Chief Dental Adviser at Philips, and he enjoys being a Key Opinion Leader and consultant to Discus Dental. This is in addition to working in general practice. Practice Plan is the leading provider of practice-branded dental membership plans in the UK.



Data protection breach costs council £120,000

Organisations that deal with confidential or sensitive information are being warned they must have appropriate levels of security in place or pay the price.

The Information Commissioner's Office (ICO) this month served Surrey County Council with a penalty of £120,000 for a serious breach of the Data Protection Act after sensitive personal information was emailed to the wrong recipients on three separate occasions.

Christopher Graham, UK Information Commissioner said: "This significant penalty fully reflects the seriousness of the case. The fact that sensitive personal information relating to the health and welfare of 241 vulnerable individuals was sent to the wrong people is shocking enough. But when you take into account the two similar breaches that followed, it is clear that Surrey County Council failed to fully address the risks of sending sensitive personal data by email until it was far too late."

In the first incident a member of staff working for one of the council's Adult Social Care Teams emailed a file containing sensitive personal information relating to 241 individuals' physical and mental health to the wrong group email address.

A second misdirected email led to confidential personal data relating to a number of individuals being mistakenly emailed to over one hundred unintended recipients who had, in fact, registered to receive a council newsletter.

In a third incident, the council's Children Services department sent confidential sensitive information, which included data relating to an individual's health, to the wrong internal group email address on 21 January 2011. While the data did not leave the council's network this breach led to sensitive data being circulated to individuals who should not have received it.

Christopher Graham, UK Information Commissioner said: "Any organisation handling sensitive information must have appropriate levels of security in place. Surrey County Council has paid the price for their failings and this case should act as a warning to others that lax data protection practices will not be tolerated."

Appeal launched for hand instruments



An appeal has been launched for hand instruments that are no longer used to be handed in to an instrument amnesty at Showcase 2011 to help the dental charity Dentaaid address a shortage in equipment in developing countries.

Dentaaid, the dental charity striving to improve the oral health of disadvantaged communities around the world, said recipient dentists were always delighted with the equipment provided but some have been known to literally weep with joy when they have opened the box of instruments provided, highlighting just how important these hand tools really are for day-to-day dental care.

There is a severe shortage of dentists in developing countries and the ones that are working are drastically under-resourced. The level of care they are qualified to offer is significantly higher than their equipment allows; no light, no drill, no suction, difficult working conditions and very importantly, only a limited range of instruments.

Andy Jong, Dentaaid's CEO comments, "Since developing the portable dental chair and portable instrument kit, Dentaaid has experienced a big surge in orders from charitable projects and hospitals with community oral health programmes. This year's instrument amnesty is a great way for the dental team to help us meet the demand and reach many more remote places with improved oral health care."

It is likely that there is a huge selection of instruments sitting in the bottom of cupboards in dental practices across the country not being used. The highly successful instrument amnesty last took place at Showcase in 2005 where over 10,000 instruments were collected. It returns to this year's event as a way to once again replenish the diminishing stocks and enable Dentaaid to continue its important work.

Please ensure your instruments have been properly sterilised and then donate, along with details of your practice, to the Dentaaid stand during the exhibition.



Hosting a training course? Email denise@bdpma.org.uk

Training & development diary

Date & location	Name of event & provider	Cost & notes	Contact details
29 June London	CQC Compliance Monitoring & Inspections and HTM01-05 Infection Prevention & Control	£250+VAT (incl lunch) Book 2 places, 3rd half price	www.cqcsupport.co.uk
30 June London	Reception and telephone skills for the whole dental team. BDA	£100 for practice managers	www.bda.org/training
July At your practice	Team working, ethical selling, customer care, complaints handling & more. UMD Professional	50% discount for BDPMA members £550 +VAT & travel	email penny@ umdprofessional.co.uk
1 July London	Operational management (am) and Financial management (pm). Dentabyte Ltd	£75 per module. Early bird offer	www.dentabyte.co.uk
1 July Birmingham	CQC Compliance Monitoring & Inspections and HTM01-05 Infection Prevention & Control	£250+VAT (incl lunch) Book 2 places, 3rd half price	www.cqcsupport.co.uk
6 July Bristol	CQC Compliance Monitoring & Inspections and HTM01-05 Infection Prevention & Control	£250+VAT (incl lunch) Book 2 places, 3rd half price	www.cqcsupport.co.uk
7 July Manchester	Reception and telephone skills for the whole dental team. BDA	£100 for practice managers	www.bda.org/training
8 July London	How to handle those difficult conversations and complaints. Training To Achieve UK	£350. 20% discount for BDPMA members	www.t2achieve.com/bdpma-complaints
13 July Bristol	CQC Compliance Monitoring & Inspections and HTM01-05 Infection Prevention & Control	£250+VAT (incl lunch) Book 2 places, 3rd half price	www.cqcsupport.co.uk
16 July Manchester	CQC Compliance Monitoring & Inspections and HTM01-05 Infection Prevention & Control	£250+VAT (incl lunch) Book 2 places, 3rd half price	www.cqcsupport.co.uk
August At your practice	Team working, ethical selling, customer care, complaints handling & more. UMD Professional	50% discount for BDPMA members £550 +VAT & travel	email penny@ umdprofessional.co.uk
September London	ILM Level 7 Diploma in Executive Management. UMD Professional	£4,800 paid in instalments. 5% off for BDPMA before 30.9.11	email penny@ umdprofessional.co.uk
9 September London	Management of medical emergencies for the whole dental team. BDA	£100 for practice managers	www.bda.org/training
14 September Bromsgrove	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
16 September London	Health, safety & risk (am) and Quality assurance (pm). Dentabyte Ltd	£75 per module. Early bird offer	www.dentabyte.co.uk
22 September London	Assertiveness at work. BDA	£100 for practice managers	www.bda.org/training
22 September Nottingham	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
23 September London	Child protection; the dental team's responsibility. BDA	£100 for practice managers	www.bda.org/training
29 September Newcastle	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
30 September London	Risk management and clinical auditing. BDA	£100 for practice managers	www.bda.org/training
5 October London	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
Oct: London, Manchester, 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



Facebook round-up

Our online community on Facebook is thriving and is a great resource for members to get in touch, ask a quick question and network with fellow PMs and administrators. This month we take a brief look at a couple of postings.

BDPMA - What do you think the biggest challenges are that practice managers face?

- A. Staff gossip.
- B. Marketing.
- C. Collections.
- D. All of the above?

Tony Gedge - Monitoring telephone lines for customer service, engaged, conversion of prospective patient. 2) Return on investment marketing 3) Patient retention through recall. 4) Adding extreme value to existing services for differentiation, referrals and competitive advantage. 5) Motivating team to contribute to implement ideas for business growth. 6) Bonus structure related to performance on team and individuals. 7) Receiving leadership from principle who sometimes chooses to avoid conflict 8) Trying to figure out outdated software

Liz Alexander - dentists who micromanage and interfere with the day-to-day running!

This is guaranteed to make you itch! How do you deal with a patient who has fleas in their hair? Advice please because they are returning for treatment!

BDPMA - What an awkward situation! I think you really only have 2 options. 1 - explain to the patient and maybe offer something they can use to get rid of the fleas and 2 - ask them to wear a surgical cap during treatment. I have explained this to a patient before by telling that we had noticed during treatment and was not sure if they were aware. So I know it can be awkward and embarrassing for both patient and staff.

[Click here to see more...](#)

Welcome to my regular column. Each month I hope to keep you informed about BDPMA news and to talk about issues that affect, annoy and delight us as practice managers and administrators. *Jill*



Welcome Adam!

Anticipation grows following the announcement at the BDA conference and AGM on 20th May 2011 where a vote was taken to change our name from BDPMA to ADAM – Association of Dental Administrators and Managers.

Our panel of experts session at BDA was well attended and we would like to thank: Sylvie Sturrock, dental business consultant with Samera; Kate Adam, Mint marketing; Mark Oborn, social networking guru; and Roger Mathews, chief dental officer with Denplan, who were all fascinating speakers.

The official launch of ADAM will be at this year's BDTA and we encourage you all to visit our stand and meet the team. Further details of what we have planned will be provided closer to the time.

A huge thanks to everyone who sent in their photos and contributed via Facebook and Twitter with their National Smile Month events. It's not too late to share these with us if you haven't already done so.

As we all know marketing a practice can be difficult. Where do you start? What do you do when people are non-qualified and beauticians are offering tooth whitening for a fraction of the price? This is a problem that many dental professionals face especially as we are advised not to advertise tooth whitening either internally or externally. Dental protection released a statement on 27/5/11 to clarify the situation. It is well worth reading, along with the summer edition of GDC gazette.

We are delighted to be offering some webinars in conjunction with Natwest/RBS Mentor employment services. More about that in the next e update.

As always the BDPMA encourages feedback from our members. If you have had an interesting situation in your practice and would like to share it with fellow professionals please get in touch.



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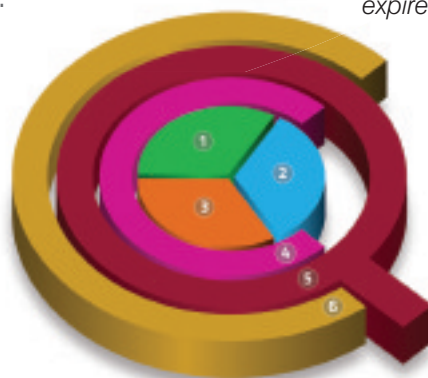


Example above of RAG report showing soon to expire certificates

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seema.sharma@dentabyte.co.uk



Taking the fear and dread out of performance management tasks

Two very simple words, performance management, instil fear and dread in many managers. Yet it is impossible to achieve a high performing business and team without regular one to ones with all team members.

Your priority as a manager is to drive your team to achieve a planned result. It is your job to be aware of the standards and targets of the business and to empower the team to fulfil them through their daily performance. That means team members must be clear about their roles, their specific objectives and how their performance will be monitored.

Remove barriers to success

They should participate in regular monthly one to ones where their performance is discussed and any barriers impeding their achievement of goals are removed.

Your primary role as a manager is to remove legitimate barriers to success by ensuring any necessary training or mentoring is provided, that processes are refined and work efficiently and that any inexcusable under performance is dealt with expediently.

It is also crucial for you to know what you have delegated is happening to the right standard – remember you have delegated not abdicated the task. If it goes wrong your name is on it.

Keep your feedback consistent

Feedback must be consistent with other parts of the appraisal system i.e. you cannot go through a year saying one thing at monthly one to one reviews and then at an annual appraisal raise something completely new or at odds with what you have been feeding back.

You must also be consistent with how you carry out each review, no favourites or victims, and follow the same structured approach with one standard mechanism for recording the meetings. Watch your style too – your aim is to give honest and constructive feedback that keeps motivation and the chances of success high.

Having agreed smart objectives in consultation with the individual, you should confirm if they are up to the task. A good rule of thumb is to set objectives that stretch but with some coaching or development can be achieved.



Momentum is crucial

Once the objectives have been agreed with your employee, your job becomes one of motivator and facilitator. It is crucial that you keep that momentum rolling and the best way to achieve this is through regular monthly meetings with individual team members.

The frequency and style of feedback is paramount to any successful performance management system. Feedback is where performance is measured. An annual appraisal is a great tool and should be part of the performance management system but you can't wait 12 months to tell somebody how he or she is doing. You need a more frequent process of formal structured feedback. The quicker the feedback the more likely you are to pick up problems early enough to take corrective action and get things back on course.

Frequent feedback is also a great motivational tool. As humans we have a deep need to know how we are doing. The feedback mechanism in the form of one to ones need not be a long process; it could take place in 15-30 minutes per person each month and should be undertaken within the first ten days of each month.

In next month's article we will highlight some of the performance criteria you could use to measure performance of different members of your team.

For further details about Spot On Business Planning [click here.](#)



Get in touch. Send your news & views to denise@bdpma.org.uk

Feature

All smiles for National Smile Month

Nationwide events such as National Smile Month offer the perfect opportunity for practices to raise their profile in their local communities. We asked members to let us know what they had been up to and here are some of your responses!



Pupils get the Smile Factor

Perfect 32, an NHS and private dental practice in Beverley helped spread the message of good oral health by hosting an event at Walkington Primary School on Wednesday 18th May.

The team from Perfect 32 included dentist, Dr Sally Alwan, pictured, a hygienist and a dental nurse and they started the fun-filled educational afternoon with a presentation for more than 100 Key Stage One children.

They hosted educational workshops, teaching them about good oral health, brushing instruction using disclosing tablets and an



oversized set of teeth, and running a competition for the child with the best smile. They also handed out National Smile Month goodies such as singing toothbrushes, toothpaste, bookmarks, balloons, stickers and frisbees.

In keeping with the Smile Factor theme, the children were encouraged to blow up clinical gloves and decorate them as Simon Cowell and Cheryl Cole.

Practice manager, Nicki Rowland, said she and her team had thoroughly enjoyed working with the children and helping to alleviate inherent fears of the dentist.

"We were delighted to get involved in National Smile Month and our educational event got everyone smiling. The 'Smile Factor' theme really appealed with the popularity of the X Factor. The dental team emphasised the "brush, floss, rinse, chew" method, which is easy to remember and encourages children to develop a good routine of dental care. The brushing instruction using disclosing tablets was very messy but great fun!"



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RNLI mascot gets a gorilling about his oral health



Patrick McGorilla, a RNLI mascot, was welcomed into South West Smile Care Centre in Stranraer for NSM and given a gorilling by dentist Colin Forbes.

The Wigtownshire Free Press came along and took this picture, which is set to be published this week. Patrick was invited to visit different places locally and after his dental examination, left with a generous donation from the practice.

PM Liz Alexander, who posted this great photo on our Facebook page, said she spends a lot of time trying to keep her practice at the forefront of the community and welcomed the chance to be involved in this event.

Dentist Colin Forbes and nurse Debbie Marshall invite Patrick in for an examination.

NSM rocks the Sea Scouts' boat at Esher May Fair

Sylvie Sturrock, practice manager at The Neem Tree Dental Group, posted six excellent photos on our Facebook page with the message: 'Here's my team doing their bit for Smile Month!'

The team from the group's practice in Esher had a stall at Esher May Fair, a community event organised by Ajax Sea Scouts on Saturday 21st May, to coincide with NSM.

Sylvie said the event was a huge success and well worth the effort.

"We really believe in community marketing and are involved with lots of events such as fairs, sponsoring a football team, hosting open evenings and music festivals," she explained.

"The fair was amazing. We held a competition and will contact all those who entered with a further offer.



'Dr Tooth' Nuno Ferreira is joined by (l-r) dental nurse, Perch, receptionist, Mel, and practice manager, Fiona.

Fire-walking tooth fairies raise £400 for charity



Head dental nurse, Mel Cazey, dental nurse Leanne Pemberton and receptionist Amy Crick are all smiles before the fire walk!

A team of tooth fairies from Harbour Dental Care in Ipswich completed a fire walking challenge on May 21 and raised some £400 for the Mouth Cancer Foundation.

The daring team decided to do something different and walked along a 20 foot path of red hot coals to support National Smile Month. Marketing manager, Alex Harbour, said: "It went really well. We had about 25 people taking

part on the day and the event generated lots of publicity locally. We had about nine pieces in the paper before the event and again afterwards. It's also a great team building exercise, led to a charitable donation and raises awareness of the practice."



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Dealing with pregnant employees

The experts from Ellis Whittam have outlined a number of questions and answers below to help members deal correctly with pregnant members of their team.

Query: I have an employee who has told me she is pregnant, what do I need to do?

Answer: Ask the employee how many months pregnant she is and whether she has got a MATB1 certificate from her GP or midwife. If she is not entitled to one yet ask her to give you a copy as soon as she receives it. In the meantime, carry out a risk assessment with her and document this.

Query: She has given me her MATB1 what do I do now?

Answer: Once you have received this you need to write to the employee setting out her entitlement to maternity leave and pay, and what she needs to do.

Query: What is she entitled to?

Answer: All pregnant employees regardless of length of service are entitled to take a maximum of 52 weeks maternity leave. The earliest date she can start this is 11 weeks before the baby is due.

Query: Will she be paid?

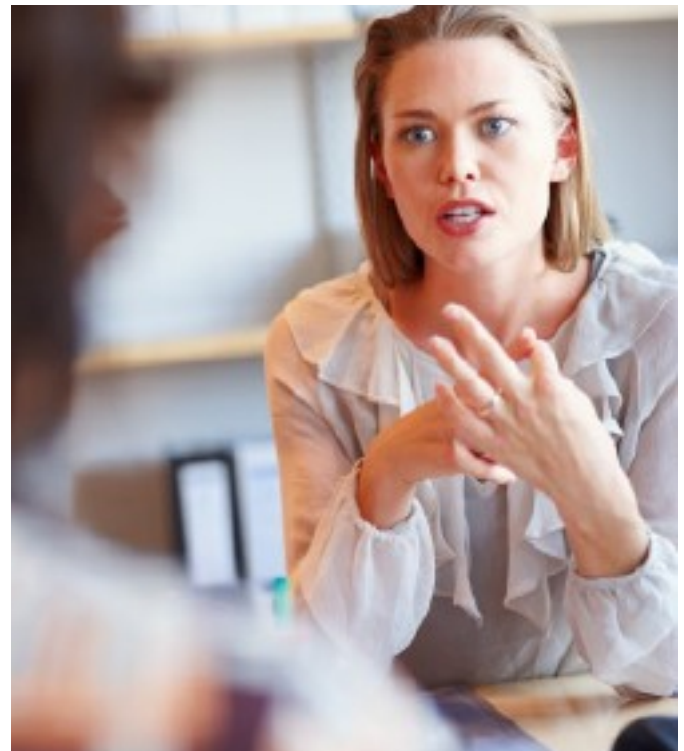
Answer: Eligible employees are entitled to be paid Statutory Maternity Pay (SMP). To be eligible the employee must:

- Produce the MATB1 certificate or other evidence.
- Have worked for you for at least 26 weeks by the end of the 15th week before the expected week of childbirth.
- Earned enough money, which means her average weekly earnings over the eight week period ending with the last normal payday on or before the 15th week of childbirth are at least at the threshold amount for paying National Insurance Contributions.
- Given you at least 28 days notice of the date she wishes her maternity leave to start.

Query: How much will she get?

Answer: She will get 9/10 of her normal salary for 6 weeks and Statutory Maternity Pay, currently £128.73, for 33 weeks.

Query: My employee has asked if she can return to work



part time. Do I have to agree to this?

Answer: Once the employee has had her baby, or if she already has children, she can make a flexible working request in writing.

Once you receive her request you should invite her to a meeting, with a right to be accompanied, to consider her request. You need to consider whether her request is feasible.

If it is, confirm the arrangements in writing. If not, then you will need to explain why and give her a right of appeal. If you are refusing her request, you will need to be able to substantiate your refusal if challenged.

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.cuffin@elliswhittam.com), call her on 0845 226 8393, visit the [website](http://www.elliswhittam.com) and follow them on [Twitter](https://twitter.com/elliswhittam).



Feature

It's vital to get your tweeting right

Twitter's buzz continues to spark the interest of dentists and their teams, with many now tweeting on behalf of their practice. Here we take a look at the common marketing mistakes new Twitter users make and offer advice on how to avoid them.

Twitter can provide an excellent opportunity to network and increase brand recognition for your practice. But there are several common challenges practices face when they begin to tweet.

Utilising Twitter to simply 'push' messaging

Some practices will set up automation systems to automatically post tweets for them. In these cases you may spend very little time on Twitter and therefore you lose the opportunity to network with other Twitter users. This simply defeats the whole purpose of being on Twitter.

Like Facebook, Twitter is a 'social' media, which will only return benefit based on the time, effort and energy you put into it.

Failing to fill out the entire bio section of your Twitter profile

If you neglect to fill out your bio section, you lose a readily available opportunity to inform others about your practice.

Twitter includes profile and bio information on notification emails. This means that when you follow someone who receives notifications, you have a golden opportunity to share yourself and your practice with them via email.

Most importantly, it's often your bio that will tip the scale in your favour and help others to decide to reciprocate and follow you.

Following to many or not following the 'right' people

Rather than opening a Twitter account and

immediately following hundreds of people, follow people in increments of say 25 at a time. This gives you an opportunity to get to know the people that you are following.

How can you expect to learn anything about 500 people at a time? Rather, begin following others slowly, bit by bit, and look to follow people in your community—follow people or businesses that could realistically become patients or refer to you.

There is little benefit to a dental practice in having 5,000 followers if only 100 of them live in your region. Get to know others tweeting in your area. Ask them questions about their business and in turn, they will take an interest in you and your practice.

Repeat the process of following increments of people and continue to build your Twitter community by interacting genuinely. You'll begin to establish new relationships, trust, and rapport with locals (who are potential new patients) one tweet at a time.



● **Rita Zamora is honorary vice president of the BDPMA and leader in social media marketing for dental professionals. She offers a free 30 minute consultation to all BDPMA members. To find out more you can [email her](#), [contact her via Twitter](#) or [Facebook](#) or [visit her website](#).**



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