

Inside this edition ...  
Imagine - toothache  
for two years!

Read more about Joseph

*on page 10*



Read what's  
In the News



*on page 6*

Read President  
Hannah Peek's  
end-of-year column



*on page 3*

In the Spotlight:  
Tracy Stuart



*on page 3*



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### Welcome to my regular e-update column.

I hope those of you who attended Dental Showcase at the NEC in Birmingham in October enjoyed it as much as I did; the NEC is such a good venue and the event seemed to be as popular as ever, with something for everyone. I was pleased to be able to meet up with those of you that visited the ADAM stand to say hello, and I know Niki Boersma, my Vice President also thoroughly enjoyed this year's event.

As the dark nights get longer - and colder - this month's e-update will hopefully give you something to read when relaxing in front of the fire enjoying a quiet evening at home after the stresses of another day in practice.

Christmas is a time to think of others less fortunate than ourselves, so now is the perfect opportunity to read about the amazing work of Bridge2Aid and, if you haven't already done so, consider how your practice can get involved with the great work they do. You can read all about Bridge2Aid on page 10.

In this month's edition you'll also have the opportunity to meet our Honorary Vice President Tracy Stuart - and her dog Scooby Doo! And on page 5 there's a useful article on the importance of keeping accurate patient records - plus of course you'll also find in e-update the latest News from within Dentistry over the past few months.

Well, it's downhill to the end of the year now so all that remains is for me to wish each of you and your families a wonderful Christmas time and a happy and prosperous 2014.

**Hannah Peek**

P.S. You can find details of the office opening hours over the festive period on page 9.



**Tracy Stuart**

In this continuing series focused on YOU, this month we meet and ask questions of Tracy Stuart, Honorary Vice President of ADAM.

**Name:** Tracy Stuart

**Age:** 41

**Job:** Dental Business Advisor

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

In Stevenage with my partner Keith and our dog Scooby Doo.

**Hobbies:** Work

**How did you begin working in dentistry?**

I studied languages at school and started work in a travel agent - but hated it! My mum found an advert for a dental nurse and even though I had a needle phobia, the rest - as they say - is history!

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

My first involvement was earlier this year when Hannah invited me to play a part as Honorary Vice President.

**What do you enjoy most about your current role in the profession?**

Making dentistry fun and removing all of the unnecessary stress.

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

Changing behaviours and attitudes - but it's well worth it when you achieve great results.

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

Absolutely!

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

I think I'd be working with animals in some capacity.



Scooby Doo

Dental  
Protection



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# Practising by the Book

The amount of complaints lodged by patients left dissatisfied with the healthcare service they received has risen in recent years. For example, the GMC saw a 23% increase in the number of complaints in 2011 and NHS Scotland a rise of 13%.

The dental industry is no different, and the Dental Complaints Service (DCS) received 1887 complaints between May 2011 and April 2012 – an increase of 17% on the previous year. Throughout 2012, a total of 2278 Fitness to Practise complaints were received by the GDC – a massive 44% increase from the previous year – and highlighted potential issues relating to poor treatment, fraud and dishonesty, and poor practice management.

Whilst fluctuations are to be expected in such figures, this is a significant and quite worrying rise that may have an impact on the modern dental profession. If complaints continue to increase at this pace, practitioners may not only be tempted to practise elsewhere but potential students may be less inclined to pursue a career in dentistry, which in turn will affect availability of dental care to the public.

There is no firm evidence yet to explain this rise in complaints, but there can be little doubt that improved public awareness and accessibility to information will have played a huge role. Patient expectations are much higher than they once were and these figures illustrate just how much society has developed a complaints culture.

Until we understand more about this upwards trend in dental complaints the best way to protect yourself as a dental professional or your practice, is to ensure – meticulously – that all regulations are met.

Given that the GDC's remit is '*Protecting Patients and Regulating the Dental Team*', it is increasingly clear that robust contemporaneous note taking is absolutely paramount to ensure a robust defence in the event of a claim for negligence, and this means that you need an effective and convenient way of updating patient data and, more specifically, documenting patient consent.

Technologies such as *SafeSeen Touch* are designed specifically to meet this need, with protocols and treatment details easily accessible to aid patient communication.

The tablet is compact and portable and so can be used throughout the practice for maximum accessibility. It can also be used to record daily practice processes in order to demonstrate compliance to all CQC and GDC regulations.

Working as a modern dentist or dental care professional requires more than just good clinical skills. It is important that you and your whole team appreciate the importance of demonstrating your Fitness to Practise, as this can prove invaluable in the event of a patient claim. This protection can only be achieved by following strict protocols and keeping accurate and complete records.

For more information, visit [www.safeseentouch.co.uk](http://www.safeseentouch.co.uk), or contact Chloe Booth on 07825 201657 or [cbooth@safeseentouch.co.uk](mailto:cbooth@safeseentouch.co.uk)

### Author

Chloe Booth  
Administrative Director  
Total Dental in Windermere



### GDC announce 'New Council complete with Welsh dental nurse appointment'

The UK's dental regulator has appointed the final member to its new 12 member body which will lead the General Dental Council (GDC).

The first appointed Chair of the GDC was announced in May and since then 10 further Council members were appointed as part of a new, streamlined leadership system and this more board-like Council took effect on 1 October 2013.

Kirstie Moons has been approved by the Privy Council as the member from Wales (one member who lives or works wholly, or mainly, in each of the four nations of the UK is included on the Council). She started her career as a dental nurse and has since worked with the University Dental Hospital in Cardiff, where she held the roles of Dental Nurse Training Officer and then Dental Nurse Manager.

Kirstie also spent brief periods as Directorate Manager for the University Dental Hospital and then as Directorate Manager for Community Dental Services with Cardiff and Vale NHS Trust. She is currently Associate Director for DCP Education within the Dental Postgraduate section at Cardiff University, Wales Deanery and an External Examiner for the Certificate of Higher Education in Dental Nursing and the Foundation Award in Science and Dental Therapy at Portsmouth University.

William Moyes, Chair of the GDC, said: "I'm delighted to welcome Kirstie to the GDC. She's been through a robust selection process and joins 10 other appointed members with impressive track records, like her own, that will bring a wide range of skills to the GDC and I very much look forward to working with her."

The GDC aims to regulate in a way that is proportionate, accountable, transparent, consistent, targeted, and responsive to changing demands, risks and priorities.

For more information go to [www.gdc-uk.org](http://www.gdc-uk.org)

### BDA reports 'Clarification needed on implementing direct access, dental stakeholders say'

Gaps remain in dental professionals' understanding of the complexities surrounding direct access, a recent meeting of dental stakeholders has said.

The new arrangements for direct access, which were

implemented in May this year by the General Dental Council, have left dental professionals with a number of questions that require clarification, the group believes.

There are many areas still requiring further guidance that were common to all groups; NHS regulations and the variations in legislation between the devolved nations, prescribing and reporting on radiographs, consent and referrals within the dental team to ensure efficient and safe care for patients.

Uncertainty about how the new arrangements can be implemented efficiently, with patients fully understanding the different roles of the dental professionals caring for them needs to be clearer, the group of stakeholders has said.

Its first meeting, which took place at the British Dental Association recently, agreed that the members would work together to try to resolve lingering uncertainties which stakeholders believe must be addressed for patients and clinicians alike.

Members of the group include the British Association of Dental Nurses, the British Association of Dental Therapists, the British Association of Clinical Dental Technology, the British Dental Association, the British Society of Dental Hygiene and Therapy, and the Faculty of General Dental Practice.

For more information go to <http://www.bda.org/news-centre/press-releases/45332-clarification-needed-on-implementing-direct-access-dental-stakeholders-say.aspx>

### GDC announces Updated Scope of Practice now online

The General Dental Council (GDC) has updated its 'Scope of Practice' guidance to reflect recent decisions on direct access and the new 'Standards for the dental team'.

The updated version is available on the GDC website and all registrants are urged to download a copy.

Registrants must only undertake a task or type of treatment or make decisions about a patient's care if they are sure they have the necessary skills and are appropriately trained and indemnified.

For more information go to [www.gdc-uk.org](http://www.gdc-uk.org)

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-	Performance management and appraisals in dental practices <i>UMD Professional Ltd</i>	This workshop course is delivered at your practice and covers managing and maximising staff performance, and how to carry out appraisals in dental practices.	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
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-	Introduction to Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	<a href="http://thedentalbusinessacademy.com/shop/dental-practice-management-introduction/">http://thedentalbusinessacademy.com/shop/dental-practice-management-introduction/</a>
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16 and 17 January 2014 London	The essentials of staff management <i>British Dental Association</i>	BDA Training essentials £250 for Practice Managers	<a href="http://www.bda.org/training">www.bda.org/training</a>
24 January 2014 London	Online marketing and social networking <i>British Dental Association</i>	BDA Training essentials £115 for Practice Managers	<a href="http://www.bda.org/training">www.bda.org/training</a>
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31 January 2014 London	An introduction to dental hypnosis for the whole team <i>British Dental Association</i>	BDA Training essentials £115 for Practice Managers	<a href="http://www.bda.org/training">www.bda.org/training</a>
commencing February 2014 Oxford and Exeter	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Grants available towards course fees. Distance learning and modular courses also available	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
14 February 2014 London	Law, ethics and record keeping <i>British Dental Association</i>	£115 per person	<a href="http://www.bda.org/training">www.bda.org/training</a> 020 7563 4590 <a href="mailto:events@bda.org">events@bda.org</a>
14 February 2014 Warrington	Business planning <i>British Dental Association</i>	£115 per person	<a href="http://www.bda.org/training">www.bda.org/training</a> 020 7563 4590 <a href="mailto:events@bda.org">events@bda.org</a>
28 February 2014 London	Creating a successful practice: Treatment planning <i>British Dental Association</i>	£115 per person	<a href="http://www.bda.org/training">www.bda.org/training</a> 020 7563 4590 <a href="mailto:events@bda.org">events@bda.org</a>

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*Merry Christmas and  
Happy New Year  
from ADAM*

**Christmas 2013**

The ADAM office will close at  
17.00hrs on Monday 23 December 2013  
and re-open at  
09:00hrs on Monday 6th January 2014.



# Suffering toothache for two years!



Imagine having to cope with toothache for several years because you didn't have access to dental treatment.

Welcome to the 21st century, where 75% of the world's population still has no access to even the simplest form of dental care. For millions of people, daily lives are ruled by debilitating dental pain with no hope of treatment. More work and school hours are lost to the world's most popular disease – dental caries – than any other health problem each year. Despite this reality, minimal funding is secured to address the issue even though it gives rise to toothache, septicaemia and occasionally death for people in developing nations.



People like Joseph from the Geita district, Tanzania, who had complained of toothache for an incredible two years before he was relieved of his dental pain. Due to the lack of access to safe dental care in his community, Joseph had struggled on with his studies and

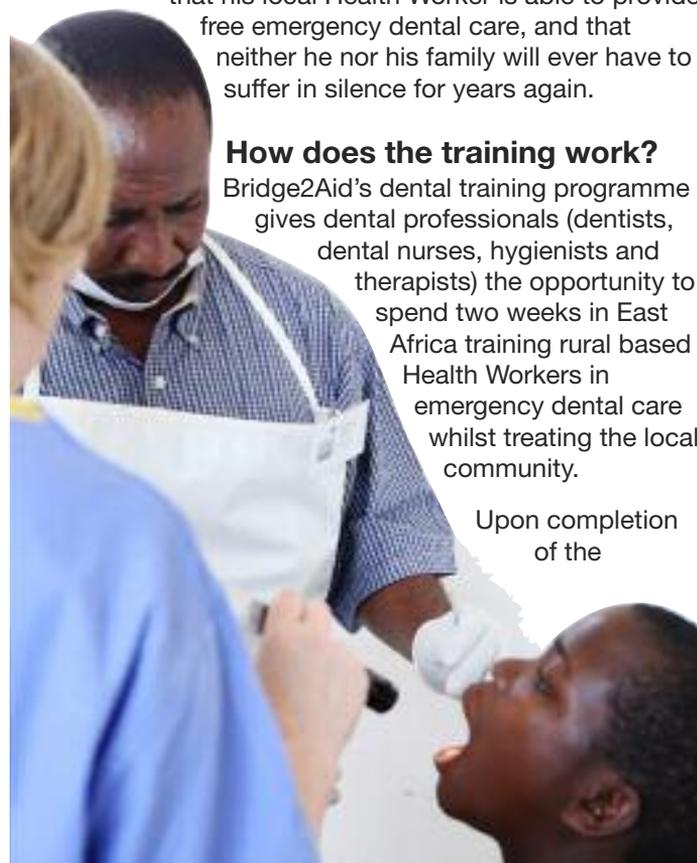
spent many sleepless nights and subsequent tired school days with no hope of relief.

Earlier this year, Joseph heard about Bridge2Aid's free emergency dental care and walked for 2 hours to the Nyangw'ale Health Centre in Tanzania. His visit resulted in safe treatment, a restored smile and gratitude to Bridge2Aid's dental training programme which now means that his local Health Worker is able to provide free emergency dental care, and that neither he nor his family will ever have to suffer in silence for years again.

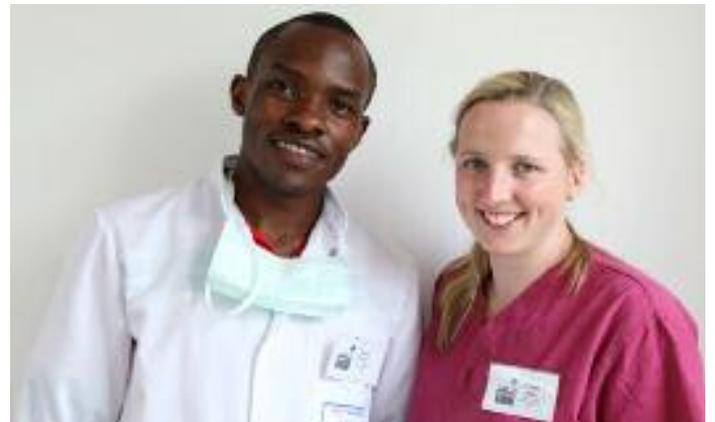
## How does the training work?

Bridge2Aid's dental training programme gives dental professionals (dentists, dental nurses, hygienists and therapists) the opportunity to spend two weeks in East Africa training rural based Health Workers in emergency dental care whilst treating the local community.

Upon completion of the



training, Health Workers take an examination to confirm that they are qualified to provide emergency dental care in their communities. Successful Workers are provided with a basic instrument kit – basic because many do not have access to electricity or clean water – from Bridge2Aid and are also supported by a strong network until their confidence and experience grows. The government absorbs this responsibility at the appropriate time, making the training programme extremely sustainable.



To date, Bridge2Aid has provided access through training for people like Joseph to over 3 million people in East Africa, but there is still such a long way to go. In the next three years alone Bridge2Aid aims to double this, but the team needs your help to do so.

## How can my Practice get involved?

This Autumn Bridge2Aid launched the all new Unity Partnership (UP) packages – an opportunity for Practices to contribute to, or sponsor the training of a Health Worker in a developing nation who will go on to provide safe access to emergency dental care to thousands of people.

Why? It's simple. Because Practices now recognise that they are not only judged on service and financial performance, but increasingly on their values and social responsibility. The concept of Bridge2Aid's Unity Partnership programme is based upon the realisation that significant benefits, in terms of public profile and perception will accrue for those involved whilst making a real difference for thousands of people currently living in pain with no hope of treatment.

There are three Unity Partner Packages to choose from, all packages are tax deductible and may be paid in monthly instalments:

**Bronze Unity Partnership:** A £500 contribution towards the training of a Health Worker.

**Silver Unity Partnership:** A £1500 payment to cover half the cost of training one Health Worker.

**Gold Unity Partnership:** A £3000 payment to sponsor the training of one Health Worker.

Involvement is rewarded via gold, silver and bronze package benefits, including the use of the Bridge2Aid UP logo and branding on marketing communications, PR support, a 12 month Social Media Plan and a one year listing on Bridge2Aid's website, helping you to stand out from the competition and make a real difference to a cause your staff, clients and patients care passionately about.

To find out more about joining the Bridge2Aid family as a Unity Partner visit [www.bridge2aid.org/getinvolved](http://www.bridge2aid.org/getinvolved), call 0845 8509877 or email [unity@bridge2aid.org](mailto:unity@bridge2aid.org).

[Tweet @bridge2aid](https://twitter.com/bridge2aid)

[Facebook.com/bridge2aid](https://www.facebook.com/bridge2aid)



## Bridge2Aid BASH a huge success!



Over 600 supporters gathered at this year's BDTA Dental Showcase for the Bridge2Aid BASH 2013.

The event took place on Friday 18th October in Birmingham Hilton Metropole's Monarch Suite. Guests enjoyed a two course buffet dinner, live band, DJ and all the fun of the fair with games including Test Your Strength, Hook-a-Duck and Splat the Rat, with all proceeds from the sale of tickets and activities during the party going to the charity's dental training programmes in East Africa.

The BASH has become a firm favourite with the dental trade during the showcase, with colleagues keen to unwind and dance (or in this year's case conga) the night away!

Bridge2Aid thanks all who attended for supporting the event. You can keep up to date with Bridge2Aid's latest news and events by liking the charity page on Facebook or following them on Twitter.

For more information go to [www.bridge2aid.org](http://www.bridge2aid.org)

## BDTA say 'Europe sees sense on nanomaterials and dental implants'

BDTA says it is delighted that the European Parliament has seen sense and rejected proposals contained in the proposed revision of the Medical Devices Regulations (MDR) that could have had a negative impact on a large range of dental products and procedures.

Edmund Proffitt, BDTA Policy and Public Affairs Director, commented, "The industry can breathe a sigh of relief as MEP's have seen sense and agreed to key amendments in

the new Medical Devices Regulations. As it now stands, dentists should be able carry on using a vast range of products that will not be needlessly upclassified or adversely affected by the new legislation". Prior to the recent important vote in the European Parliament the BDTA took the opportunity to lobby all the UK MEPs sitting on the influential ENVI Committee, which played an important role in influencing the recent Parliamentary vote.

MEPs were urged to support important amendments to the Directive relating to nanomaterials and implant cards which would provide a sensible solution to an area of the regulation which, if left unchanged, could have caused significant and unnecessary problems for a whole range of common medical and dental products.

Without amendment the proposals on nanomaterials would have adversely affected a significant range of materials and products, including simple items such as surgical gloves and many commonly used dental products, such as composite filling materials, impression materials, adhesives, prostheses and artificial teeth. Similarly the proposals on implantable devices could have unnecessarily subjected dental fillings to the requirements for "implant cards" as required for implantable medical devices.

The BDTA continues to work with other organisations on a range of issues throughout the process of the review including the re-use and up-classification of instruments, pre-authorisation and the responsibilities of economic operators.

For more information visit [www.bdtta.org.uk](http://www.bdtta.org.uk)

## FGDP(UK) urges responsible approach to antimicrobial prescribing

Dental practitioners should only consider the use of antibiotics when the drainage of an acute dental infection cannot be achieved, says the Faculty of General Dental Practice (UK). The FGDP(UK) is keen to highlight the ineffectiveness of antimicrobials on oral abscesses and the need for practitioners to ensure that they act responsibly to help slow the global development of antibiotic resistance.

For more information go to:

<http://www.fgdp.org.uk/content/press-release/fgdpuk-urges-responsible-approach-to-antimicrobial.ashx>



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