

Supported by **dpas** your dental plans

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'for those who aspire to success'

**eupdate**  
FEBRUARY 2016

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# Putting you in control



## The flexibility to deliver

Every DPAS Dental Plan is supported by a range of services that can be tailored to the individual needs of your practice and its patients, ensuring that your practice is always driven in the direction you desire. Your dedicated Practice Consultant will help you identify your team's training needs and then deliver personalised in-practice training on a range of topics, from communication skills to understanding your patients' needs.

Get into gear and drive your practice forward with a DPAS Dental Plan.  
To find out more, call 01747 870910 or email [enquiries@dpas.co.uk](mailto:enquiries@dpas.co.uk)



Welcome to my regular e-update column which each month will highlight the key events and news for

**busy practice managers and administrators.**

Dear member,

A few weeks ago I was delighted to be able to announce Lisa Bainham as the winner of our Practice Manager of the Year Award for 2015 and you can read a little about Lisa in this month's e-update as she tells us about herself when In The Spotlight - see opposite.

Many congratulations to Lisa who is a worthy winner of this prestigious award.

As 2016 gradually unfolds we move into the second year of our partnership with DPAS Dental Plan; last year illustrated on numerous occasions the many benefits of our collaboration and I'm sure 2016 will prove to be no different. In this month's e-update Tracy Webb of DPAS Dental Plan talks about getting the best value for money for patients.

Finally there's a great article on page 8 about the importance of the role of dental receptionists for whom the phrase 'first impressions last' could have been written.

But what impression does your receptionist leave with to patients?

And is it time for a 'well done' or a wake-up call?

I'll let you decide ...

Niki Boersma  
President



## ADAM Practice Manager of the Year 2015, Lisa Bainham is In the Spotlight

**Job:** Practice Manager/Business Development Manager

**Where do you live (and with whom):** Crewe, Cheshire, with my husband Lee and two daughters, Lily and Georgia.

**Hobbies:** Love attending a Bootcamp 3 times a week, Pilates, holidays, reading, family time...and sleeping!!

### How did you end up working in dentistry?

I began my career as a Dental Nurse, in 1993, and after qualifying I joined Steve Lomas, in 1998, who was starting up a new practice in Crewe.

I had aspirations to get into practice management and this provided me with the perfect opportunity.

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

I originally got involved with BDPMA when I first started out as a Practice Manager many years ago. The support was amazing and set me on the right training pathway. Nowadays, as a member of ADAM, they continue to support me in the ever changing world of Dentistry.

I'm a massive fan of peer review and believe that sharing experiences and information is vital to every Practice Managers' performance...and sanity!

### What do you enjoy most about your role?

I love marketing, audits and KPI reports - I have an extensive range that allows me to run our practice efficiently, smoothly, to its maximum potential, whilst having a happy team and patients.

On a more personal note, I love my team. My blend of dental and business development knowledge has allowed me to grow a multi award winning, referral practice and team, through frontline experience.

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

Continuously looking for ways to go above and beyond for our patients and compliance. Also, as our team has now grown to nearly 30, the changes to HR and employment law are always snapping at your heels!

### Would you recommend a career in dentistry?

Definitely, although the challenges that most practices face are ever increasing. Practice Managers roles are expanding, as dentists have less and less time for administration.

One of my employers, believes he would be divorced by now if I wasn't there to run the practice, leaving him to concentrate on the teeth - that definitely should earn me a bonus!

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

I did consider the Army...maybe it's not that different from what I do now sometimes J



## It's Brush Time! Oral health charity launches new programme for schools

The British Dental Health Foundation have launched their new school tooth brushing programme 'Brush Time' at the Nursery World Show 2016, today in London.

The leading independent oral health charity have developed Brush Time to help nursery and school staff teach children how to brush their teeth correctly; it provides all the information and tools they need to develop engaging, interactive and informative lessons for their pupils.

Brush Time is also a great resource for dental professionals who currently, or are looking to, visit schools to help deliver important oral health messages to children.

The charity developed the programme, which is free to download, in response to a recently published review by a Cochrane Oral Health Group which found that regular brushing with a fluoridated toothpaste results in 24 per cent fewer cavities than brushing with non-fluoridated toothpaste.

Read more at <http://tinyurl.com/jro48hz>



## A Message from the GDC

"Tuesday 26th January 2016 saw the launch of Patients, Professionals, Partners, Performance; our road map for 2016-2019. This sets out a new direction for the GDC; one where we will be working more collaboratively with patients, members of the dental team and our partners; one where we will continue on our path to becoming a high performing regulator; which will always be fair, transparent, responsive and respectful.

You can read Patients, Professionals, Partners, Performance; our road map for 2016-2019 here, please take a look at our new plans and objectives. This represents an important milestone for the GDC as an organisation.

Over the coming months we will explore the new roadmap with you, ensuring it is clear and relevant.

Last night (on 28th January) we launched Patients, Professionals, Partners, Performance, at an event where Bill Moyes chaired a debate on the future of health professional regulation. The launch prompted a timely debate on how professional regulation can change to support professionalism, bring about improvements in care and enable us to respond to changes in the way dental services are delivered.

With best wishes.'

Ian Brack and Evlynn Gilvarry

Ian Brack  
Interim Chief Executive Officer

## Health and Safety fines set to dramatically rise

Starting 1st February 2016, new guidelines from the Sentencing Council will dramatically increase fines for corporate manslaughter, food safety and hygiene offences, and health and safety offences. This will apply to any applicable sentence handed down on or after that date, regardless of when the offence was committed.

To read in full click here:  
<http://tinyurl.com/j5dng36>

## Complying with the duty of candour

As a health care provider, you have a responsibility to be honest with patients or the people acting lawfully on their behalf - particularly when something unexpected or potentially harmful happens during their care or treatment. This obligation is known as the duty of candour and the Care Quality Commission (CQC) developed detailed guidance to help you fulfil that commitment.

To read in full click here:  
<http://tinyurl.com/j5dng36>

## Familiarise yourself with the new national living wage

In his Autumn Statement, Chancellor Osborne introduced the government's new compulsory National Living Wage (NLW), which will come into force in April 2016. A living wage is the hourly amount at which a worker should be paid in order for them to be able to afford basic living necessities - such as rent, healthy food, travel and leisure - and to reduce their reliance on the government.

To read in full click here:  
<http://tinyurl.com/j5dng36>

## Regulator seeks views on plans to reform fitness to practise

The regulator of the dental team the General Dental Council (GDC) seeks views on plans to modernise its fitness to practise process.

To read more visit  
<http://tinyurl.com/hwz2tns>

## Getting the balance right



**Tracy Webb talks about getting the best value for money for DPAS Dental Plan patients.**

“Working as a Practice Consultant for DPAS Dental Plans I’m aware that sometimes practices will readily increase their plan fees, but are reluctant to simultaneously increase the cost of their fee per item

treatments. The result is that over a period of time the dental plan is no longer cost-effective for the patient.

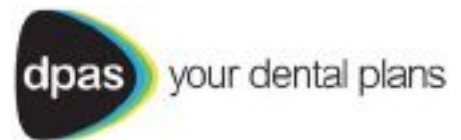
This was a problem I encountered with a practice that had only a handful of patients on plan and I needed to investigate why the team were not promoting the plan and why patient uptake was slow. When I looked closely at the cost to patients of being on plan in relation to the practice’s fee per item option, I discovered that the plan was actually costing patients £82 more per year - a significant difference!

This differential had occurred because there had been no increase in general fees for several years nor was there an incentive for staff to promote the plan, so I needed to work closely with the practice to find a solution. The answer was to moderately increase treatment fees, but at the same time reduce the plan fee to bring them into alignment. The result was that the plan became more attractive to

patients as it gave them the added benefit of discount on cosmetic and non-essential treatments and supplementary insurance, not available to fee per item patients.

DPAS notified patients of the plan price reduction on the practice’s behalf and I arranged to have new literature printed and gave a training session to the team so they were confident in promoting the plan to patients, something they were more than happy to do.

The result was an immediate increase in plan uptake, and I’m pleased to report it’s still rising steadily. With the team on board actively promoting the plan the practice is now seeing steady growth in their monthly revenue.”



## NEW QUALIFICATION COURSE IN LEADING WITH INTEGRITY LAUNCHED



UMD Professional has announced the launch of a new course for dentists and managers, leading to the Institute of Leadership and Management’s (ILM) Level 5 Certificate in Leading with Integrity, which has been designed by the ILM in conjunction with the Cass Business School.

This practical three-day course provides a foundation in leadership with particular focus on the importance of leadership styles, culture, values, and integrity, and the practical application of leadership skills within the dental context today.

The course will be held over two days in London in March, and in Leeds in April; there is also a follow-up day which incorporates an assessment for the Certificate qualification.

Fiona Stuart-Wilson of UMD Professional said: ‘This course is very relevant for dental practice managers and dentists at the moment, given the CQC’s increasing focus on the importance of leadership and the continuing spotlight on the ethical framework in which dentistry operates.’

For more information please contact UMD Professional on **020 8255 2070** or e-mail [anniewalker@umdprofessional.co.uk](mailto:anniewalker@umdprofessional.co.uk)

Location	Name of programme and provider	Cost and Notes	For more information
Distance learning programme	Level 5 Diploma in Leadership and Management <i>Professional</i>	Twelve month programme. £2665 payable over 13 months Part-funding available	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Distance learning programme	Level 3 Certificate in Leadership and Management <i>Professional</i>	Ten month programme £2280 payable over 11 months. Part-funding available	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Online	Professional Diploma in Dental Practice Management <i>Dental Business Academy</i>	*£2,160 (£174 deposit & £165.50 p.m. x 12 months) or 10% discount if paid in full <b>*30% discount for ADAM members</b>	<a href="https://thedentalbusinessacademy.com/courses/level-4-professional-diploma-dental-practice-manager/">https://thedentalbusinessacademy.com/courses/level-4-professional-diploma-dental-practice-manager/</a>
Online	Advanced Diploma in Treatment Co-ordination <i>Dental Business Academy</i>	£1,440 (£216 deposit & £136 p.m. x 9 months) or 10% discount if paid in full	<a href="https://thedentalbusinessacademy.com/courses/level-3-advanced-diploma-in-treatment-coordination/">https://thedentalbusinessacademy.com/courses/level-3-advanced-diploma-in-treatment-coordination/</a>
Online	Advanced Certificate for Decontamination and Infection Control <i>Dental Business Academy</i>	£1,440 (£216 deposit & £136 p.m. x 9 months) or 10% discount if paid in full	<a href="https://thedentalbusinessacademy.com/courses/level-3-decontamination-and-infection-control-lead/">https://thedentalbusinessacademy.com/courses/level-3-decontamination-and-infection-control-lead/</a>
Online	Advanced Award in Dental Reception <i>Dental Business Academy</i>	£1,350 (£204 deposit & £191 p.m. x 6 months) or 10% discount if paid in full	<a href="https://thedentalbusinessacademy.com/courses/level-3-advanced-award-in-dental-reception/">https://thedentalbusinessacademy.com/courses/level-3-advanced-award-in-dental-reception/</a>
Online	Introductory Awards in Dental Practice Management Treatment Co-ordination <i>Dental Business Academy</i>	£180 each	<a href="https://thedentalbusinessacademy.com/product-category/dental-introduction-courses/">https://thedentalbusinessacademy.com/product-category/dental-introduction-courses/</a>
Online	PD modules including Medical Emergencies Decontamination Radiography & Radiation Protection & Ethical Working With Complaints Communication <i>Dental Business Academy</i>	£50.40 each	<a href="https://thedentalbusinessacademy.com/product-category/verifiable-core-cpd/">https://thedentalbusinessacademy.com/product-category/verifiable-core-cpd/</a>
Basingstoke Starts July 2015	Level 5 Diploma in Leadership and Management <i>Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Birmingham Starts July 2015	Level 5 Diploma in Leadership and Management <i>Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Bristol Starts Sept 2015	Level 5 Diploma in Leadership and Management <i>Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
East and West Midlands	Professional Certificate in Dental Practice Management (L4) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
East and West Midlands	Advanced Certificate in Dental Practice Management (L7) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year CPD course also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Kendal Starts Oct 2015	Professional Certificate in Dental Practice Management (L4) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
London Starts Oct 2015	Professional Certificate in Dental Practice Management (L4) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
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London Starts Oct 2015	Level 5 Diploma in Leadership and Management <i>Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
London Starts July 2015	Level 7 Diploma in Leadership and Executive Management <i>Professional</i>	Award winning 18 month programme involving 6 two-day workshops and monthly webinars held once a quarter. £4800 payable over 18 months. Part-funding available	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
London Starts Oct 2015	Level 5 Certificate in Leading with Integrity <i>Professional</i>	£995 payable over six months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Manchester Starts Oct 2015	Professional Certificate in Dental Practice Management (L4) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Manchester Starts Oct 2015	Advanced Certificate in Dental Practice Management (L7) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year CPD course also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Manchester Starts Oct 2015	Level 5 Diploma in Leadership and Management <i>Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail fiona@umdprofessional.co.uk
Wakefield	Professional Certificate in Dental Practice Management (L4) <i>Dentistry Business</i>	UK's only university accredited Dental Practice Management courses 9 full-day workshops over 1 year 2 year and CPD courses also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
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- Workers – who are they and what do they do?
- Auto-enrolment Pension – What's it all about? Have you received your staging date?
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**Our Speaker - Sarah Buxton**



Sarah is a dental HR and employment specialist solicitor who has been acting for practice owners, employers and managers for several years.

She specialises in all aspects of HR and employment law including producing bespoke self-employed hygienist/therapist agreements, associate agreements and employment contracts.

She provides on-going daily advice on management and employment issues such as how to deal with lateness, sickness, absences, maternity/paternity leave, dismissals and redundancies.

Sarah also represents employers at the Employment Tribunal in respect of employment disputes.

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**or by telephoning**  
**01452 729522**

Terms and conditions apply to all bookings – available upon request.

**7-8 October 2016 • London**

## A warm welcome

**The dental receptionist is one of the most important members of the team. They can play an integral role in selling the practice to patients, gaining a sense of trust, building relationships and reassuring individuals about forthcoming treatment. It is essential to have the right person on the job in order for your dental practice to excel on all levels. Even when a practice is providing the best clinical care in the world, if the overall patient experience does not match up, individuals are unlikely to be impressed.**

Regardless of whether your practice's size, the dental receptionist can contribute significantly to the smooth running of the business. He or she must be friendly and warm towards patients, well-organised, have an open and professional telephone manner and be able to work under pressure.

Furthermore, as well as being a master of multi-tasking, a good receptionist can instantly assess personality types and deal with a patient's needs effectively. For example, when a nervous patient is waiting to visit the dentist for treatment, they need to be a centre of calm. Likewise, if a problem arises, the receptionist is usually the first person a patient will go to, so they need to respond professionally and appropriately.

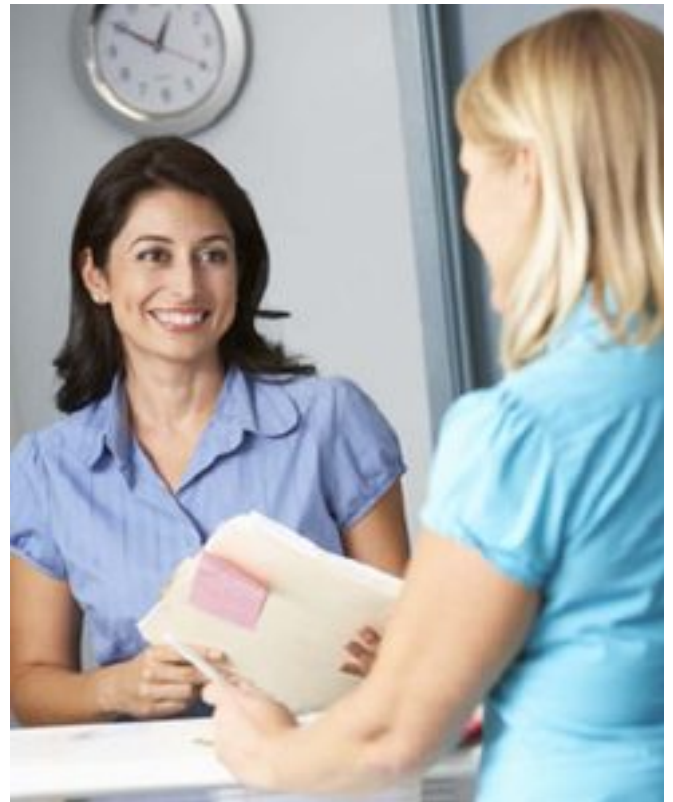
Currently there are no specific qualifications required to become a dental receptionist. However, it is essential that they are able to provide excellent customer service, with training potentially needed to help enhance communications skills, phone call protocols and / or complaint handling. It is also necessary for dental receptionists to have at least a rudimentary

understanding of the dental treatments on offer so they can provide basic information to patients, should they ask. This is also important to ensure that the correct length of time is scheduled for the treatment in question, and with the appropriate member of the clinical team.

It is important not to overload employees though, as one of the key areas that is often overlooked during busy periods is follow ups on enquiries about treatments or offers.

This is where Artisan Lifecycle Marketing from 7connections can produce exceptional results. Instead of time and hassle contacting customers and potential patients, receptionists can use the unique email marketing system to send targeted email messages at a click of a button. Working with the experts at 7connections, practices can benefit from more leads, better quality leads, happier patients, more referrals and an increasingly efficient business.

Receptionists have a major part to play in the success of any dental practice and are often the link between the clinical aspects and the patient experience. Providing a quality service throughout the patient's journey – from the moment an individual contacts your practice, through to the treatment and beyond – is the key to creating a profitable and successful business. Care should therefore be taken to ensure employees develop their customer service skills, so that they can create the ultimate patient journey.



For more information about 7connections, please call **+44 203 6916 645**, email [hello@7connections.com](mailto:hello@7connections.com) or visit [www.7connections.com](http://www.7connections.com)



**Tim Caudrelier**  
Tim loves a big, bold challenge. An innovative problem solver and leader, he provides a critical overview of project

management and business development. Tim is an experienced and versatile business consultant, coach and mentor with a proven track record. He has extensive experience in driving growth, cost management, and service improvement in the hospitality, health and leisure market.

A partner in 7connections business coaching, Tim was instrumental in developing its results-driven services to optimise the effectiveness and profitability of dental practices across the UK.



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For more info, contact Sim Goldblum  
on 0161 928 5995 or email  
[sim@thedentistrybusiness.com](mailto:sim@thedentistrybusiness.com)

Discount available for ADAM members

