

Inside this edition ...

**ADAM AWARDS 2014**

*You have to be in it  
to win it!*



**Practice Manager of the Year**

**Treatment Coordinator of the Year**

**Administrator of the Year**

President Hannah Peek, seen here with last year's winners, tells more in her column

*on page 3*



Read what's  
In the News



*on page 4*

In the Spotlight:  
Polly Toms



*on page 3*



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Welcome to my regular e-update Column which each month will highlight the key events and news for busy practice managers and administrators.

In it to win it!

This year marks the third anniversary of the launch of the ADAM Awards which, sponsored by Denplan, will again celebrate the success of Practice Managers, Administrators and Treatment Coordinators across the country.

Acknowledging the commitment of these important members of the dental team is vitally important – without their ‘front of house’ and ‘back office’ contributions the smooth running of most dental practices would very soon be a thing of the past.

Last year’s winners, Practice Manager Clare Maidlow, Administrator Karen Wheeler, and Treatment Coordinator Lisa Parker, were all thrilled to receive their awards at the ADAM Conference in Oxford in June. It was clear then that what makes these awards extra special is that they’re from the Association that represents this important group of dental professionals.

But let’s be honest, it’s not just about the recognition from within your profession, there’s also a cheque for £500 to each of the winners, which is an added and very welcome bonus!

If you’re a Practice Manager, Administrator or Treatment Coordinator it’s not too late to enter – the closing date for this year’s Awards is 18th April 2014. All entries will be judged by a panel of experts jointly appointed by ADAM and Denplan and finalists will be invited to an Award Ceremony later in the year – the date and venue will be confirmed nearer the time.

To find out more and start on your entry for this year’s awards go to pages 7 and 8 of this edition of e-update.

And remember – you’ve got to be in it to win it!

Hannah



In this continuing series focused on YOU, this month we meet and ask questions of Polly Toms, ADAM’s longest serving members.



**Polly Toms**

**Name:** Polly Toms

**Age:** 63

**Job:** Practice Manager

**Where do you live (and with whom):** with my husband in Kingston upon Thames.

**Hobbies:** Reading; Cooking; Travel; Music; Gardening; photography; and animals – I’m a Cat Socialiser at Battersea Dogs and Cats Home.

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

I started training as a dental nurse on leaving school, and when I moved to London I worked as a dental nurse in a Private Practice in Knightsbridge. After taking my National Dental Nurses Certificate I went into Practice Management, and took an NVQ Certificate Course followed by a level 5 Diploma in Practice Management, and finally a BA(Hons) in Professional Studies.

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

I joined BDPMA at the start in 25 years ago, and was a member of the executive for 13 years, holding posts of Secretary, Editor of the Newsletter and Vice-President.

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

Organising the running of the Practice; having financial control of the budget and my role as treatment co-ordinator; and talking to Patients about their treatment plans.

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

Managing staff and trying to understand how to motivate people.

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

Yes it’s varied and interesting and you can progress your career.

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

I would have loved to have been a Vet and worked with animals.

### Dental Protection welcomes clearance for HIV positive healthcare professionals

Dental Protection is delighted that the Department of Health has announced a system of health clearance for healthcare workers living with HIV whose disease is adequately controlled, so that they are able to return to their chosen profession.

The Department is to be congratulated on a solution to a difficult problem which achieves a cautious balance that provides safety for the population at large whilst restoring the right to work for a group of a healthcare professionals who no longer represent a significant risk as a result of improved management of their disease coupled with higher standards of infection control in the workplace.

For the dental profession in England this means that a number of colleagues will now be able to return to work as soon as February 2014 provided they comply with the details of the clearance procedure that is being overseen by Public Health (England). The devolved health authorities in Scotland, Wales and Northern Ireland will no doubt clarify the situation in due course.

For more details go to:

<http://www.dentalprotection.org.uk/newsnevents/pressrelease/clearance-for-hiv-positive-healthcare-professionals>

### New BDIA marketing campaign launched

A new marketing campaign promoting The British Dental Trade Association's (BDTA) re-brand to the British Dental Industry Association (BDIA) has launched.

The name change of the UK's principal industry body, which represents over 80% of the dental industry, has driven a complete brand refresh. The new advertising creative explains the rationale behind the name change as the Association drops 'Trade' and 'gains 'Industry', to convey the increasing diversity of its membership, in addition to highlighting the benefits of choosing to do business with quality-conscious BDIA member companies.

Tony Reed, BDIA Executive Director, explained "BDIA encompasses the wider world of dentistry beyond the direct 'trade' including banks, insurance companies, publishing companies as well as suppliers of services and technologies to the dental industry amongst its membership. The new advertising campaign is refreshingly simple in its approach and hopefully it will ensure the Association's new name is instantly recognisable throughout the dental sector."

Since 1923, the Association has played a crucial role within the industry as a not-for-profit organisation, using its funds solely for the purpose of developing dentistry for the benefit of its members, the profession and the public.

Today, BDIA plays a pivotal role in driving quality standards within the dental industry: equipping its members with exclusive information and statistics to provide greater insight and knowledge; providing opportunities for networking and collaboration to address market challenges; shaping the future of the wider dental industry through its proactive engagement with relevant bodies; organising exhibitions that provide a key focal point for the industry and the profession to conduct business for mutual benefit; as well as providing highly regarded training for the industry ensuring a thorough understanding of the essentials of dentistry.

To find out if your suppliers are members of BDIA or if you are interested in becoming a BDIA member, please visit [www.bdia.org.uk](http://www.bdia.org.uk)

### BSDHT break through £30,000 barrier in Breast Cancer Charity donations

The UK's largest society for dental hygienists and dental therapists has broken through the £30,000 barrier in donations to Breakthrough Breast Cancer.

Julie Rosse, President of the British Society of Dental Hygiene & Therapy (BSDHT) presented the Society's latest donation of a cheque in the sum of £444 to Breakthrough Breast Cancer's Rebecca Wilcox on 9 January 2014.

The money was raised at the Society's 2013 Oral Health Conference & Exhibition which took place on 15 & 16 November at the ICC in Birmingham attended by dental hygienists and dental therapists along with many other dental professionals from across the UK.

BSDHT has supported Breakthrough Breast Cancer, the UK's leading charity committed to fighting breast cancer through research, campaigning and education, since 1996 by hosting a number of fundraising events at both regional and national level.

Julie said: "Breaking the £30,000 barrier for donations is a fabulous achievement and shows how committed our members are to supporting – and continuing to support – BSDHT's national charity." For more information go to [www.bsdht.org.uk](http://www.bsdht.org.uk)

### BDHF say Passive smoking 'hinders children's oral health'

Young children exposed to passive smoking are more at risk from tooth decay and problems with their oral health development.

According to scientific research, children exposed to second-hand smoke experienced slower development in their oral health compared to those not around smoke, the extent of which depended on how much smoke they were exposed to.

Previous research into the effects of passive smoking on children identified a significantly higher risk of developing tooth decay<sup>2</sup>, the largest non-communicable disease worldwide, compared with those not around second-hand smoke.

The research takes on extra significance given the Labour plans to ban smoking in cars carrying children as part of the Children and Families Bill, a plan backed by Lords on January 29.

The Royal College of Physicians reported that almost two million children in the UK live in a household where they are exposed to cigarette smoke, with almost 8,500 hospital admissions due to second-hand smoking.

Smoking was banned in England in workplaces and most enclosed public spaces in July 2007 following similar legislation in Scotland, Wales and Northern Ireland. The Government also launched a review of tobacco packaging in England following the Australian precedent to move to standardised packaging.

To read more go to <http://www.dentalhealth.org/news/details/766>

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	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
-	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>
commencing January 2014 London	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>
commencing January 2014 London	Dental Business Management Programme leading to the ILM Level 7 Diploma in Executive Management <i>UMD Professional Ltd</i>	Grants available towards fees plus a further 10% discount for ADAM members.	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
-	BTEC Level 4 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme - 30% discount for ADAM members.	<a href="http://thedentalbusinessacademy.com/shop/btec-level-4-professional-diploma-in-dental-practice-management/">http://thedentalbusinessacademy.com/shop/btec-level-4-professional-diploma-in-dental-practice-management/</a>
-	BTEC Level 5 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	<a href="http://thedentalbusinessacademy.com/shop/btec-level-5-professional-diploma-in-dental-practice-management/">http://thedentalbusinessacademy.com/shop/btec-level-5-professional-diploma-in-dental-practice-management/</a>
-	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>
commencing March 2014 Belfast, Edinburgh, Leeds and Manchester	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>
7 March 2014 London	Clinical audit and its role in the dental practice <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 March 2014 London	Safeguarding children and vulnerable adults: meeting the CQC essential standards <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 March 2014 London	Management of medical emergencies <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 March 2014 London	Growing your practice using effective retail strategies <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>
Commencing April 2014 Wakefield	Professional Certificate in Dental Practice Management (L4) <i>The 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. ADAM members' discount.	Sim on 0161 928 5995 or <a href="http://sim@thedentistrybusiness.com/register.php">sim@thedentistrybusiness.com/register.php</a> to watch video intro
Commencing April 2014 Wakefield	Postgraduate Certificate in Mastery of Dental Practice Management (L7) <i>The 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. ADAM members' discount.	Sim on 0161 928 5995 or <a href="http://sim@thedentistrybusiness.com/register.php">sim@thedentistrybusiness.com/register.php</a> to watch video intro
Commencing April 2014 Leeds	Dental Business Management Programme and ILM level 7 Diploma in Executive Management <i>UMD Professional Ltd</i>	£3600 payable over 18 months (please note this fee includes a 25% grant)	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Commencing April 2014 Manchester	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	£2450 payable over 13 months. Discount for payment in full at start of course.	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Commencing April 2014 Oxford	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	£2450 payable over 13 months. Discount for payment in full at start of course.	Fiona on 020 8255 2070 or <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>

## Merchant Services - A guide to merchant services and compliance

Every day I hear the same things from potential clients.

*My bill doesn't make sense?*

*What should I be paying?*

*What is PCI Compliance and how do I do it?*

*How do I know who to use and who to trust?*

All are very good points that clearly illustrate the need for the merchant services industry to become more customer friendly. The Industry has many players each with varied offers and different target audiences.

I founded my company Economic Endurance Limited with a clear vision:- to assist with business growth, expenditure and understanding. Helping organizations to endure tough economic times – Hence the name!

The above four questions formed the start of most of these encounters.

My solution to this for merchant services is access to an online portal FREE OF CHARGE that allows my customers to see in real time on a daily basis what has been taken by whom and when. Easy for payment reconciliation.

Debit card payments should be fixed pence per transaction rate. This ranges from 15 pence to 30 pence depending upon provider and your type of business. I am offering a reduced fixed rate of 14 pence to all within the dental community. For credit cards it should be a percentage of the transactional amount, ranging from 1.5% TO 2.9% of the amount paid by the customer. Again I am offering a reduced rate of 1.3% to all within the dental community. All providers charge a minimum fee per month for a minimum billing fee of between £20 and £30 pounds in most cases.. I am offering this at £15 to all within the dental community. I am also offering free refunds and free compliance along with my free portal and free business account management and support should you need assistance.

I offer an online portal to use when registering as PCI compliant, I can either talk you through this or complete it with you. I also offer insurance against any incident of information misuse up to £30,000 pounds. PCI DSS In-scope cards include any debit, credit, and pre-paid cards branded with one of the five card association/brand logos that participate in the PCI SSC - American Express, Discover, JCB, MasterCard, and Visa International. PCI applies to ALL organizations or merchants, regardless of size or number of transactions, that accepts, transmits or

stores any cardholder data. Said another way, if any customer of that organization ever pays the merchant directly using a credit card or debit card, then the PCI DSS requirements apply. The payment brands may, at their discretion, fine an acquiring bank \$5,000 to \$100,000 per month for PCI compliance violations. The banks will most likely pass this fine on downstream till it eventually hits the merchant. Furthermore, the bank will also most likely either terminate your relationship or increase transaction fees. Penalties are not openly discussed nor widely publicized, but they can catastrophic to a small business.

I am currently dealing with many local dental practices and have recommendations available on my website from dental practice managers.

I am available to offer assistance and advice on all of your merchant services questions and needs. I attended very in depth and lengthy compliance training and am happy to help. Alternatively this link offers answers to FAQs <http://www.pcicomplianceguide.org/pcfafs.php>

Please do not hesitate to contact me directly.

Helen Bolton, Founder and Managing Director  
**Helen@economic-endurance.com**  
**01642 606826** or **07540 538096**  
**www.economic-endurance.com**

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For full details, course dates and venues contact Penny Parry on:  
020 8255 2070 [penny@umdprofessional.co.uk](mailto:penny@umdprofessional.co.uk)

[www.umdprofessional.co.uk](http://www.umdprofessional.co.uk)

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AWARDS 2014

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Entries are invited from:

**PRACTICE MANAGERS**

**ADMINISTRATORS**

and **TREATMENT CO-ORDINATORS**



*2013 winners Lisa Parker,  
Karen Wheeler and  
Clare Maidlow  
with ADAM President  
Hannah Peek.*

Please see overleaf  
for rules and  
entry form



## AWARDS 2014

Send your completed entry to:

ADAM AWARDS  
3 Kestrel Court,  
Waterwells Drive,  
Waterwells Business Park,  
Gloucester  
GL2 2AT

**e-mail:**  
denise@adamaspire.co.uk

### Entry form

- I wish to enter:  ADAM Practice Manager of the Year  
 ADAM Administrator of the Year  
 ADAM Treatment Co-ordinator of the Year

### Your details

Name: .....

Address: .....

..... Postcode: .....

e-mail:.....

Tel: (day)..... (mobile).....

ADAM membership number: .....

Job title: .....

Practice name: .....

Type of practice: .....

Private  Mixed  NHS

Other, please state: .....

### Entry criteria

- Closing date for entries is 18 April 2014.
- Individuals may only enter one AWARD category.
- Any entry that exceeds the criteria set out on the entry form will be excluded.
- Each entry will be judged by a panel of judges appointed jointly by ADAM and Denplan.
- Each category will have one winner.
- Following the judging, finalists will be invited to an Award Ceremony.
- Winners must be prepared to be interviewed for ADAM publicity purposes.
- The decision of the judges is final.
- The Award Titles can only be used with the permission of the Association.

### How to enter

Tell us what singles your practice out from the competition in a personal statement of no more than 750 words. Please affix your entry to this form with a brief CV (no more than 1 A4 page) in Word or PDF format only.





## Stay on track for success at the Training Essentials theatre

2014 sees the return of the British Dental Conference and Exhibition to the Manchester Central Convention Complex. Once again the event has plenty to offer the whole dental team, including dental administrators and managers. A particular draw is the Training Essentials theatre situated in the Exhibition Hall. It offers a three-day programme of 30-minute presentations based on the BDA's popular Training Essentials portfolio. Topics include complaint handling, building successful teams, conducting interviews and performance appraisals, managing stress, record keeping, and online marketing.

### Help your practice to grow

A highlight of the Training Essentials programme is the ADAM-hosted session 'On track for success' which will be led by ADAM's Honorary Vice-President Tracy Stuart. Tracy Stuart is Director at NBS Training, and the lead trainer and practice development specialist. In her presentation on Thursday afternoon Tracy will share the secrets of how to improve results and revenue streams in your practice. She will look at how to turn an enquiry into business, how to qualify and convert more of the right patients, and how to make your practice stand out from the crowd. She will explain how to pull the team together to produce results and how to bring change through stronger verbal skills.

Anyone interested in learning how to attract and retain patients will also not want to miss two of the sessions on offer on Friday lunchtime. In the first of these sessions, dental marketing, social media and website consultant Mark Oborn will explain how to attract patients using online marketing. He will describe the online and social media tools and techniques you can use to attract new patients and consider how to set up Facebook and Twitter accounts for your practice, what to say on them and how and when to say it.

Following Mark's presentation, business coach Heather Dallas, from Dallas Development, will look at how to successfully handle patient complaints. She will explain how to prevent a complaint escalating by understanding patients' needs and expectations, building a rapport with

patients and putting them at ease.

### The right people, the right approach

A happy, committed and effective team plays a key role in the success of any business. Several of the sessions in the Training Essentials theatre will help you ensure that you have and keep the right people on board. On Friday Heather Dallas, along with BDA employment advisor James Goldman, will talk about how to build an effective interview process so you can make sure you employ the right people for where you work. On Saturday, Chartered Occupational Psychologists Aida Mujan and Xanthy Kallis will look at how to conduct effective performance appraisals. They will explain how performance appraisals can inspire all staff to buy into the business's aims and values and motivate improved performance.

Of course, some stress is an inevitable part of busy workplace. In a session on Friday morning Heather Dallas will examine the difference between healthy pressure and negative stress. She will explain how to develop resilience under pressure, and what coping strategies you and your colleagues can adopt to disassociate from stressful situations.

### Compliance and protection

Any practice managers involved with the management of patient records will not want to miss Saturday morning's presentation by the BDA's head of regional services, Richard Birkin. Richard will look at the importance of good record keeping, outline which organisations can view the records and discuss how the records are used by the NHS.

Patient protection and your practice's legal responsibilities towards child and adult safeguarding will be discussed on Thursday morning by Stephen Ruffle from the training team at SAFE. Stephen will explain how to record and report concerns, and what to do when there is a staff allegation.

### Register now

Exhibition Passes are free and include entry to the Training Essentials and Demonstration theatres. Prospective delegates can register online via the event website or by calling **0870 166 6625**.

[www.bda.org/conference](http://www.bda.org/conference)

[www.bda.org/facebook](http://www.bda.org/facebook)

@bdaevents @thebda #bda2014

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visit [wendybull-dentalmanagement.co.uk](http://wendybull-dentalmanagement.co.uk)

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