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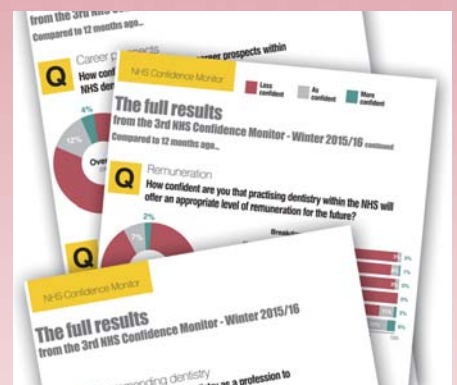
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# Putting you in control



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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.

Dear Member,

The ADAM team enjoyed meeting so many ADAM members, and talking to potential members at their stand at the BDA Conference in Manchester in May.

It was fantastic to meet and chat with members and be reassured that they felt membership was worthwhile and ultimately helpful for them in their day to day roles.

Next up for ADAM is the AGM and Conference in October, this year being held at the BDIA Dental Showcase at Excel London.

Alongside the AGM in the afternoon of Friday 7th October we'll also have seminars from Seema Sharma owner of Dentabyte and FTA Law's Sarah Buxton. Saturday 8th October will see Krishan Joshi from Dental Focus, Chris Hammond & Gail Brunton from Exact Health & Safety, Janine Mills from Dentalia and Stephanie Perry from BlueFin take to the stage to impart their wisdom to our members.

There really will be something of interest for everyone at the conference and we'd love to see members attend the AGM and perhaps get involved more with the association in the future. Vacant board roles will be advised soon and we encourage any interested members to jump in and get involved!

You can book your place at the conference here <http://www.adam-aspire.co.uk/book-online-adam-conference-2016>



Niki Boersma  
President



In this continuing series focused on **YOU**, this month we meet and ask questions of **Elaine Gaffney, Practice Manager, ADAM Member and Bridge2Aid volunteer.**

**Name:** Elaine Gaffney

**Job:** Practice Manager

**When did you first become involved with Bridge2Aid?:**

I first became involved with the dental charity - Bridge2Aid (B2A) in 2011.

**What does Bridge2Aid do?:**

Bridge2Aid provide emergency dentistry and pain relief to those who need it most, and make a lasting change through training, they also focus on sustainability, through empowering local people to improve their own lives over the long-term.

**What made you get involved with their Dental Volunteer Programme (DVP)?:**

I had supported nursing colleagues to fund raise to take part in the Dental Volunteer Programme (DVP) in Tanzania, East Africa when I thought why do I not give this a go? I was still a qualified dental nurse so why not.

**What would you say to others considering volunteering with Bridge2Aid?:**

I would encourage other dental professionals who may have thought about volunteering to take the plunge as I did 3 years ago. I promise you will not look back. The experience is rewarding, fulfilling and life changing for both volunteers and the people we help in East Africa.

**What's next for you and your involvement with Bridge2Aid?:**

My journey continues and I am planning to return to Tanzania to continue supporting this amazing charity in May 2017.

You can find out more about the work of Bridge2Aid, and how to donate or volunteer at <http://bit.ly/1sGdLXa>

You can also support Elaine in her own Bridge2Aid fundraising efforts here <http://bit.ly/1VZ3ktu>



Elaine Gaffney



## NHS Earning 'Flatlining'

NASDAL (National Association of Specialist Dental Accountants and Lawyers) members recently met for their biannual meeting. The aim of these regular meetings is for NASDAL members to continue to deliver knowledge and expertise to their clients by sharing information and pooling resources to achieve desired outcomes.

Martin Woodrow, Director of Member Services at British Dental Association was on hand to cover the increase in new contract values for England and Wales.

For more information visit  
<http://bit.ly/1WNIq2A>

## BDA: Government still lacking ambition in fight against decay

The British Dental Association (BDA) has responded to Health Minister Alistair Burt's keynote address to the British Dental Conference and Exhibition.

Henrik Overgaard-Nielsen, Chair of the BDA's General Dental Practice Committee, said "I want to thank Alistair Burt for joining us in Manchester. His speech identified all the right problems, but was short on both detail and ambition when it comes to the solutions.

To read the complete article visit  
<http://bit.ly/1rplAPM>

## Queen's Birthday Honours 2016: health and social care services

The achievements of people throughout the health and social care sector have been recognised in the 2016 Queen's Birthday Honours.

People from across the health and care community have been acknowledged for their service in the latest Queen's Birthday Honours awards.

For the full list of awards see  
<http://bit.ly/1UudEZq>

## European Campaign – Healthy workplaces for all ages

EU-OSHA's Healthy Workplaces Campaign 2016

- 2017 is 'Healthy workplaces for all ages' – focusing on the promotion of sustainable work and healthy ageing throughout working life and effective management of workplace health and safety in the context of an ageing workforce.

For information on this initiative visit  
<http://bit.ly/1UbU4mv>



Healthy Workplaces

## Investment in dental health of diabetic patients could save NHS millions



Tackling the dental health of those suffering with diabetes has been found to create substantial savings in further medical treatments, according to new research.

The study identified a 'statistically significant association' between how looking after gum health led to reduced healthcare costs among people newly diagnosed with diabetes.

Analysis of the data from more than 15,000 adults ages 18-64 who were newly diagnosed with Type-2 diabetes found that those who had gum disease treated at an early stage had an average saving of almost £1,500 in healthcare costs over a two-year period.

For more information visit  
<http://bit.ly/1UbUmtoNationals>

## Pioneering dental team crowned final nominee-a-smile award winners for teaching people with learning disabilities about oral health

Smile Month 2016 may have now come to an end but we have one final special announcement to make. During the campaign we have awarded three very worthy winners, nominated by their peers, with the auspicious title of the 'Face of National Smile Month'.

But for our final award winner we have decided to not award it to just one person but to use it to recognise the amazing achievements of the community engagement team at Peninsula Dental Social Enterprise (PDSE).

The Oral Health Foundation decided to award this special team with the prize due to their tireless work in the local community to spread oral health awareness; in particular, their amazing work with adults with learning disabilities as part of their pioneering dental ambassador scheme – the first of its kind in the United Kingdom.

The dental ambassador scheme offers people with learning disabilities the understanding, awareness and confidence to encourage their peers to adopt better oral hygiene and make regular visits to the dentist.

Six adults with learning disabilities, who are part of Plymouth People First, recently completed a dental ambassador training programme and are now able to spread oral health awareness even further thanks to the support project developed by the Community Engagement Team at the PDSE.

Here at the Oral Health Foundation, we are constantly amazed by the incredible work groups up and down the country achieves every single day, during Smile Month and far beyond, and want to take this opportunity to thank everybody for helping to spread messages about good oral health.



environment every day, to forget just how important the ambience of the reception area is. Occasionally, if the welcome is not all that might be expected and there is a negative vibe, this is easily transmitted to patients, resulting in a poor perception or, even worse, heightening anxiety.

The types of language used can also be a great barrier to effective communication and I always make sure that practice teams are aware of the need to communicate clearly and effectively with patients, even on the little things like avoiding jargon and technical dental terms when describing treatment and processes, and opting

## Effective communication makes for a more efficient practice



**Lucy Tozer, Practice Consultant for DPAS Dental Plans, talks about improving communication skills within the practice team.**

“Often one of the most challenging aspects of a reception

team’s role is to juggle administrative tasks along with a busy reception desk, all whilst ensuring that patient confidentiality isn’t compromised. This is something I often experienced working as a practice manager, and learning to prioritise and ensure that patients’ needs come first, whilst still dealing with essential business matters, is a skill all managers and their teams need to learn.

In practice, the key is to make sure you have good communication between the clinical and reception teams as this facilitates smooth and effective communication

with patients, ensuring they fully understand their treatment options and make an informed choice.

However, breakdowns in communication can be commonplace in many practices resulting in different types of problems and can even lead to unhappy staff and patients - which is why it’s so important to get it right.

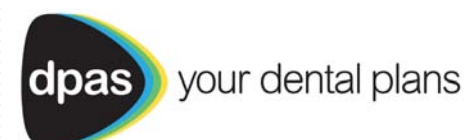
I carry out effective communication skills training for the practices I work with and find it really interesting to talk to teams about their body language and the way in which they interact with patients, looking at the effect this can have on patients’ perception and understanding of what’s being said.

The attitude of every staff member matters enormously and it’s easy, especially for those working in the

for more straightforward language so patients understand and feel more at ease. Of course, it’s also important to ensure that communication is available in the appropriate language - my area covers Wales and I work with many Welsh-speaking practices. We provide information leaflets in Welsh specifically for these practices to help overcome simple communication challenges that will make a significant difference for patients and the internal team.

Effective communication creates a more efficient practice. Once everyone is working together it makes for a much happier working environment and that is why DPAS refresher training can really help to improve every aspect of a team’s communication skills.”

**For more information on DPAS Dental Plans visit [www.dpas.co.uk](http://www.dpas.co.uk), call 01747 870910 or email [enquiries@dpas.co.uk](mailto:enquiries@dpas.co.uk).**





## Calling all dental professionals – have your voice heard in the latest NHS Confidence Monitor

The fourth NHS Confidence Monitor survey is now live, offering all dental professionals – whether in NHS or private practice – the opportunity to share their views on the future of NHS dentistry.

Since its launch in December 2014, the aim of the survey has been to gain insight into all team members' confidence levels in the future of NHS dentistry.

Commenting on the survey, Judith Husband, who sits on the BDA's Principal Executive Committee, said: 'The last NHS Confidence Monitor carried out was the most extensive so far, having grown in popularity partly because all team members want to have their say on the potential for change.'

'As the first of its kind in the UK and leading the way in informing the dental team, it is wonderful that we are now in a position to use the data gathered to offer advice on a continuing basis, helping everyone working in dental practice to rise above any perceived challenges and improve the situation for professionals and patients alike.'

To aid understanding for everyone involved in the delivery of dentistry, a number of new questions have been added to this survey, including one on whether NHS dental professionals feel

that an improvement in their confidence could be derived from something other than a change in the NHS contract. The answers to this may go some way to supporting the profession in turning the current, low-confidence situation around, so your opinion really does count.

As previously, the survey will also monitor the profession's confidence in:

- The future of NHS dentistry as a whole
- Future career prospects
- Remuneration levels
- Getting the balance of treatment versus prevention within the NHS right
- The ability of the team to work effectively within the NHS
- Whether patients will be happy with level of care provided.

Eddie Crouch, Vice Chair of the British Dental Association Principal Executive Committee, had this to say about the forthcoming roll-out of the survey: 'With three sets of data behind us, there is no denying the value of the results gathered to date. As well as helping to enlighten the profession, the information gathered can be used as a springboard to support dental teams in planning for a better future.'

'The more information we can gather, the better the advice experts in the field will be able to offer. So, for instance, the concern shown in the survey about the dental team's ability to work effectively within the NHS has led us to look into how a principal might improve the skill mix within the practice to deliver the best possible results.'

'As the picture of the future of NHS dentistry builds, more and more dentists and their teams will be able to benefit from the Monitor results, to enable effective future planning for all dental practices, whatever the future may hold for NHS dentistry.'

To take part in the latest NHS Confidence Monitor and share your thoughts, please visit <https://www.surveymonkey.com/r/PracticePlanNHSConfidenceMonitor4> before the closing date of 31st July 2016. The survey should take approximately three minutes of your time.

For detailed results from the last three surveys, visit [www.nhsdentistryinsights.co.uk](http://www.nhsdentistryinsights.co.uk)

Here you can also access the discussions from our previous Insights Panel, made up of key opinion leaders and experts from the dental profession who explore and debate the significance of the survey results and their implications for the future of NHS.



## Training Events Diary

Date & location	Name of event and provider	Fees and notes	Contact details
London Starts July 2016	<i>UMD Professional</i> ILM Level 5 Diploma in Leadership and Management	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months. Degree top-up available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Manchester Starts September 2016	<i>UMD Professional</i> ILM Level 5 Diploma in Leadership and Management	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months. Degree top-up available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Cambridge September 2016	<i>UMD Professional</i> ILM Level 5 Diploma in Leadership and Management	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months. Degree top-up available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Birmingham September 2016	<i>UMD Professional</i> ILM Level 5 Diploma in Leadership and Management	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months. Degree top-up available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London Starts September 2016	<i>UMD Professional</i> Dental Business Management Programme and ILM Level 7 Diploma in Leadership and Management	Award winning 18 month programme involving 6 two-day workshops held once a quarter and monthly webinars £4800 payable over 18 months. 25% part-funding available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London Starts September 2016	<i>UMD Professional</i> ILM Level 5 Certificate in Leading with Integrity	Three day course £575	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Birmingham Starts September 2016	<i>UMD Professional</i> ILM Level 5 Certificate in Leading with Integrity	Three day course £575	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Distance learning programme	<i>UMD Professional</i> ILM Level 5 Diploma in Leadership and Management	Twelve month programme. £2165 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Distance learning programme	<i>UMD Professional</i> ILM Level 3 Certificate in Leadership and Management	Ten month programme £1580 payable over 11 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Online	Core CPD •Modules covering Medical Emergencies •Disinfection & Decontamination •Radiography & Radiation Protection •Legal & Ethical •Dealing With Complaints •Communication <i>The Dental Business Academy</i>	£50.40 per module	<a href="https://thedentalbusinessacademy.com/product-category/verifiable-core-cpd/">https://thedentalbusinessacademy.com/ product-category/verifiable-core-cpd/</a>
Online	Introductory Awards in: Reception, Practice Management, Treatment Coordination <i>The 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	Level 4 Professional Diploma in Dental Practice Management *30% discount for ADAM members <i>The Dental Business Academy</i>	*£2,160 (£174 deposit & £165.50 p.m. x 12 months) or 10% discount if paid in full	<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	Level 3 Advanced Diploma in Treatment Co-ordination *30% discount for ADAM members <i>The 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	Level 3 Advanced Certificate for Decontamination and Infection Control Lead *30% discount for ADAM members <i>The 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-decontamination-and-infection-control-lead/">https://thedentalbusinessacademy.com/ courses/level-decontamination-and-infection- control-lead/</a>
Online	Level 3 Advanced Award in Dental Reception <i>The 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>
Starts Sept/Oct 2016 London & Manchester	Meet your practice's GDC and CQC requirements for trained leadership and management by enrolling on our unique, university accredited Dental Practice Management courses, with discounts for ADAM members: L4 (Professional Certificate in Dental Practice Management) and L7 (Postgraduate Certificate in Dental Practice Management - in 2 locations - London and Manchester. Enrolment accepted now for September/October start.		Please contact Sim Goldblum on 07515 507 337 for more details or register your interest at <a href="http://www.thedentistrybusiness.com/register.php">www.thedentistrybusiness.com/register.php</a>



## Census shows continued decline in research-active clinical academic staffing levels

Numbers published today by the Dental Schools Council indicate a concerning decline in the number of clinical academics on the Research & Scholarship pathway. Numbers are now at an all-time low of 344 Full-Time Equivalents (FTE) across the UK's 18 publicly funded dental schools. Concerns are raised about difficulties in recruitment to these posts and the lack of research experience for trainees coming through the clinical academic pathway.

This is in a context of four new dental schools and expanding student numbers. Many schools have responded creatively to this through an increase in the number of appointments to Teaching & Scholarship roles. In 2015, these roles number 239 FTE, some 60% higher than five years ago and now making up 41% of all clinical academics.

Other key findings of the survey are:

- The majority of funding for dental clinical academic posts is from the four Higher Education Funding Councils (74%).

- Nearly one third of clinical academic dentists are specialists in restorative dentistry (28%).
- Half of the clinical academic workforce is aged under 46.
- Women make up 41% of the clinical academic workforce. There are more women Lecturers than men (57%) for the first time, although women remain under represented at Professorial grade (20%).

**Professor Callum Youngson, Chair of the Dental Schools Council, said:**

'A key role of dental schools is to provide education which is grounded in research. This academic basis is just as essential for the majority of graduates who will go into general dental practice as it is for those who will go into academia. We are now risking the balance necessary to produce graduates with the skills needed for a profession which is always changing. As well as this, the loss of research-active expertise at the early career stage will in time mean a lack of such expertise at the later stages, including in leadership positions.'

'It is essential for the profession that we avoid this potential imbalance. What's required is increased incentives to the Research & Scholarship pathway of clinical academia undertaking oral and dental research. Dental schools should be at the forefront of this while encouraging a broader cross-sector effort to inspire young dentists to careers in academic research.'

'However, this should not overshadow the report's positive news that women are now at a greater number and proportion of the clinical academic team than ever before. It is vital to the continued quality of clinical academic dentistry that all barriers to the best candidates entering the system are found and removed. Initiatives like Athena SWAN have provided excellent impetus for this and we look forward to the considerable work there remains to do in this area.'

The survey can be accessed online at:  
[www.dentalschoolscouncil.ac.uk/wp-content/uploads/2016/06/DSC-survey-2016](http://www.dentalschoolscouncil.ac.uk/wp-content/uploads/2016/06/DSC-survey-2016)





## A Date for the Diary

*“As a first timer at The Dentistry Show 2016, I am very impressed with the set up and it’s a great experience to be able to attend lectures by first-class speakers.” –*  
**Josh Sharpling, Dentist.**

Following another fantastic event in 2016, make sure you save the dates for The Dentistry Show 2017!

**Friday 12th and Saturday 13th May 2017 at the NEC in Birmingham.**

The Dentistry Show 2016 was once again packed with free and first-class education, motivational lectures, hands-on workshops and world renowned speakers. With two-day lecture programmes tailored to meet the needs of each member of the dental team, there were plenty opportunities to learn new skills, develop existing knowledge and network with some of the brightest and most forward-thinking minds in the profession.

Aside from the main lecture theatres, other key features that will return for 2017 include the PerioLounge, EndoLounge, Short-Term Ortho Lounge and ADI Implant Theatre,

each providing an update on techniques, materials and products in the various disciplines. The popular CORE CPD Theatre will also make an appearance, covering all the GDC recommended topics and more to provide intensive but entertaining CPD training for the whole team.

Yet another benefit of the event will be the extensive trade exhibition, bringing together all the leading dental suppliers and manufacturers. Whether you’re looking to source new equipment, update your software programmes or try new materials, information and demonstrations will be available on an array of cutting-edge products. Held shortly after IDS Cologne 2017, the event will be the perfect place to discover the very latest innovations in the UK marketplace.

Following its increasing success over the past few years, The Dentistry Show is delighted with the continued support of various dental organisations, associations and societies. Many are set to return for 2017 on the Professional Hub, so you can meet members and representatives in person and find out more about the benefits of membership and how each association can help you advance in your career.

In addition to all this, with thousands

of professionals, trade companies and international speakers in attendance, The Dentistry Show is the ideal platform from which to build and strengthen networks. Meet old friends and new, discuss technologies with the experts who helped develop them and, co-located with The Dental Technology Showcase, you can also catch up with the laboratories you work with, discovering new services available to you as well.

All in all, The Dentistry Show 2017 promises to be **the** dental event of the year once again. Completely free to attend for all the team, make sure you save the dates in your diary!

*“It’s been informative, educational and beneficial to all the team. It’s great to see, try as well as compare all the new upcoming dental products, so that we can provide the very best patient care. Excellent day out for all the team!” –*  
**April Shipley, Team Manager, Brooklands Dental Clinic, Milton Keynes**

**The Dentistry Show and DTS 2017 will be held on Friday 12th and Saturday 13th May at the NEC in Birmingham.**

For further details visit  
[www.thedentistryshow.co.uk](http://www.thedentistryshow.co.uk)  
call 020 7348 5270 or email  
[dentistry@closerstillmedia.com](mailto:dentistry@closerstillmedia.com)

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