


Inside this
edition ...



**Check out who's
In the Spotlight
this month**

on page 6

Developing a
PR plan for
your practice



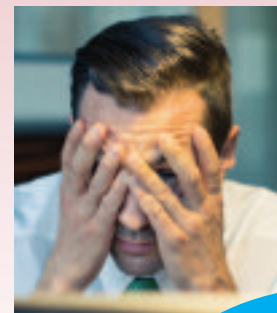
on page 6

Read what's
In the News




on page 4

Stress and the
joy of burnout



on page 7



**Think you know about
handling patient complaints?**

*Try our quiz
on page 8*



“ I would recommend apex media to any one; they helped start my social network over a year ago, one to one training sessions and always available to help with any questions. If you are new to marketing through social media it is a lot to get your head around, you need these people! Great team and great service. I wish them all the luck in the future. ”
Sandeep Kumar – Director of Smile Stylist Group

“ ...the team at Apex have given guidance and structure ...making sure that this presence is well integrated with our other marketing strategies ”
Dr Nick Fahey - Director of Woodborough House Dental Practice

“ ...They have mastered the business of Dentistry and are known as the 'go to' company in the dental world for both social media and the wider area of increasing traffic to your business. ”
Dr Paul Tipton - Dental Surgeon, Specialist in Prosthodontics and Clinical Director at T Clinic

LAUNCHPAD 6 MONTH SOCIAL MEDIA PROGRAM

THE ROCKET FUEL YOU NEED TO GET YOUR BUSINESS ON SOCIAL MEDIA

18 x
MORE RESPONSIVE
WE RESPOND 18 TIMES FASTER ON SOCIAL MEDIA THAN YOUR COMPETITORS

40%
LOWER COST PER FAN
YOUR COST PER LIKE FOR FACEBOOK ADS IS 40% LOWER THAN INDUSTRY STANDARD

15 x
MORE ENGAGING CONTENT
YOUR CONTENT IS 15 TIMES MORE ENGAGING THAN CONTENT PRODUCED BY YOUR COMPETITORS

Empowering your team to implement and sustain a successful social media strategy with our developed systems and processes that ensure efficient and effective use of time spent on social media activities.

Summary of activities provided with the Launchpad:

- 6 months of fully managed social profiles.
- Training your employees to take the reins and follow through with social media activities and engagement.
- Social footprint set-up
- Social media blueprint creation
- Social media pay-per-click advertising creation and management
- Daily maintenance of social profiles
- Strategic daily content distribution
- Targeted audience building
- One full training day with the relevant staff members at your business to ensure smooth transition of social profile management.
- Handover includes a full set of social media management tools customised blog and vlog training.

www.apexhub.com

hello@apexhub.com 0151 728 3125 *build trust...* own the conversation



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

It looks like summer has arrived and the temperature is beginning to rise.

Here at ADAM we're busy finalising plans for this year's Annual General Meeting which takes place at the BDA offices in Wimpole Street, London at 12:30pm on 27th June 2014. I hope as many of you as possible can make it, and also to the ADAM Seminar being held earlier on the same day on the topic of **Successful Marketing Strategies**. It's not too late to book your place at the Seminar – for more details, check out page 9.

My grateful thanks go to Dental Directory for their support in part-funding this Seminar, which is the first of a suite of eight we will be running over the next twelve months. More news to follow.....

Our front page asks the question – **'Think you know about handling patient complaints?'** Why not try our quiz – are you as good you think you are?

And there's a great article on **Developing a PR plan for your Practice** by Sim Goldblum of The Dentistry Business on page 6, while on page 7 Lisa Kemp from mfg solicitors tells us about **Stress and the Joy of Burnout**.

So, as always, lots of interesting items to read plus the latest news and details of forthcoming training events - enjoy!

Hannah

P.S. If you've not yet completed and returned your Members Survey form then, if you're really quick you can just about get it back to us in time to be included in our Prize Draw – but you'll need a first class stamp to be sure it gets to us by the **31st May 2014** deadline!



In this continuing series focused on YOU, this month we meet and ask questions of.

Name: John Pulsford

Age: 61

Job: Practice Manager

Where do you live (and with whom):
Bingham, Nottinghamshire with my wife and our dog Suki.

Hobbies:
DIY, railway modelling, gardening.

How did you begin working in dentistry?
Following a long military career as a construction engineer I needed a new challenge nearer to home with more settled hours.

When did you first get involved with ADAM?
When I started as a practice Manager I met Niki Boersma (current ADAM Vice President) who mentored me. She recommended I join ADAM which has proven valuable advice.

What do you enjoy most about your current role in the profession?
Each day is different and always challenging. I meet a wide range of people and each day as I drive home I feel I have achieved something.

What's the most challenging part of your role?
HR in a civilian environment with a large number of staff is a constant challenge, but one I enjoy.

Would you recommend a career in dentistry?
Dentistry is an exciting and varied industry which is constantly evolving. I see a growing need for experienced and flexible managers who are able to protect the front line staff from increasing bureaucracy.

And if you hadn't gone into dentistry, what would you be doing?
By now probably retiring to spend more time with my ever expanding family.



John Pulsford

Sim Goldblum appointed Growth Coach for Growth Accelerator

Sim Goldblum, partner of The Dentistry Business is delighted to have been appointed as a registered and approved Growth Coach for Growth Accelerator, providing expert, tailored advice to help ambitious businesses achieve rapid, sustainable growth

This nationwide service is ideal for dental practices planning to expand their activities. Offering access to tailored advice, guidance and support and with matched funding available for leadership and management training for senior team members, Growth Accelerator provides a fantastic opportunity for ambitious dental practice owners and their teams.

Following a successful career working for a multinational corporate, Sim became a partner in The Dentistry Business in 2008. As the only consulting business in the dental field offering university accredited courses in dental practice management, The Dentistry Business has helped many NHS and private practices to develop and implement growth-oriented business plans, produce winning tenders, create and lead effective teams and create the patient-oriented environment so necessary for long-term growth.

Sim is enthusiastic about the challenge ahead: *"With changes to the profession once again on the horizon, many dentists are considering their future. Growth Accelerator offers the opportunity for dentists to develop plans for the future, find new sources of investment and access training that will develop confident leadership and management. I am delighted to have been appointed a Growth Coach and look forward to helping individual practices reach their full potential"*.

To find out more, please call Sim on 0161 928 5995, or email sim@thedentistrybusiness.com

GDC Survey shows Dental professionals more optimistic about the future

A survey of more than 3,600 dental professionals has found that there is increased optimism about the future of the profession over the next two years.

Key findings included:

- 37% of dental professionals are optimistic about the future of dentistry, while 31% were pessimistic (down 2% from the previous year).
- More than two thirds (67%) of the dental professionals who took part in the survey are confident that the GDC is regulating dentistry effectively; (26% were not).
- Nearly half of dental professionals (46%) said that they had come across an issue that they felt should have been raised as a concern.
- Dental professionals are more likely to have raised a concern to someone in their workplace (39%) than to the GDC (5%).

For more information go to

<http://www.gdcuk.org/Newsandpublications/Pressreleases/Pages/Dental-professionals-more-optimistic-about-the-future.aspx>

The Dental Complaints Service (DCS) continues its strong performance

The DCS resolves most complaints about private dental care in less than a week.

Receiving more than 9,800 calls in 2013, the DCS has reduced the average time it takes to resolve a complaint from 7 to 6.5 days. The DCS was launched in 2006 and helps patients and dental professionals resolve complaints about private dental care.

For more information about the DCS, and to download the recently published DCS Annual Review, please visit www.dentalcomplaints.org.uk

General Dental Council CPD rules consultation statement

The General Dental Council (GDC) has issued a statement following the recent consultation on proposed new rules for continuing professional development (CPD).

Based on those that responded, the statement sets out that:

- 60.7% agreed with the proposed high level CPD learning outcomes;
- 79.5% agreed with the proposed requirement to undertake a minimum of 10 hours CPD in each consecutive period of 2 years;
- 73.5% agreed with the proposed CPD documentary evidence required; and
- 84.5% agreed with the proposed approach to CPD for those holding Temporary Registration with the GDC.

The CPD rules consultation ran from December 2013 and closed on 21 March 2014.

Just over 600 responses were received from a range of individuals and stakeholders, including dental professionals, postgraduate dental deaneries and professional associations.

The full statement can be found at <http://www.gdc-uk.org/Aboutus/policy/Documents/CPD%20Rules%20Consultation%20Statement%202014.pdf>.

The GDC will take the range of comments made in response to the consultation into account when making a final decision about enhanced CPD, which is anticipated to take place later in 2014.

It's National Smile Month: 19th May – 19th June 2014

Taking part in National Smile Month is so easy. It doesn't necessarily involve lots of time or money, just the passion to make a difference and help promote oral health in your community.

There's still time to get involved – to find out how go to <http://www.nationalsmilemonth.org/>

Registration open for Dental Showcase

28th April 2014

The most highly anticipated dental event of the year, BDIA Dental Showcase has officially opened registration for 2014. This year's event will be held on 9-11 October at ExCeL London.

Register now at www.dentalshowcase.com

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 fiona@umdprofessional.co.uk
-	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 fiona@umdprofessional.co.uk
commencing January 2014 London	Level 5 Diploma in Leadership and Management <i>UMD Professional Ltd</i>	Grants available towards course fees. Distance learning and modular courses also available	Contact: Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
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 fiona@umdprofessional.co.uk
-	BTEC Level 4 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme - 30% discount for ADAM members	http://thedentalbusinessacademy.com/shop/btec-level-4-professional-diploma-in-dental-practice-management/
-	BTEC Level 5 Professional Diploma in Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	http://thedentalbusinessacademy.com/shop/btec-level-5-professional-diploma-in-dental-practice-management/
-	Introduction to Dental Practice Management <i>The Dental Business Academy</i>	Distance Learning Programme	http://thedentalbusinessacademy.com/shop/dental-practice-management-introduction/
-	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	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 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	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 2014 East Midlands West Midlands	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 CPD course also available. ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 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 CPD course also available. ADAM members' discount	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
From May 2014 East Midlands West Midlands	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	Contact Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
From May 2014 London	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	Contact Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
From May 2014 Birmingham	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; Student Loan funding available	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
7 May 2014	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; CPD course also available ADAM members' discount; matched grant funding available to eligible practices	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
7 May 2014 Manchester	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; Student Loan funding available	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
14 May 2014 London	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; CPD course also available ADAM members' discount; matched grant funding available to eligible practices	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro
14 May 2014 London	Strategic Leadership <i>UMD Professional Ltd</i>	£1950. Three weekend course plus webinars and mentoring leading to the ILM level 7 Award in Strategic Leadership	Contact Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
From June 2014 Central London	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)	Contact Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
From June 2014 Central London	An introduction to the Customer Service Excellence Standard for dental practices <i>UMD Professional Ltd</i>	£150 per person 6 hours of verifiable CPD	Contact Fiona on 020 8255 2070 or fiona@umdprofessional.co.uk
Friday 20 June London	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; CPD course also available ADAM members' discount; matched grant funding available to eligible practices	Contact Sim on 0161 928 5995 or sim@thedentistrybusiness.com or www.thedentistrybusiness.com/register.php to watch video intro

Developing a PR Plan for your Practice

In the last addition of Practice Focus, I reviewed the importance of a brand, particularly the importance of ensuring that team embraces the brand concepts fully and acts consistently as a brand ambassador.

In this short article, I will consider some of the key opportunities to enhance the practice via PR. Before I do, the most important patient lead-generating activity in which any practice can engage, is to ensure that all of your best patients are referring their friends and family to the practice. It is remarkable how few practices have a formal referral policy, complete with referral cards and even a referral pack. Let me assure you, on the basis that there are patients whom you wish to retain because they are fully engaged with you in enhancing their oral health and potentially their cosmetic appearance, they will be delighted to refer their like-minded friends and family to someone who can look after them so well. As long as you acknowledge their referral in an appropriate manner, they will continue to refer.

By definition, a PR campaign should be designed to create stronger awareness of the practices competence, in exceeding the expectations of your patients. It is a call to action, not a broadcast to crickets, who were not listening to you! While brand awareness is important, it will not, of itself, pay the bills! Prospective patients need to be drawn to you and encouraged to take action. You may have marketing activities planned for each month of the year to build on that month's characteristics; for example, Spring cleaning/hygiene at Easter. Those specific campaigns to your current patient list are very important, but are not PR - public relations.

PR is going to encourage people to contact you, whether via the website or by phone. Therefore you need to ensure that your receptionist knows about the campaign and is ready with the necessary script, and that your website is consistent with what ever offers you make as part of your PR campaign – easily stated but often forgotten.

Designing a PR campaign is really no different from other marketing and branding efforts:

- Define your target audience – is it “high-end or “mass market”
- What methods are you using – networking groups, complementary providers of similar quality products in your area, daily morning or evening paper, free magazine, quality paid-for magazine, social media?
- Are you giving us some great new news – an award won, a new team member(s), a new treatment to be offered because of your new skills and qualifications?
- What do you want the reader to do – ignore it, take specific action, call for info, call to book appointment?

Answers to those questions will guide you relatively quickly as to content, style and language to be used - both visual and text. What is really important is that it should be able to stand out from the crowd and be relevant, timely and important to your target market.

How frequently should you be “out there”? In print, whenever you have something noteworthy to say; at a networking group, whenever you need to garner support; in social media, when you can stand out from the useless pieces of mindless “look at me” stuff that people “Facebook” and “tweet” every day!

Whatever you do, however you do it, please be the real you, be authentic, do not use someone else's voice – write your own – if Richard Branson can write his own tweets and FB messages, so can you, and it will sound like you, not someone you have paid to do it for you.

Sim Goldblum is an experienced business manager and a Partner in The Dentistry Business, providing bespoke advice and training to dental practices; Sim leads the UK's only university accredited Dental Practice Management courses, some of which are eligible for Student Loans.

Email: sim@thedentistrybusiness.com
Tel: **07515 507 337**
Website: www.thedentistrybusiness.com

Stress and the Joy of Burnout

A recent survey by the charity 'Depression Alliance' found that a third of people struggle to cope at work because of depression, stress or burn out. It is therefore unlikely to come as a surprise that stress is one of the most common causes of long-term sickness absence.

Employers who do not deal with the effects of stress on its employees run the risk of costly stress-related claims being brought against them. Employers should therefore be vigilant and look for signs that employees may be suffering from stress and ensure that the situation is dealt with promptly.

As most employers will know, it is an implied term of every employment contract that an employer will take reasonable steps to ensure their employees' health, safety and wellbeing.

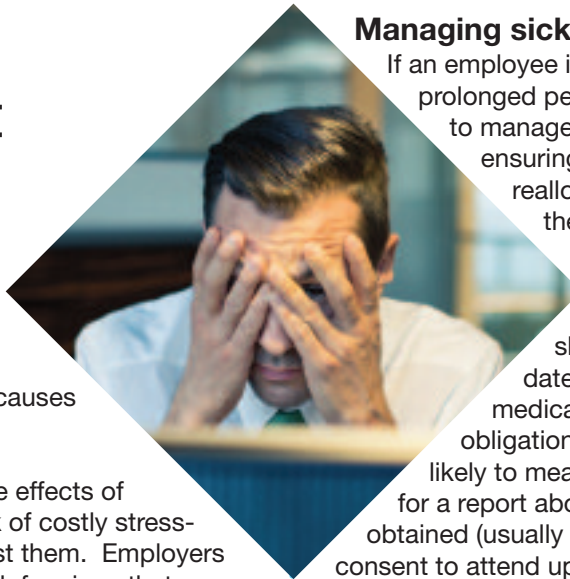
At the very least, employers should:-

- Carry out regular audits to identify the triggers of stress.
- Hold return to work meetings with employees who have been absent from work.
- Train managers to identify when staff may be suffering from stress or put under strain.
- Provide employee support through specialists such as occupational health providers, counsellors etc.

Not many employers go as far as implementing an Anti-Stress Policy but this is encouraged. Such a policy would set out the responsibilities on both parties when it comes to managing stress and in particular, will set out the steps the employer will take to protect the wellbeing of its staff.

Sickness Absence

It does not follow that an employee who suffers from work-related stress will be absent from work as a result but if they are, their absence should be treated in the same way as any other sickness absence. That said an employer should be mindful that they are a contributor to the employee's ill health and should ensure that steps are taken to not only facilitate their return to work but to reduce/eliminate the stress factors upon their return.



Managing sickness absence

If an employee is absent from work particularly for a prolonged period of time, the employer will need to manage the employee's absence by ensuring cover is in place, work is reallocated internally etc. In addition, they should manage the situation going forwards.

In order to do this the employer should take steps to obtain up to date information about the employee's medical condition so it can assess what obligations are owed to the employee. This is likely to mean obtaining the employee's consent for a report about their medical condition to be obtained (usually from their GP) and/or for their consent to attend upon a specialist such as an occupational health professional.

An employee is not obliged to provide their consent however. Moreover, when seeking to obtain an employee's consent for a medical report to be prepared about them, it is imperative that the employee is advised about their rights pursuant to the Access to Medical Reports Act 1988. Amongst other things the employee should be advised they can decline to consent and that they have the right to see the report before it is sent to their employer.

Once in receipt of information about the employee's ill health the employer will be able to consider what obligations are owed to the employee and ascertain whether there is any potential liability on their part that they need to be mindful of.

The employer can then consider how to manage the employee's sickness absence and this may include contemplating terminating their employment. The decision to terminate the employee's employment should not be taken lightly however as this is often the step that results in a claim being pursued. Employers are urged therefore to seek legal advice at an early stage if an employee is absent from work due to work-related stress or long term sickness absence.



If you would like to discuss any aspect of employment law please contact Lisa Kemp, Solicitor in the Employment Division at mfg Solicitors LLP on 01905 610410.

Think you know about handling patient complaints?

We know readers are experienced in patient service, so we thought you might like the chance to test your knowledge on a complaints handling quiz.

As one of the UK leaders in complaints handling training and people development we have years of experience helping people deal with complaints well.

If you think your tool kit is already full of bright and shiny ready to use skills and they need no polishing, then take the complaints handling quiz opposite. We think you need to score 8 out of 10 or above to be really effective in your practice.

So how did you do with the complaints handling quiz?

Here are our answers, although you may have a different view - if you do then let us know!

1. "Sorry" is often the hardest word to say but the most effective when you really mean it.
2. A complaint is not a complaint when the patient says it's not a complaint, so if in doubt ask the patient.
3. "But" is a very negative and argumentative word. Try to avoid using it. It is much better to try and use "and" or if that feels awkward use "however".
4. A failure to meet the patient's expectations is usually the cause of a complaint. You expect to be delivering one thing and the patient is expecting something else. Often this lack of clarity about expectations is caused by poor communications during the treatment planning process.
5. A technique to handle complaints conversations, but it must be done well. To do this you need to really understand the technique to stop it making matters worse. If you think this is simply about parrot fashion repetition then you do not understand the complexity involved.
6. "I hear what you are saying but" really means "I disagree"! It is only likely to make a bad situation worse by presenting you as an argumentative person. You need to delve in your complaints handling tool kit for some other tool that will be more useful.

- 1 When dealing with complaints what is the most helpful but the hardest word to say?
- 2 When is a complaint not a complaint?
- 3 What three letter word acts to accelerate the patient's emotions and makes the conversation harder when handling complaints?
- 4 What causes a complaint?
- 5 What is the broken record?
- 6 Why does the phrase: "I hear what you are saying but" often make matters worse?
- 7 How often should your staff receive complaints handling training?
- 8 What is good news about a complaint?
- 9 How many friends will a complaining customer typically tell about their complaint?
- 10 Where do I find really good complaints handling training?

7. It's worth taking time out to reflect, share experiences, learn from colleagues and get some training every couple of years.

8. A complaint is good news because it gives you the chance to put something right. The patient has come to you rather than running to a competitor. It is a real opportunity to restore the patient relationship and can increase patient loyalty.

9. Often complaining patients tell around 20 friends about their experience. So make sure they tell you first so you can put it right. On Social Media someone with a good following can reach many people. We saw one tweet re-tweeted by someone with 17,000 followers recently.

10. Right here at Training To Achieve. We offer great learning and development. If you have been thinking about developing your complaints handling skills we can help you. We can come to you or you can come to us! We have an Open Course in London running on 16 July which might work for you, otherwise do give us a call on 0845 165 6269.

Alison Miles-Jenkins BA (Hons) FCIPD is Chief Executive of Training To Achieve Enterprises Ltd, the award-winning training, development and coaching consultancy she set up in 1990.



www.t2achieve.com

Successful Marketing Strategies

A half-day ADAM seminar on Friday 27 June 2014

Venue: BDA, 64 Wimpole Street, London W1G 8YS from 9.15am - 12.30pm

▼ Outcomes

The window to your practice - your team

How to prepare a successful e-zine campaign

The 12 month marketing plan

On-line marketing - does it work?

Telephone and e-mail communication

Providing solutions without the hard sale

Putting it all together - Tracking the right numbers for success

Speaker Tracy Stuart

I am a seasoned and proven Practice Development Specialist for forward thinking and innovative Dental Practitioners and their Teams who understand they have to lead not follow if success is to be achieved.

Having started out in the dental profession many years ago I worked my way up through the ranks and can honestly say I have walked in the shoes of every team member. Today you will find me successfully running my own training company - NBS Training, which was a natural progression for me having delivered extensive training programs on behalf of Frank Taylor & Associates and latterly Designer Dental Training.

Mine is a fresh and innovative approach, but one that has delivered outstanding results for many of the Practices I have had the pleasure of working with. And that really is the key to my success as I truly believe change will only be achieved if we work with one another. I personally tailor each training program to my client as one size has never fitted all and never will!

I have previously walked in the shoes of every team member and ultimately the business owner and for this reason I can relate to the challenges that the team face and also those as a business owner which makes me pretty unique!

I am also well known for my hands-on and straight talking approach which has helped numerous Practices ring fence their businesses in this highly competitive climate, whilst they concentrate on delivering the dentistry they have a real passion for.



NBS Training was created to help Dental Practices achieve success through implementation and improved performance. Profit, Vision, Growth, Structure, Systems, Leadership, Internal & External Communication, Telephone Technique and Marketing.

Successful Marketing Strategies Booking Form

ADAM members £30.00
Non-members £40.00
Half-day

Please make cheques payable to ADAM or insert your credit card details in the space below and return this booking form to:

**Denise Simpson,
ADAM,
3 Kestrel Court,
Waterwells Business
Park, Gloucester
GL2 2AT**

Workshop fees are non-refundable for cancellations received less than 72 hours prior to the event.

Surname First name

Job title

GDC No. (if applicable) ADAM membership number

Practice name

Practice address

..... Postcode

Email Tel

Card number:

Valid from: / Expires end: /

Issue No. (Maestro only): Security card number:

Please debit my card with the amount of £

Signed Date

Complete for credit/debit card purchases:

Whatever your management role you can find a qualification to benefit you and your practice

UMD Professional's range of courses lead to Institute of Leadership and Management accredited qualifications and provide a practical training pathway for dentists and managers, helping you to increase your confidence and skills in management.

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Contact us on 0161 928 5995

Email: sim@thedentistrybusiness.com
Web: www.thedentistrybusiness.com

Special Offer for ADAM Members who enrol on our courses starting April/May 2014

thedentistrybusiness

THE DENTAL PRACTICE MANAGEMENT SPECIALISTS



Acknowledging commitment to practice management and administration.

Practice Manager of the Year

Administrator of the Year

Treatment Co-ordinator of the Year

The winner in each category will receive a cheque for **£500**

Sponsored by **Denplan**
At the heart of dental care



Please see next page 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.

**STOP PRESS
CLOSING DATE
EXTENDED TO
30 JUNE 2014**