

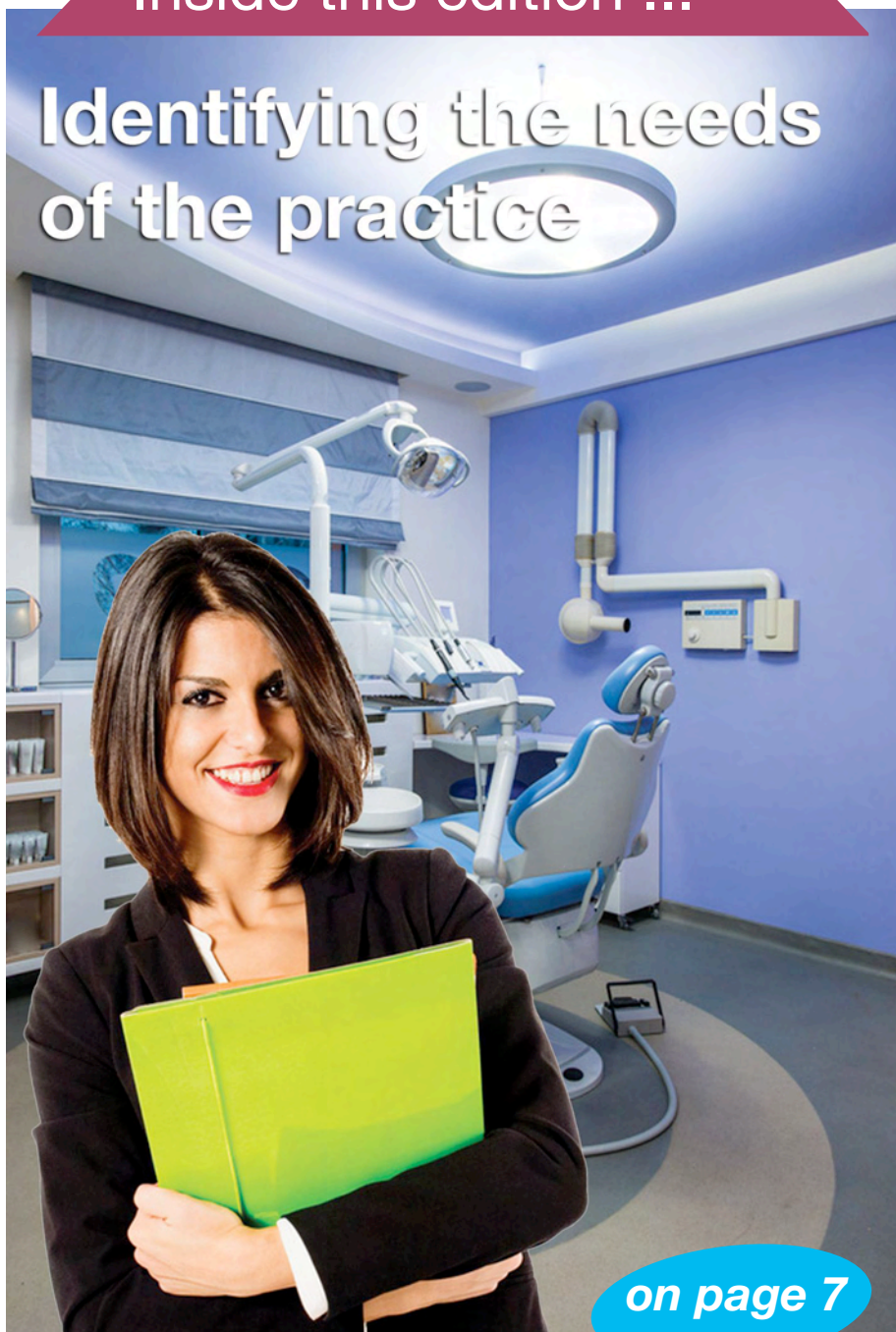
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your dental plans

Inside this edition ...

## Identifying the needs of the practice



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- Dental Showcase Preview
- ADAM Autumn Seminars

'for those who aspire to success'

# eupdate

SEPTEMBER 2015

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In the News



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Forthcoming  
training events

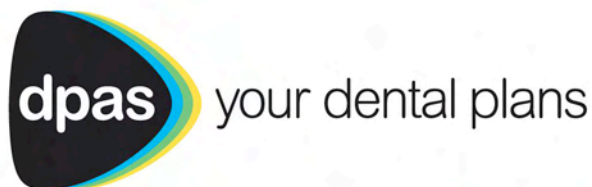


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Who's  
In The Spotlight?



*on page 3*



# For a plan that **fits**

## Business Bites

### NOW EVEN MORE **SUPPORT** FOR YOUR PRACTICE

We've teamed up with some of the dental industry's leading providers to bring you a comprehensive range of practical business solutions and special offers. Available exclusively to DPAS clients, Business Bites provides practices with all the convenience of a 'one stop shop' but with the flexibility to choose the products and services that best suit their needs.

With support ranging from compliance, marketing and business consultancy to the latest cloud-based practice management software and online CPD solutions, now is a great time to discover how DPAS Dental Plans can help grow your practice.



For information about our Business Bites partners and the **exclusive benefits** available, contact us on **01747 870910** or email **enquiries@dpas.co.uk**

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## Get in touch!

Send your news & views to  
denise@adam-aspire.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,

Well, the summer is now behind us and it's time to get back up to speed at work, which includes choosing the right courses and events for ourselves and our team members.

ADAM has a long established history of providing courses particularly for dental practice managers, administrators, receptions and sometimes dentists, and this autumn is no exception. We have arranged a series of five half day seminars across the UK on the key subject of HR and Employment Law. This topic has been chosen following feedback from ADAM members and will provide delegates with an opportunity to update knowledge and share information.

We've called the seminars '**Getting to grips with employment and HR law**'; as I said these are half day seminars, starting at 1.30pm and closing at 5.00pm – we've chosen this format to allow delegates time to travel to the venues and avoid the need to have to budget for overnight accommodation, often in expensive city centre locations. Numbers will also be strictly controlled so that delegates get the best possible benefit from attending their chosen venue.

So, what's the programme? Well, we are including the following key topics in the session:

- The headache of recruitment – 'do's and don'ts'.
- Contracts – why should you have them and what should be included.
- Policies and procedures – flexible working requests; grievance and disciplinary procedures; sickness absence; and why you need a Christmas party policy.
- Workers – who are they and what do they do?
- Auto enrolment pension – what's it about? Have you received your staging date?
- Understanding the self-employment status; the effects and risks.

To find out more, including how to register for the seminar nearest you, go to pages 8 and 9.

For me autumn always means its Showcase time – and this year the dates for your diary are 22 to 24 October 2015 at the NEC in Birmingham. Find out more on page 10.

As always e-update has the latest news from our profession and details of forthcoming training events, many with special discounts for ADAM members.

Happy reading...

Niki Boersma  
President



**Clare Maroney**

In this continuing series focused on **YOU**, this month we meet and ask questions of **Clare Maroney**

**Name:** Clare Maroney.

**Job:** Practice Manager.

**Where do you live (and with whom):**  
In Basingstoke with my fiancé.

**Hobbies:**  
Walking, reading, and restoring furniture.

**How did you end up working in dentistry?**  
Through a friend who was a dental nurse.

**When did you first get involved with ADAM?**  
I first joined ADAM in 2011.

**What do you enjoy most about your role?**  
Improving the practice's customer service level and interacting with our patients. I enjoy being part of the patient's journey especially if at first they're very nervous.

**What's the most challenging part of your role?**  
The balancing act of keeping everyone happy and productive. I find that, as a Practice Manager, you have to constantly adapt your approach to the different personalities within the practice so that you can motivate your team to give their best.

**Would you recommend a career in dentistry?**  
Definitely; it's such a varied and interesting job and you are constantly learning and developing yourself.

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

That's a tricky one! I've always been interested in Business and Economics but I also have a passion for Art History so maybe I'd be working at an auction house.

### General Dental Council response to the PSA's report "Rethinking Regulation"

Responding to the report from the Professional Standards Authority (PSA), GDC Chief Executive & Registrar, Evlynne Gilvarry, said:

"The GDC has been campaigning for legislative change to improve the effectiveness of regulation of dental professionals for a number of years. We hope that ministers will take the time to consider the PSA's warnings and act accordingly.

The PSA rightly stresses the need for regulators to increase their focus on preventing breaches of standards. At the GDC we have already taken a number of steps to achieve this, including:

- Clarifying our standards so that dental professionals can more easily meet the legitimate expectations of patients;
- Maintaining a high threshold for quality assurance of education and training Maintaining a high threshold for quality assurance of education and training so that we can be sure newly-qualified dental professionals can practise safely;
- Strengthening our programme of continued professional development (CPD) to ensure dental professionals remain up-to-date. The revised programme will be piloted next year.

Our new corporate strategy to be launched in the autumn will set out a clear vision with the patient at its heart. We have already instigated a significant programme of change within the GDC which will help us to support dental professionals to deliver high standards of care and maintain public confidence in the profession.

We welcome the opportunity to work with the PSA and the Department of Health to create a regulatory framework that is fit for the 21st century."

### Poor dental health habits linked to hypertension



A new study reveals that poor oral hygiene habits may lead to increased incidence of hypertension. The study, published in the July 2015 issue of the Journal of Periodontology, suggests periodontitis and hyper-tension may be linked by way of inflammation and blood pressure elevation.

To read more go to:  
<http://www.badt.org.uk/news/>

### BSPD responds to the latest Cochrane review of water fluoridation



A new review of water fluoridation which reinforces its effectiveness in reducing caries has been welcomed by the British Society of Paediatric Dentistry (BSPD). Professor Andrew Rugg-Gunn, the chair of the expert group which produced the BSPD position paper on water fluoridation, said the review by the Cochrane Collaboration concludes that it's still a safe and effective public health measure.

To read more go to <http://bspd.co.uk/News-Media/Latest-Press-Releases>

### Fourteen shocking things about dental health

We all know that brushing our teeth twice a day and regular visits to our dentists are the key to keeping our teeth healthy. While this is true, there are many other facets about our mouths that may remain a mystery.

That's why the British Dental Health Foundation wanted to share a few of the interesting, and sometimes shocking things, we should know about dental health which we may not.

To read all fourteen **click here**.

### British Dental Health Foundation (BDHF) responds to Royal Society of Public Health tobacco recommendations

In light of the proposed measures from the Royal Society of Public Health (RSPH) on changes to tobacco regulations, which were released on 13th August 2015, BDHF is fully supporting the calls for changes from the government, businesses and consumers.

The proposals include; introducing a smoking exclusion zone outside schools, pubs and bars where the public can no longer smoke, the mandatory sale of e-cigarettes or NRT wherever tobacco is sold and the inclusion of e-cigarettes in smoking cessation services.

Read more at  
<http://www.dentalhealth.org/news/details/875>

### ADAM Salary Survey

Don't forget to take part in this year's survey – you can do so by completing the survey form within the Summer edition of Practice Focus or on-line by clicking here



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- Free apps on Android, Kindle and iPhone



## Sharon Fletcher

Practice Manager at Ravat & Ray Dental Care, Burnley. Winner: Practice Manager of the Year 2014

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*"With an efficient, digital system to log CPD, practice managers can spend less time chasing people for records, and more time improving their practice."*

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**Register now at <https://dental.cpdpro.org.uk/adam/>**



Location	Name of programme and provider	Cost and Notes	For more information
Distance learning programme	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	Twelve month programme. £2665 payable over 13 months Part-funding available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Distance learning programme	ILM Level 3 Certificate in Leadership and Management <i>UMD Professional</i>	Ten month programme £2280 payable over 11 months. Part-funding available	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Online	Level 4 Professional Diploma in Dental Practice Management <i>The 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	Level 3 Advanced Diploma in Treatment Co-ordination <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 <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-decontamination-and-infection-control-lead/">https://thedentalbusinessacademy.com/courses/level-3-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>
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	Core CPD modules • Modules covering Medical Emergencies • Disinfection & Decontamination • Radiography & Radiation Protection • Legal & Ethical • Dealing With Complaints • Communication <i>The 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	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Birmingham Starts July 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support.	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Bristol Starts Sept 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</i>	£2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
East and West Midlands	Professional Certificate in Dental Practice Management (L4) <i>The Dentistry Business</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
East and 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 2 year and CPD courses also available <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> 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>The 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 <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> 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>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 <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
London	Postgraduate Certificate in <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 <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
London Starts Oct 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</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>	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London Starts July 2015	ILM Level 7 Diploma in Leadership and Executive Management <i>UMD Professional</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
London Starts Oct 2015	ILM Level 5 Certificate in Leading with Integrity <i>UMD Professional</i> <b>NEW COURSE</b>	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 <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Manchester Starts Oct 2015	Professional Certificate in Dental Practice Management (L4) <i>The Dentistry Business</i>	£995 payable over six months <b>NEW COURSE</b>	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Manchester Starts Oct 2015	Postgraduate Certificate in 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 <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Manchester Starts Oct 2015	ILM Level 5 Diploma in Leadership and Management <i>UMD Professional</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>	Call 020 8255 2070 or e-mail <a href="mailto:fiona@umdprofessional.co.uk">fiona@umdprofessional.co.uk</a>
Wakefield	Professional Certificate in Dental Practice Management (L4) <i>The Dentistry Business</i>	10 monthly one-day workshops plus tutorial support. £2450 payable over 13 months	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro
Wakefield	Postgraduate Certificate in 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 <b>ADAM members' discount</b>	Contact Sim on 0161 928 5995 or <a href="mailto:sim@thedentistrybusiness.com">sim@thedentistrybusiness.com</a> or <a href="http://tinyurl.com/mkocjyk">http://tinyurl.com/mkocjyk</a> to watch video intro



## Identifying the needs of the practice

Deborah Bell, Practice Consultant at DPAS Dental Plans talks about identifying her clients' total business needs so she can get the best results for each practice.



From the start, my aim is to identify what a practice is looking for as a whole business, not only relating to their dental plans. Identifying a practice's overall objectives helps me to see the bigger picture and understand how their dental plan integrates with other aspects of the practice.

My background is an important part of how my relationship with my clients has developed. Having worked in dentistry for 22 years both in practice and at DPAS, I feel able to empathise with practices and able to understand the challenges they face every day. By building this strong level of trust and rapport, through regular practice visits, it means my clients are confident in talking to me about any aspect of their business.

Once I understand what the practice's goals are I can help them promote their plans and I can now put them in touch with a whole range of business services using our Business Bites initiative.

Through Business Bites, DPAS Dental Plans has teamed up with some of the industry's leading organisations to offer a range of practical business solutions designed to support practice growth. This initiative has enabled me to put my clients in touch with our trusted partners, which have used their specialist skills to help solve

some particularly tricky issues.

Business Bites has been a great help to many of my practices, not least because it is a facility that has the flexibility to let the practice choose the area in which they need most help. Some practices have needed the help of a business consultant, others have chosen advice on websites or marketing, the key is to help them identify their needs and then be able to offer a tailor-made solution.

My role is all about helping my clients. As a dental nurse I strived to listen and help patients and now as a practice consultant my role is to not only listen and help, but to also support each individual practice and provide a solution which will ultimately enable them to grow and prosper.



## 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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Discount  
available  
for ADAM  
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# Getting to grips with employment and HR law

This half day seminar will cover:

- The headache of recruitment – do's and don't's.
- Contracts – why should you have them and what should be included.
- Policies and procedures – understand what to do with a flexible working request, how to use your grievance and disciplinary procedure effectively, sickness absence how to manage and what to do, why you need a Christmas party policy.
- Workers – who are they and what do they do?
- Auto-enrolment Pension – What's it all about? Have you received your staging date?
- Is my Hygienist/Therapist genuinely self-employed? Understand the self-employed status, the effects and the risks



## Dates & locations

Five dates have been scheduled for Autumn 2015 at venues around the country.

Registration @ 1.00pm  
Seminar 1.30pm – 5.00pm

- The West Country  
**Salisbury**  
9 October 2015  
Speaker - Sarah Buxton
- Wales  
**Cardiff**  
30 October 2015  
Speaker - Sarah Buxton

- The North East  
**Leeds**  
13 November 2015  
Speaker - Sarah Buxton
- Scotland  
**Livingstone**  
27 November 2015  
Speaker - Dawn Dickson
- London and the South East  
**London W1**  
4 December 2015  
Speaker - Sarah Buxton

## Delegate rates

ADAM member <b>£35.00</b>	Non member <b>£65.00</b>
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Book online @  
[www.adam-aspire.co.uk](http://www.adam-aspire.co.uk)  
or by telephoning **01452 729522**

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

**3 hours  
verifiable  
CPD**



## Our speakers

### Sarah Buxton



Sarah Buxton 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.

Sarah is also an Ambassador and legal advisor to ADAM's chosen charity Heart Your Smile.

### Dawn Dickson



Dawn is head of the Davidson Chalmers Employment & HR Team and advises dentists, doctors, and other health professionals on a range of employment related issues including recruitment and selection, discrimination, TUPE transfers and performance management.

The Davidson Chalmers Employment and HR Team has extensive experience advising employers and employees alike, so understands both sides of any issue. The team works in partnership with clients to resolve employment issues in a practical and commercial way.


Dawn has recently advised a number of dentists on the issues around the employment status of dental associates. A number of recent Employment Tribunal decisions have altered their status from being self-employed to employee. These decisions could potentially have extremely far reaching implications across the dental profession.

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bookings – available upon request.*

# Look to the future at BDIA Dental Showcase



**A successful practice needs to move with the times. That's why it's so important to continually look at how your practice can improve the services offered and ensure your patients have the best experience possible.**

Recent research by Lloyds Bank reports that nearly 70% of dentists are looking to expand their businesses within the next five years and two-thirds of dentists expect to see their profits grow in the next 12 months.\*

As the largest and best attended dental trade show in the UK, BDIA



practice of dentistry you might be particularly interested in, there's something of interest at the show. It's also a chance to catch up with friends and colleagues and pick up some bargains!"

logos, websites, brochures and stationery can create the right branding for your practice and deliver proven returns on investment. For advice on an integrated marketing approach, speak to chrisad on stand F135 about how their research-based strategies can help grow your client base and improve patient retention.

Dental Showcase is the perfect opportunity for you to discover the latest innovations in products and services that can help keep your practice ahead of the game. There are hundreds of exhibitors displaying their latest products, innovations and services, with many offering fantastic show-only exclusive deals.

Niki Boersma, President of ADAM said, "It's always a challenge to keep up to date with everything that's going on in the dental world, but BDIA Dental Showcase really is a window on the future and a great place to get new ideas and a fresh perspective. Whatever elements of the business or

If you want to give your practice a competitive edge, see how you could streamline processes, improve the bottom line and increase revenue streams, come along to BDIA Dental Showcase at the NEC in Birmingham on 22-24 October.

### Looking good

Whether it's the design of your practice, the functionality of your website or the quality of your marketing materials, appearances do matter. Visit design4dentists on stand D200 to find out how their bespoke design service, including

Research shows that 94% of dentists used word of mouth referrals to grow their practice. However, this now incorporates online channels and it's increasingly important that practices manage their online reputation. On stands E80 / F75 Software of Excellence will be demonstrating their system which captures patient reviews, enables practice managers to identify and respond to any poor reviews and to fully utilise social media.

### Looking after the money

To share the benefits of success and be able to reinvest into your practice,





means it's vital to keep a close eye on the financial side of business. Specialist chartered accountants, Humphrey & Co can be found on stand I165 and can offer advice on general accounting, tax planning and practice sales and purchases. Also on the stand will be Xero, demonstrating how managers can integrate this leading cloud accounting software into their practice systems.

With recent changes to legislation, pension provision is an important consideration for every member of the dental team. If you head for stand I95, the experts at Frank Taylor & Associates can help advise you on workplace pension support and how a complete solution is available from as little as 15p per day.

Making sure your practice runs as smoothly and efficiently as possible is so important for patient care, staff motivation and cost reduction. Many companies attending BDIA Dental Showcase specialise in management

systems and tailored software for the dental industry. Among those exhibiting are Dentally (stand O160), a healthcare technology company which enables practice management functions from anywhere and provides comprehensive data to help in decision making and patient care. Visit Admor Dental Plus on stand E130 to see their intuitive, easy-to-use practice management software in action, and how it could help improve the operation of your practice.



### Looking to learn

In addition to the exhibitors displaying their latest products and services, BDIA Dental Showcase also features an incredible range of mini lectures and on-stand presentations. Among these are sessions by iComply (stand H150) who will explain how their applications can help improve compliance in your practice by delegating tasks to team members, monitoring progress and preparing for inspections.

Attracting more private patients and increasing profits is the subject of a mini lecture by dental marketing specialists FooCo (stand M180), and a lecture hosted by online experts, Dental Focus (stand M210) will guide you through the online patient journey to identify what patients are looking for to make sure you maximise your website's potential.

These are just some of the lectures and demonstrations available. By attending BDIA Dental Showcase you will discover the latest developments in areas as diverse as cosmetic dentistry, implants, whitening, ergonomics, marketing and finance to name just a few.

### Book now!

**BDIA Dental Showcase is approaching fast, so if you're looking to take your practice forward, make sure you register for free tickets for you and your team.**

Simply go to  
[www.dentalshowcase.com](http://www.dentalshowcase.com)  
for details.

You can also download the free Dental Showcase app to help plan your visit and keep updated with new exhibitors and additions to the lecture programme.

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