

April 2011

# e update



## Does your practice have the Smile Factor?

National Smile Month (NSM) is at a town near you from May 15 to June 15. It's run by the British Dental Health Foundation, the UK's leading oral health charity, its aim is to spread the message of good oral health and it's the ideal opportunity for your practice to raise its profile! How many more good reasons do you need to get involved?

Turn to page 13 for useful information

about this year's campaign and on page 12 there are lots of tips for taking a great publicity photo.

Please send us photos and brief details from your NSM event and we'll share your ideas with other members in a future e update, so that even more of you will get involved next year. We look forward to hearing more about your campaign.

### Inside this edition . . .

#### ○ Read all about it



For all the latest news in the world of dentistry turn to pp.4-5

#### ○ A fond farewell



Chairman Amelia Bray says thanks for a great two years. More on p.7

#### ○ Free checklist



All you need to know when launching a new service. More on p.11

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## Contents

### Contents

#### 3 Read all about it

This month, read about the CQC fees climb-down, a new link found between gum disease and breast cancer and an appeal to join AGM.

#### 6 Eager to improve?

There are plenty of interesting courses coming up to help you learn how to drive the success of your practice and fulfil your CPD requirements.

#### 7 And it's goodbye from me . . .

Amelia Bray, our outgoing chairman says a fond farewell after her two years in office - and thanks you for your ongoing support.

#### 11 Introducing a new service?

Business Planning expert Andy McDougall offers members a helpful free checklist to ensure any new service you introduce is a surefire success.

#### 12 Get snapping!

Raise the profile of your practice with a well composed PR photo - we'll give you all the tips you need.

#### 13 It's time to smile

Does your practice have the smile factor? Support National Smile Month from May 15 to June 15 and get your patients smiling.

#### 17 Uneasy about recruitment?

The BDPMA has teamed up with employment law and HR experts Ellis Whittam to help you avoid recruitment pitfalls.

### Contact us

British Dental Practice Managers' Association  
3 Kestrel Court  
Waterwells Business Park  
Gloucester GL2 2AT

t 01452 886364  
f 01452 886468  
e [denise@bdpma.org.uk](mailto:denise@bdpma.org.uk)  
[www.bdpma.org.uk](http://www.bdpma.org.uk)

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## News

# CQC fees change is 'major climb-down'

The recent announcement of a dramatic reduction of the fees that many dental practices will pay for registration with the Care Quality Commission (CQC) is a major climb-down, the British Dental Association (BDA) has said.

Providers with up to three practices will pay significantly lower fees than were proposed in CQC's consultation, with the cost for those with a single location reduced from £1,500 to £800 and the cost for those with two or three locations reduced from £3,000 to £1,600.

Dr Susie Sanderson, Chair of the BDA's Executive Board, said: "We are pleased to see this climb-down on fee levels. Dentists across England have made their concerns on this issue clear. Many have taken part in the BDA's red-tape campaign, articulating anxieties about the destructive effect costly, superfluous bureaucracy has on their working lives. These concerns appear, partially at least, to have been taken on board."

"Although the fees for many dentists have been reduced, it is important to remember that practices additionally incur significant hidden costs in demonstrating their ongoing compliance with CQC's standards. Scarce time and money are being diverted away from patient care to satisfy the burden being imposed by this unnecessary extra bureaucracy."

The BDA remains unconvinced of the necessity of CQC's role in dentistry and is disappointed about the delay in making this announcement.

Dr John Milne, Chair of the BDA's General Dental Practice Committee, said: "The late announcement of these fees, just days before the deadline for registration, is frustrating for General Dental Practitioners in England.

"Sadly, it is typical of the shambolic nature of the process that dentists have been, and are still being, subjected to. CQC's challenge now is to demonstrate that it is making a difference for patients in return for the fees paid by dentists and the taxes the public are being asked to contribute to it. Only by doing so can it hope to justify the inclusion of dentistry in its remit."

# BDPMA members urged to join AGM

As many members as possible are being urged to join our AGM at the Dental Conference & Exhibition in Manchester in May.

This year's AGM will vote on key decisions affecting the organisation, such as the new chairman, vice-chairman and treasurer and discussing our future. It will take place in Charter Room 5, on Saturday May 21, at 12 noon and is likely to last about 30 minutes.

Chairman, Amelia Bray, said: "This is your opportunity to have a say about your organisation and to shape its future. We look forward to seeing as many of you as possible."

## Join free breakfast briefings

Ellis Whittam, providers of employment law, HR, Health & Safety and training, is holding a series of free breakfast briefings across the country throughout May and June titled, *Employment Law in 2011 - What Every Employer Needs to Know*.

The short events will look at the big changes this year covering paternity leave, agency workers and the scrapping of the default retirement age. Breakfast is at 8am with events starting at 8.30am. Events will be taking place in London, Glasgow, Coventry, Newcastle, Bristol, Preston, Newport and Manchester. To register, [click here](#).

## Places going fast for GDC event

The General Dental Council is getting ready to listen to dental professionals working in and around Cardiff at a free event on 25 May at St David's Hotel.

Anyone interested in coming along is being urged to move quickly to reserve their spot by booking online at [www.gdc-uk.org](http://www.gdc-uk.org). The evening event begins at 6pm and attendees can claim two hours of verifiable CPD for taking part in one of two workshops on offer.

This is the latest in a series of events which have taken place in Belfast, Edinburgh and Birmingham.



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## News

# Gum disease and breast cancer link found

A new study suggests that women may be over 11 times more likely to suffer from breast cancer if they have missing teeth and gum disease.

The study carried out by the Karolinska Institute in Sweden on over three thousand patients, showed that out of the 41 people who developed breast cancer those who had gum disease and loss of teeth were 11 times more likely to develop cancer.

As this appears to be the first study presenting such findings, Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, believes more needs to be done in order to confirm the results.

Dr Carter said: "If future studies can also testify to the link between missing teeth and breast cancer, more has to be done to raise public awareness on the issue. The British Dental Health Foundation has a history of campaigning for better oral health, and the findings presented in the study indicate another clear link between your general

and oral health."

Gum disease is caused by the bacteria in dental plaque. As the disease gets worse the bone anchoring the teeth in the jaw is lost, making the teeth loose. If this is not treated, the teeth may eventually fall out. In fact, more teeth are lost through periodontal disease than through tooth decay.

In the past several findings have been released to support the notion infections in the mouth can affect other areas of your general health. In people who have gum disease, it is thought that bacteria from the mouth can get into the blood stream and affect the heart, causing a higher risk of heart disease. The same principles affect those with diabetes, as people with the condition are more likely to pick up infections. People with gum disease are also thought to be at a higher risk of strokes, chest infections, and pregnant women are seven times more likely to have a premature baby with a low birth weight.

## Four practices win £500 each

Dental practices across England and Wales have been participating in the BDTA's 'Kick out the sweets, bring on the treats' Change4Life campaign for the past six months; displaying posters, encouraging patients to complete questionnaires and delighting their younger patients with colourful stickers.

Well over 2,000 completed questionnaires have now been returned by the general public and four practices responsible for generating some of these responses have been selected at random as winners of the BDTA member gift voucher prizes.

The lucky winners were: The Robert Wakefield Dental Surgery in Driffield, Ghyllmount Dental in Penrith, Naidu & Naidu Dental Care in Essex and The Dental Care Centre, London.

Tony Reed, BDTA executive director, said: "Many dental practices were keen to be actively involved with the BDTA's Change4Life campaign which was very encouraging as it was a perfect way to get children interested in dental health.

"Thank you to all the practices who promoted the campaign and congratulations to the winners!"

For further information on the BDTA visit [www.bdta.org.uk](http://www.bdta.org.uk).



## Free magazine subscription

Produced by the leading providers of practice-branded dental membership plans, Practice Plan, and packed to the rafters with business focussed articles, which will get you thinking about what you do differently, here is your chance to subscribe to the **Business of Dentistry Magazine** for free.

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## Training & development diary

Date & location	Name of event & provider	Cost & notes	Contact details
May: London, Manchester, Bristol, Leeds, Scotland, Belfast	The Dentistry Business Accredited Programmes in Dental Practice Management	L4 is £2,100 and L7 is £2,500	<a href="http://www.thedentistrybusiness.com">www.thedentistrybusiness.com</a>
May: London, Leeds, Basildon or Bournemouth	Dental practice management ILM diploma. UMD Professional Ltd	Please enquire. Distance learning courses available	<a href="http://www.udmprofessional.co.uk">www.udmprofessional.co.uk</a>
5 May Sunderland	Practice Plan & BDPMA present Andy McDougall of Spot on Business Planning	£150. <b>£75 for BDPMA &amp; Practice Plan members</b>	<a href="http://www.practiceplan.co.uk/events">www.practiceplan.co.uk/events</a>
5 May Edinburgh	Maximise your team's potential. BDA	<b>£100 for practice managers</b>	<a href="http://www.bda.org/training">www.bda.org/training</a>
6 May Birmingham	A - Z of running a successful dental practice. Dental Resource Company	TBC	<a href="http://www.dental-resource.co.uk">www.dental-resource.co.uk</a>
11 May (first of six) Southampton	BTEC Level 4 professional diploma in dental practice management. Dental Resource Company	£1,300 +VAT	<a href="http://www.dental-resource.co.uk">www.dental-resource.co.uk</a>
13 May London	Business Planning & financial management for owners & managers. BDA with Andy McDougall	<b>£100 for practice managers</b>	<a href="http://www.bda.org/training">www.bda.org/training</a>
13 May (first of eight) London	Tomorrow's practice manager. Dentabyte Ltd	<b>£75 per module. Early bird offer</b>	<a href="http://www.dentabyte.co.uk">www.dentabyte.co.uk</a>
16 May Maidstone	Considering the change from NHS to private practice? BDA with Chris Barrow	<b>Free</b>	<a href="http://www.practiceplan.co.uk/optionsoutofthenhs">www.practiceplan.co.uk/optionsoutofthenhs</a>
18 May Manchester	Management of medical emergencies for the whole dental team. BDA	<b>£100 for practice managers</b>	<a href="http://www.bda.org/training">www.bda.org/training</a>
19 - 22 May Newbury	NLP practitioner course part 2. (see above) Miriam McCallum Associates	<b>£2,100 for both parts. Early bird &amp; BDPMA discounts apply</b>	<a href="http://www.intro2nlp.co.uk">www.intro2nlp.co.uk</a>
21 May Manchester	Everything you ever wanted to know about dental management. Seminar at British Dental Conference	Conference entry from £70.	<a href="http://www.bda.org/conference">www.bda.org/conference</a>
26 May Leeds	Considering the change from NHS to private practice? BDA with Chris Barrow	<b>Free</b>	<a href="http://www.practiceplan.co.uk/optionsoutofthenhs">www.practiceplan.co.uk/optionsoutofthenhs</a>
3 June London	Handling complaints and improving communication skills. BDA	<b>£100 for practice managers</b>	<a href="http://www.bda.org/training">www.bda.org/training</a>
10 June (second of eight) London	Tomorrow's Practice Management Masterclasses - Marketing & Patient care. Dentabyte Ltd	£75 per module.	<a href="http://www.dentabyte.co.uk">www.dentabyte.co.uk</a>
14 June Newcastle	Considering the change from NHS to private practice? BDA with Chris Barrow	<b>Free</b>	<a href="http://www.practiceplan.co.uk/optionsoutofthenhs">www.practiceplan.co.uk/optionsoutofthenhs</a>
15 June London	Managing difficult people (and good ones too) Sheila Scott	<b>£350. 10% discount for BDPMA members</b>	<a href="http://www.sheilascott.co.uk">www.sheilascott.co.uk</a>
17 - 18 June London	World Aesthetic Congress	see website for details	<a href="http://www.independentseminars.com/wac/">www.independentseminars.com/wac/</a>
18 June London	'What patients really want' & 'Influencing skills' Sheila Scott at World Aesthetic Congress	see website for details	<a href="http://www.independentseminars.com/wac/">www.independentseminars.com/wac/</a>
30 June London	Reception and telephone skills for the whole dental team. BDA	<b>£100 for practice managers</b>	<a href="http://www.bda.org/training">www.bda.org/training</a>
July At your practice	Team working, ethical selling, customer care, complaints handing & more. UMD Professional	<b>50% discount for BDPMA members £550 +VAT &amp; travel</b>	email <a href="mailto:penny@udmprofessional.co.uk">penny@udmprofessional.co.uk</a>
8 July London	How to handle those difficult conversations and complaints. Training To Achieve UK	<b>£350. 20% discount for BDPMA members</b>	<a href="http://www.t2achieve.com/bdpma-complaints">www.t2achieve.com/bdpma-complaints</a>



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## Column

# Outgoing chairman applauds your ongoing support

**Amelia Bray is set to hand over the reins to Jill Taylor in May. We would like to congratulate her on a wonderful two years in office and say a huge thank you for all of her hard work and dedication. Here is Amelia's farewell message as chairman.**

I can hardly believe that it's over two years since I took over as chairman of the BDPMA. They say that time flies when you're enjoying yourself and that has certainly been the case for me.

It has been a tremendous honour to have represented such a dynamic and professional association and I sincerely hope that I have represented it well.

I have certainly travelled far and wide with my 'gong', from Glasgow to Truro and Bournemouth to Liverpool. I have got to know the regional airports of the UK very well!

Highlights have included visiting the Houses of Parliament as a stake holder in the APPG for Dentistry and as a guest at the International Symposium of Dental Therapists & Hygienists at Glasgow last year.

For the Association, my term of office has seen some changes and a lot of progress. It has long been my aim to make the Association inclusive of all the non-clinical team and we have made strides in achieving this.

The inception of our monthly e-update has changed the way we are able to communicate with our members, and is much appreciated by many I have spoken to.

Perhaps our biggest success is that we have survived through such difficult financial times. When I was Treasurer (one of my many incarnations on the Executive) I made a presentation at a team meeting on 'Survival without Sponsorship'. At the time we enjoyed very generous support from Oral-B and Henry Schein and my proposals were really quite unthinkable!

Today, with our current economic climate putting incredible pressure on our usual sources of sponsorship, we have realised an Association that can hold its own and even flourish, and I know that I leave it in very safe hands with Jill as incoming chairman.



I could not have done what I have during the last two years without a huge amount of support from the team. That team has been my fantastic Executive, who I know will take the Association from strength to strength, Sue & Denise at head office, who have been wonderful and completely professional even during some difficult moments, and of course my team here at St Mellion Dental Clinic. Miles and Jenna have carried on without me on so many occasions, which is no mean feat when a third of your workforce is absent – the joys of a small team! It will be a shock for them to have my undivided attention.

But the most important support has come from you, the members of the BDPMA. It's been wonderful to get to meet so many of you, to share stories of trials and triumphs.

So thank you all for the opportunity to represent such a diverse and inspiring group of professionals – and my final message – get involved, it adds so much to your life both personally and professionally, I will miss it!

*Amelia*

# Considering the change from NHS to private practice?

If you are considering your options out of the NHS but are unsure about how to proceed, come and join Practice Plan and our special guest, **Chris Barrow**, for a two hour evening seminar dedicated to giving you practical and simple advice on how to make a **seamless and successful** transition.

Practice Plan has helped hundreds of NHS practices across the UK to successfully convert to private practice and we'll have experts on hand to answer all your questions and support you in any way we can.

Each event is FREE, just choose the venue that's right for you...

Monday 16th May 6.00 pm : **Maidstone**

Thursday 26th May 6.00 pm : **Leeds**

Tuesday 14th June 6.00 pm : **Newcastle**

Refreshments will be provided and the evening will finish at 9.00 pm

To reserve your FREE place, please call Emma on...

# 01691 684171

or email [emma.bateman@practiceplan.co.uk](mailto:emma.bateman@practiceplan.co.uk)

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## Good to know

# Getting to grips with the internet

Do you know what the top ten most Googled search terms are? Well, apparently the first one is children's names and the next nine we can't mention – if you get our drift!

Why is this important? The following anecdote perfectly illustrates why thinking laterally is a superb skill to develop.

Apparently a well known baby supplies retailer found out what the top search term was and changed their whole approach to search engine optimisation (SEO).

Instead of using keywords like prams, cots, buggies and the like, i.e. specific items that they sold and which people might Google search, they used the search term 'babies names' knowing that every single person who Googled that would be their potential customer and as long as they came near the top of the returned search list, they had a good shot at getting the attention of their potential new customers.

## Who is your target audience?

So the next time you're thinking about web search terms, think about what your target audience might be Googling.

As a for instance, if you are a family practice keen to attract young families, maybe link your site with local nurseries or other local places or services parents Google to find.

Apparently time is of the essence for web surfers and what was fine last year is no longer OK this year.

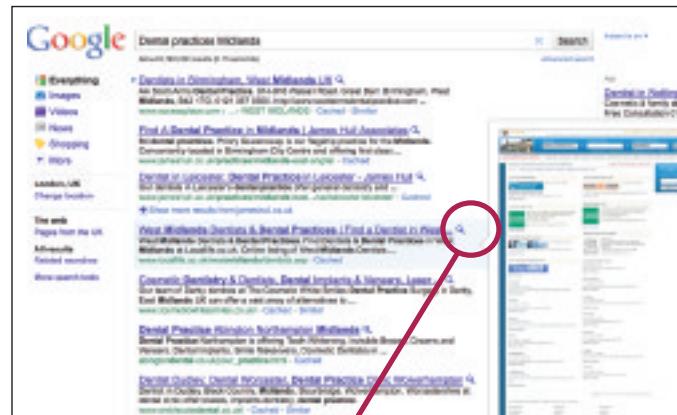
## Time is of the essence

Did you know that most people only bother to look at page one after a search is returned? That means if you are not on page one, you don't even get a look in. If they can't find what they are looking for on page one, they simply do another search rather than moving onto page two.

And worse, if there are several sites returned on page one, instead of clicking through to each one in turn, users now click on the little magnifying glass symbol beside each web name to get a quick glimpse of the site (see box to right in the image above).

So how does your website do in the quick glance test? To check, Google dentists in your area, find your own website and click on the magnifying glass. If what you see doesn't look appealing, think about what you can do to change it. And if you didn't even get returned on page one, talk to a professional about optimising your site.

SEO is all about making your website more visible to search engines like Google and there are many low-cost ways of helping your website climb higher in the listings. One way of doing this is by keeping your website content up to date. If you do not update your site regularly you will move down



the search engine listings as other companies update their sites.

Keep your website updated and fresh by adding news, your latest newsletter and special offers. By planning to do this once a month your practice will certainly reap the benefits.

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# The Compliance Cloud - Managing CQC Compliance for Dental Practices

## What is The Compliance Cloud?

URCompliant has produced **The Compliance Cloud**, a low cost compliance framework that can be simply implemented and operational within days. The Compliance Cloud houses the software and provides access from the practices over the Internet. All software, support and hosting is part of a quarterly service fee. The software has a strong pedigree and is in use in the food safety and healthcare sectors globally as well as governments and the NHS.

The Compliance Cloud for dental practices has the following key benefits:

- Practice Manager CQC Dashboard
- Manages all CQC Outcomes
- Medical Device Management
- Automatic Reports and Alerts
- Staff Training and CPD Management
- COSHH and Medicines Management



Example above of RAG report showing soon to expire Professional Certificates

**Secure global access to your records!**





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## Feature

# Are you introducing a new service?

With all the things going on at the practice, it's easy to overlook some important aspects of a new service or treatment you are offering. This list was created to help clients of Spot On Business Planning after Andy McDougall noticed they weren't approaching the launch of a new service in a thorough and systematic way. He kindly sent it to us as a helpful tool for practice managers to print off and keep in a safe place.

We hope the list ticks all the important boxes and ensures that any new services you do launch are given the maximum opportunity to add value to your patients and your bottom line.

## Considerations

- Identify the objective for introducing the new service
- Consider who your ideal customer for this service is
- Determine costs associated with delivering the service and determine your price (check competition/market price)
- Consider if this new service will figure in any aspect of your plan i.e. will any plan discounts be applied to this new service?
- Add details of service to your pricelist
- Consider any H&S, CQC, clinical governance implications associated with the introduction of this service
- Does this new service need to be added to your smile analysis questionnaire?
- Make a note that your welcome pack may need to be updated at some future point. Do you need a separate short term flyer to promote the service?
- Agree and ensure reception is aware of the fee policy i.e. when payment is required
- Ensure reception is aware of appointment times relating to this new service
- Ensure the whole team is aware of the new service, why it is being introduced, who the ideal customer is and how you will be promoting it
- Ensure appropriate (if not all) team members are



conversant with applying the service i.e. are appropriately trained

- Add any new stock lines to your stock sheet and order in appropriate materials
- Set KPIs for the take up of the new service so you can monitor the effectiveness of any marketing expenditure and whether the service has fulfilled your objectives for its introduction

## Promotion

### Electronic marketing

- Update website with details of new service
- If you feature a pricelist on your website, update it with details of your new service

- Add new keywords/SEO to ensure service is returned when people search for it
- If you have Facebook or Twitter, highlight launch of new service
- Consider a Google Adwords campaign to promote the service and maximise exposure in the short term

### Internal marketing

- Add details of new service to your next newsletter (if you do one)
- Feature posters of your new service in reception
- Prepare a hand-out to give to existing patients of the new service (either all of them or only those you believe would be interested in new service)
- Consider a promotion to raise the profile of the new service
- Undertake an e-marketing campaign targeting existing patients who may be interested in this new service

## And finally . . .

Remember to monitor your success. Does the take up of the new service meet your original expectations over the 12 months since it was introduced? If not, why not?

**For further details about Spot On Business Planning**  
[click here.](#)



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## Feature

# Get snapping! Your guide to taking great publicity photos

In last month's e update we gave you some hints and tips on how to write a press release, this month we'd like to give you some advice on taking a great PR photo.

Press releases are a great way to gain free column inches for your practice but imagine how much more eye-catching the article would be with a photo. Photos can double the amount of space given to your press release and readers are more likely to read an article if it has a well composed and striking photo accompanying it. Follow these tips and you can't go wrong!



- Natural light.** Where possible take the photo outside, where the light is better. Artificial light is not ideal and can often give photos a yellowish tint.
- Limit your group.** Try and limit the number of people in the shot to a maximum of five - three is ideal. If you need more people in the shot (e.g. a team of 10 taking part in Race for Life) stand one person at the front, with the rest in an arc to the side and behind the focal person.
- Parental permission.** If you take a photograph of a child aged under 16 that you intend to use for press or marketing material either printed or on your website, you MUST gain permission from their parents or guardians. If in doubt, err on the side of caution and only photograph your own children or those whose parents you know well.
- Think about your background.** Stand people in front of a plain background (trees, a hedge, a wall, an empty car park) as cluttered backgrounds are too fussy and will detract the eye.
- Take photos at different heights.** Shots taken from below with sky backgrounds are good, as are photos looking down on people (try standing on a chair). If you are taking photos of children, get down to their level so that you can see their faces properly rather than the tops of their heads.
- Up close and personal.** Make sure subjects are standing very close together – you want to eliminate any gaps between people. This is the single biggest mistake people make when taking press photos. Newspapers like to zoom in on people's faces, so keep the composition tight.
- Avoid taking photos of people standing in a row.** Try sitting one person down with the others standing behind them, leaning forward and looking over their shoulders, or either side of them. Try out different positions but try to ensure their heads are on one level and close together. If a child is standing next to an adult, get the adult to crouch down to the child's level or have the child picked up by the adult.
- Setting up photos is important.** Don't just take snapshots of people behaving naturally as often they just don't work. Even photos taken by professionals that look natural have been carefully set up.
- Say cheese!** Most importantly, make sure people are smiling at the camera.



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## Feature

# Does your dental practice have the Smile Factor?

This year's National Smile Month campaign, run by the UK's leading independent oral health charity, the [British Dental Health Foundation](#), has recently been launched and will take place between 15 May – 15 June.

This year's theme is the 'Smile Factor' and the aim of the campaign is to put the smile back on peoples' faces and help them display their full personalities.

Now into its 35th year, National Smile Month remains an integral part of the Foundation's work in promoting greater oral health and raising the awareness of a healthy diet and the link between good oral health and good overall body health.

### Raise your profile

The messages it highlights are ideal for dental practices and provide a great platform for you to get involved. National Smile Month allows your practice to back the campaign by organising an event, such as a fun day, fund raiser, brushathon or open day, and raise your profile among your own patients and the wider community.



The charity's three key messages are brush for two minutes twice a day using a fluoride toothpaste, visit your dentist regularly, as often as they recommend and cut down on how often you have sugary foods and drinks. At a time when most of us are seeing patients deferring their appointments or coming off their dental care plans in an – albeit misguided – attempt to save a few pounds a month, these messages couldn't be better timed.

### All you need is on the website

The charity has made life very easy for busy practice managers wishing to support the campaign and a whole host of useful information can be found on their website, [click here](#) to read more, including a [template press release](#)



and fund raising ideas.

There's also lots of fun and affordable Smile Factor products this year from car air fresheners in vanilla or mint, fun flyers that are made from laminated card and made like a Frisbee - great for flying and displays, and a campaign pack that includes a T-shirt, four posters, 50 balloons, 240 stickers, 20 bookmarks, ten pens, a car air freshener and 20 flyers all for £23.99 for members (£29.99 non-members). [Click here](#) to see the full range.

### Getting people smiling

BDHF chief executive, Dr Nigel Carter, said: "A smile can be a very powerful show of emotion, yet not everyone has the confidence to do so. They say you can hide behind a smile if you are not happy or are self-conscious about your teeth, so many people are missing out on showing their very own 'Smile Factor'. Others are being held back by poor oral wellbeing and its impact on their general health. This year's campaign is designed to challenge those perceptions and get you smiling again."

● **We would love to hear about what your practice does for NSM and how successful you have been in promoting your practice to patients and in the press. Please send your photos, press releases and a brief description of how your event went to [denise@bdpma.org.uk](mailto:denise@bdpma.org.uk) and we'll include them in the next available e update!**

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Advertising feature

# The Dentabyte Compliance Cloud

The Dentabyte Compliance Cloud was launched at the Dentistry Show at the NEC in March this year. Based on the foundations of Cloud Computing the user needs only a web browser to access all their documents and software applications on line. The system comes preloaded with all the policies, procedures, forms, workflows and records required to maintain CQC compliance and reduce the overhead and workload for practice managers.

This market leading affordable system, designed by dentists for dentists, is set to minimise the long term challenge and cost of CQC compliance. In an age of climbing costs associated with regulation, it places a comprehensive robust online toolkit directly in the practice owner's hands for just £145 + VAT/month.

## Cloud basics

**Practice Operations Manual:** Downloadable policies, procedures, posters, flow charts. CQC team training for 16 CORE outcomes: Download agendas, training packs, learning outcomes, evaluation forms, record of planned action, verifiable CPD certificates and links and resources for further reading meets the GDC's criteria for verifiable CPD.

**Comprehensive Online Quality Audits with reporting functionality:** Satisfaction survey (iPAD compatible), HTM01-05, clinical record-keeping, Health &Safety, Controlled Drugs, Radiation, Information Governance.

**Gap Analysis:** Checklists to produce Provider Compliance Assessments for each CORE CQC outcome.

## Cloud in depth

**Task Manager:** Maintain ongoing compliance; set 30 day reminders for next checks when uploading evidence. E.g. pressure vessels, radiographic equipment, electrical testing, autoclave validation,

emergency drugs, fire drills, appraisals, CPD.

**Compliance document management:** Collate and store documentary evidence/ data in traceable time/date stamped system.

**Staff record management:** Collate/update staff records

**Pre loaded equipment, medicines and COSHH Registers:** Maintain safety records and track expiry dates.

**CPD tracking:** Track progress with GDC CORE CPD requirements for current 5 year cycles, and team training – an essential step for demonstrating risk management.

**Reports Module:** Full reporting functionality on every aspect of compliance.



## WANTED Virtual Compliance Managers

The recently launched Dentabyte Compliance Cloud is revolutionising the way dental practices manage their CQC compliance and other critical business activities.

Based on the principles of Cloud Computing, the service is delivered remotely from a desktop or wireless device from central servers connected to the Internet. All practice information is entered and stored on these servers thereby eliminating the need for paper records. The system is preloaded with all the forms, documents, policies, procedures and automated workflows required to maintain compliance with all CQC outcomes.

We are now looking for **Agents** and **Partners** to help us roll out the system and the Virtual Compliance Manager service nationally. If you have practice management and compliance experience and computer skills and would like the opportunity build a regional Virtual Compliance Management business then please send your CV together with contact details to: [mcataldo@urcompliant.com](mailto:mcataldo@urcompliant.com)



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## Feature

# Should your practice be on Twitter?

**Are you wondering whether Twitter is right for your practice? If so, here are several considerations to take into account, courtesy of Rita Zamora, BDPMA honorary vice president and leader in social media marketing for dental professionals.**

First of all, what is Twitter? Imagine a giant networking event where you meet others and hold conversations. Over time you can build relationships and potentially gain new patients from your efforts. I say potentially because you'll only succeed if you focus your efforts on local people or businesses in your community.

In addition to following local "peeps" (as people are called on Twitter), you'll want to be sure you are personable and consistent in your tweeting efforts.

Imagine if you decided to attend a networking event for business owners in your town. Would you walk into the room, shout hello, leave business cards on a table and then walk out? Chances are you would never do that because it simply wouldn't work. Rather, you'd attend a networking meeting and



in a friendly way, say hello to several people. Hopefully you'd make efforts to get to know others and learn about their businesses. This is exactly the mindset you need to have with Twitter.

## It's not for blatant advertising

Twitter is not the place for blatant advertising or self promotion. It's an online "room" where you can pop in and out as you please - however you'll want to check in at least a couple of times per week. You'll have the opportunity to meet new people, say hello to existing friends, and share a bit about what's going on with you or your practice. If you are a naturally gregarious person and enjoy networking, then Twitter could be a fabulous marketing tool for you.

Another wise consideration is how many local people or businesses are active on Twitter. If you live in a small town where the majority tend to shy away from new technologies, Twitter may not be a wise choice. With a bit of research, you should be able to determine how many people in your area are active on Twitter and weigh up whether this is an ideal marketing tool for you or not. A few of the many tools you can use to research who's on Twitter in your area are: Twitter search, [www.twellow.com](http://www.twellow.com), [www.wefollow.com](http://www.wefollow.com), or Google.

## Take time to build relationships

While it's okay to follow celebrities, brands, peers or colleagues, you will likely only attract new patients if you focus on building relationships with locals. Most importantly, know that the benefits from your tweeting efforts will mirror the amount of time you spend getting to know others. In other words your returns from this type of marketing will be reflective of the time you put into building relationships. Happy Tweeting!

● Rita offers a free 30 minute consultation to all BDPMA members. To find out more you can [email her](#), contact her via [Twitter](#) or [Facebook](#) or visit her [website](#).

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## Feature

# Our new partnership will help you avoid recruitment pitfalls

The BDPMA has teamed up with Ellis Whittam, leading providers of fixed fee employment law, HR, Health & Safety, training and recruitment services, to bring you a series of scenario-based features aimed at helping practices avoid recruitment pitfalls.

**Query:** We have made a conditional offer of a job to a dental hygienist subject to satisfactory references. One reference has come back from her previous employer saying she had a high level of sickness absence. Can we now refuse her the role?

**Answer:** Before you make any decision, you need to contact the candidate and ask her to come in and discuss the reference you have received. Explain to her that you have concerns about her previous level of absenteeism and ask her to elaborate on the reason for her absence. If the reason for her high level of absence is due to a “protected characteristic” under the Equality Act 2010, and you then refuse to confirm her in post, this is a potentially discriminatory act.

Protected characteristics that could be relevant here include absence due to a disability or pregnancy related absence.

**Query:** She has confirmed it was due to depression following the death of her mother last year.

**Answer:** Disability has a wide definition under the Equality Act. Essentially, it is an impairment which has a substantial and long-term adverse effect on the ability to carry out normal day-to-day activities. It has to be something the employee was born with or is long lasting. Long lasting means it has lasted for 12 months already or is likely to last for 12 months or more. Some recurrent conditions may also be covered.

As the candidate says her absence was due to depression, this could potentially be a disability. You would need to get her signed consent to obtain a medical report from her GP to check the nature and length of her illness before making a decision.

If the report indicates this was long lasting but she has recovered it would be advisable to confirm her in post and monitor her absence and performance during her probationary period. If the condition is still ongoing, you

would have to consider making reasonable adjustments based on the doctor’s recommendations and discussions with the candidate to accommodate her illness. If it was not long lasting, and unlikely to recur, she would probably not be classed as disabled and therefore you could legitimately refuse to confirm her in post.

As compensation for disability discrimination is potentially unlimited we recommend you seek legal advice in this type of situation.

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