

# BDPMA *eupdate*

## Practice Managers' Training Retreat

As a practice manager, Joanna Taylor knows all about the stresses of the job. Joanna is also an NLP Master Practitioner, a Life Coach and an INLPTA Certified Trainer and she runs Joanna Taylor Associates offering training for dental teams in conjunction with Dr Alun Rees. Joanna is organising a two-day training retreat in rural Yorkshire where you can relax, unwind and learn some fascinating insights and new techniques. BDPMA members get a discount. See page 5



### 10 per cent discount

Sue Brown has words of advice for making change and transition stick and offers members reduced rates on her workshops and one-to-one coaching.

### 10 per cent discount

An explanation of NLP and how it can help you at work by Miriam McCallum plus discount for members on her forthcoming NLP seminars and workshops.

### 20 per cent discount

Amy D'Arcy-Burt reviews a telephone techniques audio CD series by Katherine Eitel of Lionness Learning which you can purchase at a discount.

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# News



## BDPMA members receive awards

A determined group of dental practice managers braved the snowy conditions to attend the UMD Professional ILM awards ceremony held in London in early December. The weather prevented many of the 49 managers who had achieved a management qualification with UMD Professional during 2010 from attending, but seven managers travelling from all over the UK were present at the ceremony to receive their certificates from Hilary Hall, Director of Customer Service at the Institute of Leadership and Management, including three BDPMA members.

Fiona Stuart-Wilson of UMD Professional said: "We are delighted that Hilary Hall has been able to join us for this event and although the weather prevented many of our newly qualified managers from attending we are happy to celebrate the achievements of all our students this year with those who have been able to be present today."

BDPMA members (front row left to right) Paula Byrne, Kim Duthie and Mary Kaczmarczyk with (back row left to right) Annie Walker, Fiona Stuart-Wilson (UMD Professional), Hilary Hall (ILM) and Sandy Horvath (UMD Professional)

## Dental Practice Managers' Training Retreat

Wydale Hall, nr Scarborough, North Yorkshire

Monday 11 & Tuesday 12 April 2011

With CQC and HTM 01-05 compliance threatening to overwhelm our desks and our minds, wouldn't it be good to have an Outcome of our very own to look forward to?

*"Don't wish it was easier; wish you were better. Don't wish for fewer problems; wish for more skills. Don't wish for fewer challenges; wish for more wisdom."*

- Jim Rohn

Imagine... two days in a beautiful 18th Century country house, set in fourteen acres of stunning gardens and woodland in rural North Yorkshire... here you can relax, unwind and learn some fascinating insights and new techniques, bringing you the skills and wisdom to help transform your personal and professional life.

Joanna Taylor and Alun Rees bring a unique combination of skills and experience.



Joanna is a Clinical Hypnotherapist and NLP Master Practitioner, and an INLPTA Certified Trainer. As the wife of a dental practice owner and a practice manager herself, she is very familiar with the joys and challenges of everyday practice. Her relaxing and transformational courses are held in stunning venues in North Yorkshire and Guernsey.



Dr Alun Rees BDS was the owner of the award winning Abbeymead Dental Practice in Gloucestershire and brings the experience of a quarter of a century of general dental practice. He is now a CTI trained coach (Coaches Training Institute) and Kolbe Consultant, helping clients identify and overcome barriers to growth, achieve optimum performance and reach fulfilment both professionally and personally.

**This is an exclusive event, with only 20 places available so we can ensure individual attention - please make sure you book early.**

Members of the BDPMA are entitled to a booking discount, and accommodation at Wydale Hall on Sunday night at no extra cost when booking to stay for the Monday night - so you can be rested and refreshed for the start of the course!

**To book your place and for further details of these and our other courses,  
contact Joanna on 01723 859147.**

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# Free trait trial

# Have Them at Hello

Aston Business School is seeking 100 volunteers from BDPMA members to trial its new trait software free of charge. You can use this advanced software as part of your personal development planning for your teams, as well as for helping you select new staff.

If you are interested, send your name and contact details to Denise at BDPMA HQ.

[denise@bdpma.org.uk](mailto:denise@bdpma.org.uk)

You need to give permission for these details to be sent to Aston Business School. You will be sent a campaign code to access the software. In the future you will need to fill in a survey about the product.

*Review by Amy D'Arcy-Burt*

This telephone techniques audio series is perfect to re-evaluate your practice's telephone systems and techniques. Katherine Eitel of Lionness Learning talks you through how to reach out and wow a patient with simple telephone skills. How to deal with patients at the desk whilst on the phone, leaving useful messages on an answerphone, the difference between an average message and an exceptional message, how to deal with existing patients and new patients, re-booking patient appointments, appointment confirmation calls, patient cancellations and emergency calls. I plan to use this audio series in two team meetings so that the team can listen to a CD, discuss it and agree action points to create a better patient experience.

BDPMA members get 20 per discount on *Have them at Hello* and *It's how much?* (financial conversions for the exceptional practice).

[www.lionnesslearning.com/BDPMA.html](http://www.lionnesslearning.com/BDPMA.html)



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With over 55 speakers, 5 conference streams (**with specific stream for practice managers and owners**) and more than 200 suppliers on the exhibition floor, there really is plenty for you to listen to, learn from and to take home and put into practice. And, it's all for **FREE!**

Also back to 2011, the UK's first **Live Theatre** will once again host live demonstrations showcasing the latest technology and cosmetic dental procedures.

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# Sedation fee claims

By Rachael Bell, dental adviser with the UK-wide dental defence organisation MDDUS.

Dentists risk falling foul of fraud laws unless they familiarise themselves with regulations on making claims for dental sedation.

At MDDUS we regularly receive calls which show that some dentists are unclear about the codes relating to such claims. As a result they risk being charged with fraud.

The problem appears to be a misunderstanding of how to claim sedation fees under the Statement of Dental Remuneration (SDR).

- The SDR clearly states that for the item 25 (a) (1) or (2) code to be claimed, a dentist other than the dentist providing the treatment should provide the sedation.
- This would include assessment, cannula placement, and responsibility for discharge of the patients – all of which should be reflected in the dental record.
- Where the sedation is provided by the operator the item 25(c) (2) code should be used.

Overall, MDDUS reminds dentists of the need to be accurate in all claims made for NHS treatment. They must be familiar with the detail of the SDR in order to prevent accusations of incorrect claiming.

Failure to comply could result in the inadvertent claiming of an incorrect fee - with the result that practitioners have to repay monies incorrectly claimed.

Repeated inaccurate claims can lead to withholding of fees, disciplinary action by the member's Health Board or even referral to the General Dental Council.

[www.mddus.com](http://www.mddus.com)



# BDPMA panel at BDA

The BDPMA will host a panel of expert speakers to answer questions submitted in advance and on the day on Saturday 21 May, 14.15-15.30 at the British Dental Conference & Exhibition.

The seminar is entitled: *Everything you ever wanted to know about dental management – all your questions answered.*

Thirty minutes of presentations will be followed by a question and answer session.

Chairman: Amelia Bray, Chairman, BDPMA

Lesley Bailey, Managing Director Privilege Plan Ltd,

Proprietor Integral Business Services

Mark Oborn MBA LBIDST, Social Media and Online

Marketing Consultant, Mark Oborn Ltd

Kate Adam DipM MCIM, Co-founder, Mint

Sylvie Sturrock, Dental Business Consultant, Samera

Book the date in your diary now.

You can submit questions in advance by email to Denise Simpson at BDPMA HQ

[e denise@bdpma.org.uk](mailto:denise@bdpma.org.uk)

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# Features

## How can you make changes stick?

Communication is the key to making successful changes writes Sue Brown who, as founder of The Identity Coach, helps clients manage the process of change and transition



What would like to have happen in your practice in 2011? What would make you stand out as a 'brand' in your market? How could you attract the best candidates for roles in your team? How could you build a stronger team, retain your existing patients and attract new ones?

Making changes, and getting them to stick, can be difficult. Around

70 per cent of change programmes fail. One of the key factors in making successful changes is to focus on communication.

No doubt you have a mix of personalities to manage, each with their own style of communicating. Understanding this is the first step towards building a more cohesive and creative team. Psychologist, Michael Kirton, proposes that we all fall somewhere along a spectrum from 'Adapters' to 'Innovators'. Adapters prefer steady, step-by-step, incremental change. Innovators are more radical in their approach, and want to start afresh. Adapters like structure and detail, whereas Innovators are attracted to the 'big picture' and novelty. Ring any bells?

### Forget language

One way to improve communication is to by-pass language and think visually. Through a picture, a new, shared vision of the future is created. It's not as wacky an idea as it might sound. Organisations such

as Guy's Hospital and British Aerospace have used this technique in planning. In mediation, it enables two sides to find common ground. In research I carried out, one company pictured their team in a boat navigating 'shark-infested waters'. A metaphor acts as shorthand for complex challenges, and can facilitate more creative problem-solving.

However, ground rules are needed. A climate of trust helps people to think at their best. This is where an external facilitator can be useful. Taking time to think in a relaxed, playful way allows the intuitive brain to come up with some daisy-fresh solutions. Is it any surprise that we get our best ideas on holiday?

### About Sue Brown

After 15 years in marketing for global IT organisations, Sue has spent the last 14 years as a freelance writer, consultant, trainer and coach. Sue has a BSc (Hons) in Psychology and an MSc in Managerial Psychology. In addition to one-to-one coaching, Sue delivers workshops on creative thinking and change.

### 10 per cent discount for BDPMA members

Sue Brown is offering 10 per cent discount on individual coaching sessions and workshops for BDPMA members. The venue your practice if suitable, or a nearby venue (at additional cost). Normally, workshops are from £350 per day and individual coaching is £100 per hour face-to-face plus travel expenses or £65 per hour via Skype. She is planning a Creative Thinking workshop in Nantwich in March, email for more details.

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



# Do you want to know what I really think?

**Joanna Taylor LHS, Clinical Hypnotherapist and NLP Master Practitioner, considers how you can better communicate with each and every member of your team**

It's interesting how, with some people, we seem to have an 'instinctive' rapport; maybe you just feel really comfortable with that person, you're on the same wavelength or somehow you just see eye-to-eye with them. How much easier do you find it to communicate with that person? It truly is as though you are talking the same language... What happens, however, when you just don't seem to be able to get through to somebody?

## A walk in the woods

What we perceive depends mainly on how we notice things. Imagine a tree surgeon, a birdwatcher and a dentist going for a walk together in the woods. All three take the same walk together in the same wood, but all three will have completely different experiences of the event. For the tree surgeon, the wood is full of trees; for the birdwatcher, he mainly notices the different species of birds; and the dentist only notices how much he (and maybe his dog!) are enjoying their walk. Imagine their conversation afterwards - each would have difficulty recognising the others' description of that walk, unless there was

something they had all noticed.

Reality, then, truly is a construct - we construct it for ourselves based on our own internal system of "filters"; what is important to us, what we believe, our past memories, motivations and so on. Everybody lives in their own personal and individually constructed version of reality.

## Think about your favourite restaurant

Try this simple exercise: think for a moment about your favourite restaurant... what is it that you like best about it? Is it the atmosphere; the friendliness of the staff, the music, how busy or quiet it is? Or is it the quality (or quantity!) of the food? Is it the location, or the internal decoration? Notice what it is that is important to you, and then ask some of your colleagues the same question about their own favourite restaurant and pay attention to their replies. Their answers will give you a clue as to how your colleagues process their thoughts, and how each does that differently from the others.

When we start to pay attention to how other people construct their own realities by noticing what is important to them, it helps us to create a feeling of trust and empathy; we start to understand their point of view and appreciate their feelings. Learning to communicate well with your team and your patients has never been more important; people need to know that you care and feel that you are listening to them. Imagine, now, what this version of reality could mean for your practice...

## About Joanna Taylor

Joanna Taylor is Practice Manager at John Taylor Dental Care in Scarborough, North Yorkshire. She is a Clinical Hypnotherapist and NLP Master Practitioner, and an INLPTA Certified Trainer. She provides in-house training in communication skills, stress management and hypnosis for the dental team in addition to one-to-one coaching and therapy.

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# Dental dashboard

**Essential £ advice from Lesley Bailey, Financial Advisor to the BDPMA. This month: lab costs**

They are a significant direct cost to your business but how confident are you that laboratory costs are managed properly in your practice?

- Work out your total lab costs as a percentage of revenue and repeat the exercise for each provider
- Example: lab costs £3500.00 divided by total revenue £40,000 x 100 = 8.75%\*
- NASDA accountants publish 9% lab costs to revenue as an average and this is a reliable benchmark to compare your results against.
- Analyse the results using the check list shown below:
- Low % – could mean poor levels of restorative dentistry being carried out. Why?
- High % – could mean NHS work is being completed using private quality laboratory work; could mean dentist is not following your practice lab fees policy (do you have one?); could mean lab costs have risen and this increase has not been reflected in your fees; could mean poor quality impressions are leading to lab re-work costs
- Complete an audit on a sample of laboratory invoices to establish costs for lab work and how this compares to the fee charged to the patient

If you would like help with your lab audit

e [Lesley@integralbusinessservices.co.uk](mailto:Lesley@integralbusinessservices.co.uk)



# Diary of a PM

**A month in the life of Nicki Rowland, Practice Manager at Perfect 32, Beverley**

- Contact advertising firm and send over artwork
- Address CQC action plan and delegate 'outcomes' to individual team members. Set completion dates for each outcome in staff meeting.
- Audit UDA activity across three surgeries.
- Induct new hygienist. Put induction plan together and set a date for the induction. NB: start date is 27th Jan. Check her advanced CRB status.
- Review draft accounts and contact accountant re capital introduced and superannuation.
- Contact council re disabled ramp and check legislation regarding its dimensions.
- Meet Fiona Dwyer (right, below) to review PR and marketing strategy and plan for 2011.
- Book mandatory training for new FY for all staff. NB: contact Humberside depot re free fire training
- Review copy for new brochure with principal dentist and get back to designer.
- Plan for social media conference with Rita Zamora.
- Speak to Mouth Cancer Foundation re meeting.
- Plan for NSM and brainstorm with team. NB: call local primary schools re educational visits.
- Book practice manager's retreat with Joanna Taylor and Associates. [www.joanna-taylor.co.uk](http://www.joanna-taylor.co.uk).
- Order smoking cessation leaflets for hygienist and oral health educator.
- Schedule focus groups and patient satisfaction questionnaires for the year.
- Revise marketing plan. Look into telemarketing at local gyms. Contact Best of Beverley.
- Sign up for Skype at [www.skype.com](http://www.skype.com) and arrange proper web conference set up.
- Write Statement of Purpose for CQC for patient notice board.
- Print out clinical governance guidelines for each member of the team.



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# Social media marketing

## Don't use the wrong type of Facebook account warns Rita Zamora



Click on the screen to the left to watch Rita's video in which she explains which is the proper type of Facebook account to use for your dental practice. Length of video: 1 minute 33 seconds. Rita Zamora is a leader in social media marketing for dental professionals. She has trained dentists, teams, dental consultants, as well as corporations.

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## BDPMA member, Felicity Cleaver, says give Twitter a go

One New Year resolution I shall stick to is to regularly update each of the social media sites I use to advertise myself and my practice. On my Christmas break I had the chance to catch up on my reading but instead of reading a magazine, I was sat at my computer reading blogs, ezines, Twitter links and Facebook updates.

I currently have 79 Twitter followers from across the UK and abroad. My practice, White House Dental Care, has 54 members on Facebook and our blog (launched three months ago) has seven avid readers. These are low numbers but day-by-day our followers are growing and therefore our name, brand and message is getting out there. I have also recently joined Foursquare and LinkedIn.

Dental practices are now communicating with potential new clients through social media. Letters, recalls and newsletters will eventually become a thing of the past. Instead, monthly ezines will be sent via email, a text message will be sent to remind patients to book an appointment or remind them of one already made. I say make the most of these social media sites – they are *free*!

Felicity is a successful Practice Development Manager of a mixed private and NHS dental practice in Devon. You can follow Felicity on Twitter: *@flisscleaver*



## Nicki Rowland reviews her social media training

I have had a couple of months now to put my learning with Rita Zamora into practice. My list of contacts is steadily growing and I even managed to set up an 'event' to promote our free oral cancer screening day at the practice! I had 28 visitors to the site within the first week which I am advised is a robust start to the process.

Facebook is a great way to keep your audience informed about what is happening in your practice including team members gaining qualifications, Christmas party celebrations, awards, etc. Remember, it is a social medium and one that can be used to personalise your service and allow people to see that you are also human.

Following my last GoToMeeting session with Rita, I have now learnt to connect with other companies by 'tagging'. I am compiling a 'favourite' page file and also putting a monthly posting calendar together. Rita has also advised promoting our Facebook pages to patients by producing Facebook business cards, attaching our Facebook address to e-mails and linking the pages to our website.

Nick Rowland, Practice Manager at Perfect 32 in Beverley, has signed up for social media marketing coaching with BDPMA Honorary Vice President, Rita Zamora. If you are interested, email Rita at *rita@ritazamora.com*

# The cohesive team: how healthy is your team?

Great clinical skills and a terrific location cannot offset the stress of team members who are at odds with each other. How is the health of your team asks Suzanne Boswell

## The patient's perspective of your team

As a professional 'mystery patient', I visit practices undercover and I've been in hundreds of practices throughout North America. It is quickly evident when there's something wrong within a team. Little signals tell the story: the way one team member flippantly hands a chart to another, the clipped words and cold vocal tones between two team members, the icy look that shoots from the dentist to the practice manager. In the focus groups we conduct with patients, they frequently comment on these interactions. Patients recognize when a team is uptight or 'broken'. Conversely, the cohesive team has learned to respect each other and to manage pressure with poise.

## Do you have the cart before the horse?

You spend time upgrading the practice and fine-tuning service. However, it doesn't mean much if the team is broken. Instead of putting the cart before the horse, let's look at getting the horse good and strong to better be able to pull the cart! As a consultant and speaker, I encourage all teams to take a good hard look at themselves. This doesn't cost a lot of money. It does take some time and effort.

## Do you have to love your teammates?

No. You don't have to even like them (though it's nice when you do!) However it's vital for the health of the practice that you respect your teammates. If teammates don't respect each other it's hard to build a team that functions at optimum level. Lack of respect eats away at a group and leads to dysfunction.

Here's one way to increase respect and understanding among team members. Plan a meeting to be attended by *all* team members (that does include the dentists!) On a board at the front of the room write down the following:

1. Number of siblings
2. First (or worst) job
3. Childhood challenge
4. Family anger

This is an exercise of self-disclosure and trust. It should *not* be viewed as 'touchy-feely' but as a way of getting to know each other and to build respect. Allotting just a few minutes to each person, have them answer these questions: How many siblings in your family? What was your first or worst job (hopefully not the present one). What childhood challenge did you deal with? How did your family deal with anger when you were a child? Responses to these questions help us understand each other more and can provide great insight and respect for each other.

## About Suzanne Boswell

Suzanne Boswell is a dental practice consultant and author from Raleigh, NC, USA. She has spoken at more than 800 dental conferences and is author of the book, *The Mystery Patient's Guide to Gaining and Retaining Patients*. Her current research is in the area of teambuilding and interdisciplinary relationships. Suzanne is acknowledged as a "Leader in Dental Consulting" by Dentistry Today.  
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# Cyber risk – the new frontier

The benefits technology brings to your practice are widely recognized but have you taken time to address the risks ever-changing technology can present? One of those areas is cyber risk



## About the author:

Linda Harvey, RDH, MS, LHRM is a veteran dental hygienist and licensed Healthcare Risk Manager. She works with dentists and teams on-site and remotely providing services in the areas of risk management, patient safety, employment law compliance and infection control. Linda is author and co-author of numerous articles and publications including *Dental Risk Prevention: Communicating and Recordkeeping in Dental Practice*, a self-paced workbook series designed to teach dental teams important recordkeeping and communication skills.

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Cyber risk refers to the potential liability associated with electronic processes and interactions arising from conducting business through computer networks. One risk is that of potential lawsuits from patients whose financial or protected health information is compromised due to a security breach.

## Fines of up to half a million pounds

A security breach occurs when an unauthorized person gains access to your confidential business, personal or patient-related data. Frequently, this data is used for identity theft. Costs associated with cyber risk can be very high. Based upon information published last year by the Information Commissioners Office (ICO) businesses can be fined up to £500,000 as a penalty for serious breaches of the Data Protection Act.

## A tarnished reputation

Security breaches are entirely man-made and result from human error; employee theft or fraud; or other wilful destruction, such as sabotage, hacking, or viruses. Suppose your receptionist steals patients' identities for personal gain. This action gravely affects your existing patients and diminishes new patient acquisition due to your tarnished reputation. In addition, you could face stiff fines and penalties.

## Risk reduction strategies

Just as you develop a treatment plan for your patients, develop a plan for protecting your electronic data. Use these four risk reduction strategies to jump start your plan:

1. Create security policies and procedures for electronic data and review them annually. Rely on current data protection laws to formulate your policies.
2. Conduct background and reference checks before hiring and train staff on your policies and procedures.
3. Review your insurance coverage, policy limits and exclusions for cyber risk and security breach.
4. Develop a data protection plan that includes using an online backup service that offers encryption and security.

Keeping these four points in mind enables you to protect your biggest asset – your practice. Your best defense is a strong offense.

The Information Commissioner's Office

[www.ico.gov.uk](http://www.ico.gov.uk)

Principles of Patient Confidentiality

[www.gdc-uk.org](http://www.gdc-uk.org)



# Dental radiation safety

**Although radiation doses to patients and staff for standard dental examinations are generally quite low their potential for harm needs to be assessed, controlled and optimised**

Radiation doses to patients and staff for standard dental examinations are generally quite low but their sheer number (9.5 million per year in the UK) means that their potential for harm needs to be assessed, controlled and optimised.

There are two key pieces of legislation that need to be complied with – the Ionising Radiations Regulations 1999 (IRR99), enforced by the Health & Safety Executive (HSE) and mostly dealing with staff safety; and the Ionising Radiation (Medical Exposure) Regulations 2000 (IRMER), enforced by the Care Quality Commission (CQC) and dealing with patient safety.

## Increased interest on dental radiology issues?

The HSE has recently taken a greater interest in dental practices, and is '...concerned about the poor standards of compliance with the IRR99 they have found during inspections at dental practices...' Registration of dental practices with CQC is likely to bring increased interest from them on dental radiology issues.

With regards to IRR99, the HSE says that 'Practices must consult and appoint a suitable radiation protection adviser about compliance with the IRR99'. Appointment of an RPA is a key step, since the RPA will then be able to provide advice about compliance with the rest of the regulations, which include notification to the HSE; writing a formal radiation risk assessment; provision of adequate training; surgery planning; writing 'Local Rules' (working practices to minimise staff exposure); and the whole topic of x-ray equipment maintenance and quality assurance (QA).

## Appoint an MPE

The focus of IRMER is to ensure that patients are only x-rayed when it is clinically justifiable and that patient radiation doses are 'optimised' (kept as low as possible whilst being diagnostically useful). It requires a raft of written policies and procedures and the appointment of a Medical Physics Expert (MPE), who provides advice on patient radiation safety issues.

The topic of QA runs through both sets of regulations – maintenance of key equipment, three-yearly radiation checks, and the ongoing audit of image quality and systems are all required with documentation to prove it. Similarly, training also appears strongly in both sets of regulations, for all staff involved in patient exposures. The introduction of specialised x-ray equipment such as cone beam computed tomography (CBCT) into some dental practices brings new challenges. The higher radiation doses involved with these techniques necessitates greater attention from the whole dental team and their RPA in planning, shielding, justification and ongoing QA.

With the correct advice from an RPA/MPE, regulatory compliance is not difficult.

## About the author

Graham Hart worked as a medical physicist at Bradford Royal Infirmary for 30 years before leaving to set up his own radiation and laser protection adviser consultancy – YourRPA

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

He works closely in the dental field with an ex-colleague, Margaret Dugdale, who provides quality assurance measurements on x-ray sets

[www.radiation-QA-services.co.uk](http://www.radiation-QA-services.co.uk)



# 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

T +44 (0) 1825 713640 [mail@urcompliant.com](mailto:mail@urcompliant.com)  
[www.urcompliant.com](http://www.urcompliant.com)



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of RAG report showing soon to  
expire Professional Certificates

## Secure global access to your records!



the  
**Compliance**  
cloud

# What is NLP and how can it help you?

**Neuro Linguistic Programming is an increasingly popular business tool. But what is it and how may it help you run your practice? NLP expert, Miriam McCallum, explains**

*A mind that is stretched to a new idea never returns to its original dimension - Oliver Wendell Holmes*

NLP is a vast area with hundreds of applications, tools and techniques and, most recently, a developing body of academic research. My favourite definition of NLP is “the study of the structure of subjective experience” – how we see the world, how we make meaning and how we can shape our own experiences and, of course, our success and happiness.

Neuro – is about our neurology and how this affects us and shapes our experience.

Linguistic – the way language shapes meaning.

Programming – the ways we have of doing things, our mental strategies.

NLP originated in the 1960s – around the same time as the “cognitive psychology revolution”, (how our thinking shapes our behaviour) humanistic psychology (a belief in human potential) and positive psychology (a focus on what constitutes psychological health rather than illness) and modern philosophy (a sense of meaning and purpose in life). NLP draws these concepts together beautifully in a kind of “technical eclecticism”.

The whole field is based on a set of presuppositions or beliefs – ideas you can presuppose and “act as if” they are true. For example:

“People respond to their experiences, not to reality itself.”

“We already have all the resources we need or we can create them.”

“Your energy flows where your attention goes – i.e. you get what you focus on.”

“Modelling successful performance leads to excellence.”

NLP is a hugely popular field – because, quite simply, it works. It works in a way to bring out the best in people, enabling them to be more authentic, successful and happy.

## How can NLP help you?

In the work arena - the areas covered are communication, influence, persuasion, conflict management, creativity, authenticity, positivity, outcome focus and goal setting. In the personal area – developing self-confidence, developing a sense of mission (purpose) awareness of your values and positive thinking. It's an impressive list but the real question here is how does NLP deliver in these areas?

The question of ‘how’ is very important in NLP, eg: “how does he achieve so much more with the same resources as me?” We all know that positive thinking is good for us – but how do you do this in a way that is good for you, in sync with who you are and not forced or fake? We all know that clarity of communication is important to success in business – but what exactly is ‘clarity of communication’ and how do you do it? It is this *how* that you learn when you learn NLP.

## About Miriam McCallum MSc, ANLP NLPutr

Miriam is a certified trainer and Master Practitioner of NLP, a Member of the NLP Global and Training Community, an Affiliate of NLP, a Certified NLP Coach, a Science Graduate and a Member of the International Coaching Federation.

Her next Introduction to NLP one-day seminar is on 4 February and BDPMA members get 10% discount. The next NLP Practitioner Course is in April and there is an early bird discount if booked before 31 January and an additional 10% off to all BDPMA members.

t 01635 47490

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[www.intro2nlp.co.uk](http://www.intro2nlp.co.uk)

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





# Oh to be 10 again...



A man was sitting on the edge of the bed, watching his wife, who was looking at herself in the mirror. He asked what she'd like to have for her birthday.

"I'd like to be 10 again," she replied, still looking in the mirror.

On her birthday, he arose early, made her a nice big bowl of Lucky Charms then took her to a theme park. He put her on every ride in the park; the Death Slide, the Wall of Fear, the Screaming Roller Coaster, everything. They staggered out of the theme park. Her head was reeling and her stomach felt upside down. He then took her to a McDonald's where he ordered her a Happy Meal with extra fries and a chocolate shake.

Off to a movie, popcorn, a soda pop, and her favorite candy, M&M's.

That night they collapsed into bed exhausted.

He leaned over his wife with a big smile and lovingly asked, "Well dear, what was it like being 10 again?" Her eyes slowly opened and her expression suddenly changed.

"I meant my dress size!"

## Acknowledgement is recognition

These days our means of communication are varied and fast – resulting in shorter, less focused attention spans. When it comes to communicating with your patients, whether in person or through the post, the emphasis needs to remain on the importance of the person, not their dollars. Any time a patient walks in to your practice they should be greeted. Even if you are on the phone, eye contact and/or a wave is appropriate. Today we are so concerned with saving time that a simple phone call seems to take too much time. All of the electronic technology available to us has taken the human element out of our everyday processes. Have you ever had a message misconstrued because the receiver of the email failed to understand the sarcasm or the 'tongue in cheek' meaning?

Communication is key to building and maintaining a rapport with your patients. Looking them in the eye, listening – really listening, and constant contact by way of recall reminders, and the all important post op care calls; these are all ideal methods to use in preserving long and strong patient relationships. So, think back to when you were 10 and communicate clearly, literally and honestly. Make sure that you give your full attention to your patients and let them know that if you were in the playground, you would pick them to be on your team.

## About Denise Ciardello and Janice Janssen

Janice (left in photo) and Denise are the co-founders of Global Team Solutions, a practice management consulting firm specializing in team building and team training.

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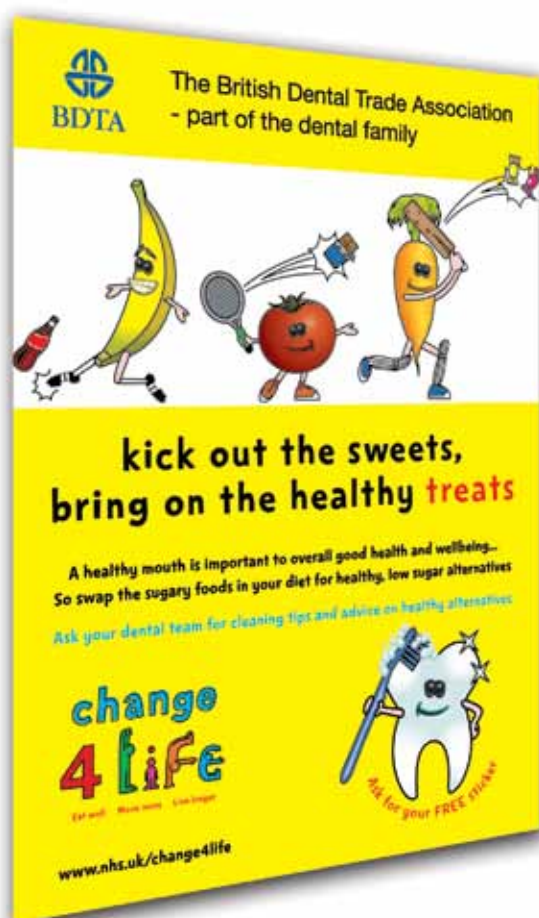
*www.TagTeamGurus.com*

# 2011 Development/training calendar

Date & location	Name of event & provider	Cost & notes	Contact information
1 February n/a – teleseminar	The three Rs to filling your appointment book Jane Lelean	Free	www.healthyandwealthy.co.uk t 01296 770462 e jane@healthyandwealthy.co.uk
4 February Newbury	Introduction to NLP Miriam McCallum Associates	tbc 10% discount to members	www.intro2nlp.co.uk e miriam@mccallumassociates.co.uk
8 February Kingston Bagpuize, Oxford	One day intensive business mentoring Kevin Rose	£295 + VAT 10% discount to members	www.kevinrose.co t 07794 122395 e info@kevinrose.co
11 February Canary Wharf, London	Infection control & CQC Dentabyte Ltd	£75	www.dentabyte.co.uk t 0208 297 9100 e customerservices@dentabyte.co.uk
17 February Nr Scarborough	Introduction to self-hypnosis Joanna Taylor & Associates	£35 10% discount for members	www.joanne-taylor.co.uk t 01723 859147 e joanna@joanna-taylor.co.uk
1 March n/a – teleseminar	The top 10 reasons why you should put your prices up in a recession Jane Lelean	Free	www.healthyandwealthy.co.uk t 01296 770462 e jane@healthyandwealthy.co.uk
5 March NEC, Birmingham	Social Media Marketing Rita Zamora	Free Seminar at The Dentistry Show	www.thedentistryshow.co.uk t 01794 526503
9 March Nr Scarborough	Dental Phobia: Calming the Storm Joanna Taylor & Associates	£35 10% discount for members	www.joanne-taylor.co.uk t 01723 859147 e joanna@joanna-taylor.co.uk
11 March Canary Wharf, London	Law, ethics & CQC Dentabyte Ltd	£75	www.dentabyte.co.uk t 0208 297 9100 e customerservices@dentabyte.co.uk
18 March Watford	Mint Expert Seminar Mint	£125 Price includes one free place for practice manager or colleague	www.mint-tastic.co.uk t 01923 246116 e marketing@mint-tastic.co.uk
1 April Gloucester	A to Z of Running a Successful Dental Practice Dental Resource Company	tbc	www.dental-resource.co.uk t 0121 241 6693 e admin@dental-resource.com
6 April (first of six modules) Birmingham	BTEC Level 4 Professional Diploma in Dental Practice Management Dental Resource Company	£1300 + VAT	www.dental-resource.co.uk t 0121 241 6693 e admin@dental-resource.com
7 to 8 April Nr Scarborough	Introduction to Hypnosis Joanna Taylor & Associates	£280 10% discount for members	www.joanne-taylor.co.uk t 01723 859147 e joanna@joanna-taylor.co.uk
8 April Sheffield	A to Z of Running a Successful Dental Practice Dental Resource Company	tbc	www.dental-resource.co.uk t 0121 241 6693 e admin@dental-resource.com
7 to 10 April Newbury	NLP Practitioner Course part 1 Miriam McCallum Associates	£2100 for both parts (see below) Early bird discount. BDPMA discount	www.intro2nlp.co.uk t 01635 47490 e miriam@mccallumassociates.co.uk
11 to 12 April Wydale Hall nr Scarborough	Dental Practice Managers' Retreat Joanna Taylor & Associates	From £180 Discounts for members. Accommodation available	www.joanne-taylor.co.uk t 01723 859147 e joanna@joanna-taylor.co.uk
20 April 2011 Nr Scarborough	Introduction to self-hypnosis Joanna Taylor & Associates	£35 10% discount for members	www.joanne-taylor.co.uk t 01723 859147 e joanna@joanna-taylor.co.uk
6 May Birmingham	A to Z of Running a Successful Dental Practice Dental Resource Company	tbc	www.dental-resource.co.uk t 0121 241 6693 e admin@dental-resource.com
11 May (first of six modules) Southampton	BTEC Level 4 Professional Diploma in Dental Practice Management Dental Resource Company	£1300 + VAT	www.dental-resource.co.uk t 0121 241 6693 e admin@dental-resource.com
13 May (first of eight modules) Canary Wharf, London	Tomorrow's Practice Manager Dentabyte Ltd	£75 per module Early bird offer	www.dentabyte.co.uk t 0208 297 9100 e customerservices@dentabyte.co.uk
17 to 18 May Nr Scarborough	The Seeds of Happiness Joanna Taylor & Associates	£280 10% discount for members	www.joanne-taylor.co.uk t 01723 859147 e joanna@joanna-taylor.co.uk
19 to 22 May Newbury	NLP Practitioner Course part 2 Miriam McCallum Associates	See above	www.intro2nlp.co.uk t 01635 47490 e miriam@mccallumassociates.co.uk
21 May Manchester Central Convention Complex	Everything you ever wanted to know about dental management – all your questions answered BDPMA	Conference entry from £70 Seminar at British Dental Conference & Exhibition	www.bda.org/conference t 0870 166 6625



# change4life campaign



The BDTA is proud to be supporting the Department of Health's [Change4Life campaign](#). Look out for the Change4Life information pack which will be with you shortly. Please take part in the initiative by displaying the poster in your waiting room and distributing the 'How are the kids?' questionnaires.

Ensure you include your dental practice contact details on the back of each questionnaire you hand out for a chance to [win £500](#) in vouchers to spend with a BDTA member company\*.

To find out more about the initiative contact the BDTA on +44 (0) 1494 782873

[www.bdta.org.uk](http://www.bdta.org.uk)

change  
4life  
Eat well Move more Live longer

