

March 2011

e update



Put your practice on the map

Low cost ideas that will raise your profile

Advertising can be a pricey business and in the present financial climate practice purses across the UK are being snapped shut. But that doesn't have to mean an end to promoting your dental practice.

Practice managers are only too aware that they have to become more actively involved in their community in order to meet CQC requirements, so why not

kill two birds with one stone?

Turn to pages 12 and 13 for low cost - and no cost - ways to market your practice and gain column inches in your local newspapers and magazines.

This valuable advice on how to write press releases and create newsletters will help you to tick the CQC box, raise the profile of your practice and encourage new patients to join.

www.bdpma.org.uk

Inside this edition . . .

☐ Read all about it



For all the latest news in the world of dentistry turn to p.4

☐ Stop fire fighting



Can't keep up with your workload? Turn to p.9 for business planning advice.

☐ HTM01-05



What we say vs what we think - a real life scenario. More on p.11

YouTube the Apex Channel

www.apexezine.com

#theapexshow

www.theapextribe.com

Apex Ask Campaigns



www.apexezine.com



forward thinking | paperless | dentistry



Get in touch. Send your news & views to denise@bdpma.org.uk

Contents

Contents

4 News

This month read about the BDTA Dental Showcase, harsh words from the BDA about the GDC and advice on advertising in supermarkets.

6 Training calendar

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 BDPMA welcomes Jill to helm

Jill Taylor takes over as chairman of the BDPMA in May. We catch up with her to find out what she hopes to achieve during her time in office.

9 Regain control of your practice

Ever feel swamped by your workload? Develop a method of working that puts you in control so that you are managing, not fire fighting.

11 HTM01-05 - a real life scenario

One practice manager talks frankly about HTM01-05 and its costs to her practice, both financially and to her staff.

16 Don't let the numbers mislead

What is your main reason for being on Facebook and Twitter? BDPMA honorary vice president Rita Zamora explains why sometimes less is more.

17 Experts to host new courses

Industry experts Chris Barrow and Andy McDougall join forces with Practice Plan for two enlightening courses.

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
www.bdpma.org.uk

Follow us



Just click on the icons to join us.

Published by apex



© British Dental Practice Managers' Association. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission in writing of the BDPMA.



GDC must prioritise its resources, argues BDA

The General Dental Council (GDC) must prioritise its role in protecting the public and stop wasting time and resources on whether dentists should be allowed to continue using the courtesy title 'doctor', the British Dental Association (BDA) has argued in a recent letter to the GDC.

The letter was sent to coincide with a meeting of the GDC's Council in February, which considered a recommendation by GDC's Standards Committee that dentists no longer be permitted to use the courtesy title.

The letter argues that, at a time when the GDC faces financial constraints and significant difficulties coping with the demands of its Fitness to Practise caseload, it should focus its resources on addressing this problem, a role the BDA believes is far more crucial to the GDC's mission of protecting the public. The letter also challenges the GDC to publish details of the resources it has already expended

in reviewing this issue and the resources it believes would be necessary to implement and enforce a new position if one is adopted.

The letter also warns of the significant harm a move to strip dentists of this courtesy title could do. It points to the potential for the public's trust in the profession to be diminished by a decision that could appear to downgrade the profession, and predicts confusion about the qualifications of many dentists from overseas whose qualifications are of an equal standing to their UK-trained counterparts but whose degree designations confer on them the right to use the Dr title.

Dr Susie Sanderson, Chair of the BDA's Executive Board, said:

"That the GDC is choosing to devote time and resources to this issue when it should be concentrating on addressing the backlog of Fitness to Practise cases identified as an issue by the Council for Healthcare Regulatory

Get magazine free!

Produced by the leading providers of practice-branded dental membership plans, Practice Plan, and packed to the rafters with business focussed articles, here is your chance to subscribe to the **Business of Dentistry Magazine** for free. Just register your details online and they will do the rest.

If you're already a Practice Plan member there is no need to subscribe, you will get your copy delivered to your door. [Click here](#) to subscribe.

Excellence is nothing short of astounding. Dentists and dental care professionals have seen hefty increases to their annual retention fee and will not be impressed by this profligate use of the GDC's swelled funds.

"The use of this courtesy title is not an important issue for the public. A ban has the potential to confuse patients, harm the reputation of the profession and create confusion about the equivalence of dentists who have qualified in different countries. We urge the GDC Council to reject the recommendation of its Standards Committee and instead concentrate on the areas of its work that deliver a real benefit to the public."

Look out for BDTA Showcase man

The marketing campaign for BDTA Dental Showcase 2011, complete with its very own little dental man, is now live!

The campaign has been developed in response to feedback from the dental industry. Our research has consistently shown that people come to Showcase to see what's new, broaden their knowledge and take advantage of special offers, all of which are clearly conveyed through the campaign.

The crisp, clean advertisement design is in line with the general style

of previous award winning Showcase adverts which have proved popular amongst the trade and profession in the past.

Tony Reed, executive director, said: "The marketing campaign for Showcase 2011 enables us to communicate the key benefits of visiting and uses fun imagery to get the message across. As the UK's largest dental exhibition, Showcase really is 'Your one-stop dental shop.'"

BDTA Dental Showcase 2011 takes place at the NEC, Birmingham from 20-



22 October 2011. For further information visit www.dentalshowcase.com.



Get in touch. Send your news & views to denise@bdpma.org.uk

News

BDPMA panel joins BDA Conference

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

The seminar, which takes place between 14.15-15.30, 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 and the panel will include BDPMA chairman Amelia Bray, marketing consultant Mark Oborn MBA LBIDST, Kate Adam DipM MCIM, the co-founder of Mint and dental business consultant, Sylvie Sturrock from Samera.

We look forward to seeing you there. Please submit questions in advance by email to Denise Simpson at denise@bdpma.org.uk.

This year's British Dental Conference and Exhibition will see a number of exciting new developments including the newly introduced and free-to-attend DCP Theatre, aimed specifically at dental care professionals.

The brand new, Oral-B sponsored DCP Theatre will host 23 bite-sized sessions spanning the three days of the event and offering a combination of practical business tips, clinical expertise, career guidance and topical debate that will appeal to practice managers and their teams. They will focus on topics including adhering to guidance on teeth whitening, integrating prevention into daily practice, boosting profitability through business planning and the role of social networking in dentistry.

Please visit www.bda.org/events/annual-conference/index.aspx for further details and also take a look at our training and development calendar on p.6.

Help at hand for safe use of medicines

As part of a continuing drive to support healthcare professionals, the Medicines and Healthcare products Regulatory Agency has launched a webpage specifically targeting staff working in dentistry.

The page includes guidance, safety alerts and links to educational material to assist in the safe use and management of medicines and medical devices.

The MHRA is part of the Executive

Agency of the Department of Health responsible for the regulation of safety of medical devices and the page can be found at <http://www.mhragov.uk/Safetyinformation/Healthcareproviders/Dentistry/index.htm>

The page also includes an email alerting service to alert subscribers when a section is updated, eliminating the need to frequently check for updated information.

Feedback that's good to know . . .

Promoting your practice in supermarkets?

A practice manager was recently sent an email asking if she would like to take advantage of an advertising opportunity on a publicity board at her local supermarket. The investment was around £2,500 over two years and the offer was to place a promotional card on the supermarket's customer information board.

We did some ringing around and found several practice managers who were into their second year of running these adverts with no tangible return on their investment. Before agreeing to this expenditure, think about who you are trying to

attract and if the supermarket is the best place to attract their attention. You shop at supermarkets, ask yourself the following questions:

- Do you read these advertising boards or are you trying to get out of there as fast as possible?

- Would you look for a dentist on these boards or search somewhere that allows you to compare what's available in the area? i.e. the web.

We would love to hear from you if you have advertised on a customer information board within a major supermarket. Tell us about your experience by emailing denise@bdpma.org.uk.



Hosting a training course? Email denise@bdpma.org.uk

Training & development diary

Date & location	Name of event & provider	Cost & notes	More information
1 April Gloucester	A - Z of running a successful dental practice. Dental Resource Company	TBC	www.dental-resource.co.uk
6 April (first of six) Birmingham	BTEC Level 4 professional diploma in dental practice management. Dental Resource Company	£1,300 +VAT	www.dental-resource.co.uk
7 - 8 April Near Scarborough	Introduction to hypnosis. Joanna Taylor & Associates	£280 10% discount for BDPMA members	www.joanna-taylor.co.uk
8 April Sheffield	A - Z of running a successful dental practice. Dental Resource Company	TBC	www.dental-resource.co.uk
7 - 10 April Newbury	NLP practitioner course part 1. (see below) Miriam McCallum Associates	£2,100 for both parts. Early bird & BDPMA discounts apply	www.Intro2nlp.co.uk
11 - 12 April Near Scarborough	Dental practice managers retreat. Joanna Taylor & Associates (Accommodation available)	from £180 Discounts for BDPMA members.	www.joanna-taylor.co.uk
20 April Near Scarborough	Introduction to self hypnosis. Joanna Taylor & Associates	£35. 10% discount for BDPMA members	www.joanna-taylor.co.uk
May London, Leeds, Basildon or Bournemouth	Dental practice management ILM diploma. UMD Professional Ltd	Please enquire. Distance learning courses available	www.umdprofessional.co.uk
5 May Sunderland	Strategic Marketing - Practice Plan & BDPMA present Andy McDougall, Spot on Business Planning	£150. £75 for BDPMA & Practice Plan members	www.practiceplan.co.uk/events
6 May Birmingham	A - Z of running a successful dental practice. Dental Resource Company	TBC	www.dental-resource.co.uk
11 May (first of six) Southampton	BTEC Level 4 professional diploma in dental practice management. Dental Resource Company	£1,300 +VAT	www.dental-resource.co.uk
13 May London	Business planning & financial management for owners & managers. BDA with Andy McDougall	DCP: £100, BDA member: £170, non member: £230	www.bda.org/training
13 May (first of eight) London	Tomorrow's practice manager. Dentabyte Ltd	£75 per module. Early bird offer	www.dentabyte.co.uk
16 May Maidstone	Considering the change from NHS to private practice? BDA with Chris Barrow	Free	www.practiceplan.co.uk/optionsoutofthenhs
17 18 May Nr Scarborough	The seeds of happiness. Joanna Taylor & Associates	£280 10% discount for BDPMA members	www.joanna-taylor.co.uk
19 - 22 May Newbury	NLP practitioner course part 2. (see above) Miriam McCallum Associates	£2,100 for both parts. Early bird & BDPMA discounts apply	www.Intro2nlp.co.uk
21 May Manchester	Everything you ever wanted to know about dental management. Seminar at British Dental Conference	Conference entry from £70.	www.bda.org/conference
26 May Leeds	Considering the change from NHS to private practice? BDA with Chris Barrow	Free	www.practiceplan.co.uk/optionsoutofthenhs
14 June Newcastle	Considering the change from NHS to private practice? BDA with Chris Barrow	Free	www.practiceplan.co.uk/optionsoutofthenhs
15 June London	Managing difficult people (and good ones too) Sheila Scott	£350. 10% discount for BDPMA members	www.sheila-scott.co.uk
17 - 18 June London	World Aesthetic Congress	see website for details	www.independentseminars.com/wac/



“My mission is to get you involved”

Jill Taylor has a passion for development and it is this that inspired her to become a practice manager and get more involved in the BDPMA. We caught up with Jill at her home in Ayr, Scotland, to find out what she loves about being a practice manager and what she hopes to achieve during her two years as chairman.



It's difficult not to feel motivated after a conversation with Jill. The 34-year-old Ayrshire practice manager clearly loves her role at Botanics Dental Care in Glasgow, where she has been instrumental in creating a close knit, supportive and empowering environment for her team.

Her route to becoming practice manager echoes many, as she started her career as a dental nurse in 1994. Always eager to enhance her skills, she took a qualification in radiography, then undertook a training course run by the local health board in Health Care Supervisory Development which covered health and safety, stock control and finance, following this with a Training for Trainers course and many others in subsequent years.

My team are key

Her talent and passion for development was spotted by principal dentist, Colin Gardner, who invited her to become practice manager three years ago this month – a role in which she has thrived ever since.

“I get a real buzz from my team – they are key,” said Jill. “We have an open door policy and have put in place a number of ways for team members to make suggestions on how to improve the running of the practice. I always say that I would never ask my team to do something that I wouldn't do myself and they know this is true. We are a BDA Good Practice and we worked hard as a team to achieve this.”

“I feel so proud when we get positive feedback from our patients. I have been at this practice for 15 years and I know three generations of some families, so it means a great deal.”

Communication, communication

Jill joined the BDPMA in late 2008 and her frustration with the lack of support and events in Scotland led her to become more actively involved with the organisation, where she became a regional co-ordinator within a year of joining. Sitting on her laurels waiting for someone

else to solve a problem is just not on Jill's agenda. And it is this quality that she hopes to bring to her role as chairman, saying that her mission over the next two years was to improve communication with members.

“I want to hear more from our members and use the feedback for the greater good. I would like to hear what you want and need from the BDPMA. I'd love to hear why you joined, what you'd like to see more of, what you'd like to change. That's what I'm here for.”

Tell me your views

Jill said she joined the BDPMA because she needed to develop, to learn and to add to her skills. But she said members must have dozens of different reasons for joining and remaining with the organisation, which she would like to hear about.

“For me it's all about communication, communication, communication. We can learn so much from each other and this is something I regularly say to my team. If I don't know about an issue, what can I do to improve it?”

● Jill's role as chairman will see her attending events up and down the country, so there will be plenty of opportunity for members to catch up with her in person. She is keen to hear from as many members as possible. There's no excuse! Contact her by [email](#), [Facebook](#) and [Twitter](#).

Back by popular demand...

Special One-day event

for 2011

**Turbo
charge your
marketing
today!**

The One-Day Marketing Action Plan with

Chris Barrow

"Arrive with a blank sheet of paper and leave with your team committed to an action plan that will catapult your business – to where you want it to be."

This dynamic workshop will be focused on the PRACTICALITIES of creating your own personalised practice marketing plan.

You will be able to choose from a menu of current ideas that fit your practice profile, your core values and your financial budgets. Ideas that have been tested and proven in the marketplace – and are working TODAY!



Chris Barrow has been coaching business owners since 1980 and has a proven track record of working with prominent dentists and other professionals.

*"Excellent day,
most informative"*

book now...

£150 per person

**Special discount
rates available for
BDPMA members**

Just £120
per person

quote ref: CB00BD

Tuesday 24th May 2011

- Holiday Inn Bromsgrove, Birmingham

The event starts at 9.00 am and will end at 4.30 pm
Lunch and refreshments are included.

So, if you're up for the challenge and want to gain
five hours CPD, contact us now to book your place!

Call **01691 684141**

Or email sarah.whittall@practiceplan.co.uk

Limited places available



practiceplan
supporting the business of dentistry



Stop fire fighting and learn how to regain control of your practice

Do you ever feel that you can't keep up with your workload? That no matter how fast you peddle, you can never get ahead; and even worse, you know that next week, next month, or even next year will be just be the same!

What you really need is to develop a method of working that will put you in control so that you are managing and not fire fighting. Welcome to the world of business planning.

Business planning is a very structured way of working and those principals and managers that follow the process break through their fire fighting stress to find that better results can be achieved with seemingly less effort.

Out of control

Practice manager Bev Harston, from Glendair Dental Practice in Derbyshire, has two practices to manage and she admitted that life before business planning meant fire fighting, being short of cash, having uncontrolled stock (and a lack of awareness of this too!), feeling out of control businesswise and having no systems in place. She said: "We felt we knew how it should be done but didn't know where to start. We were being reactive not proactive, had no marketing or ineffective marketing and worked long hours.

"After business planning we work less hours, have budgets to work to, have streamlined our staff, strive to meet targets, carry out 1:1s, are in control of our stock – and are in control overall. Everyone understands the business, there are procedures in place, sundries are now monitored and benchmarked, we have cut all costs and are aware of how to, have better recall systems and effective marketing, an improved website and we issue quarterly newsletters to all of our patients. Life is good!"

No stone unturned

In some cases you might have part of your work under control but it's like a combination lock on a briefcase, if you get any one of the numbers in the wrong order, the case does not open – and you don't achieve your goal.

Andy McDougall from Spot On Business Planning insists that business planning is widely misunderstood, explaining that it is often confused with a budget or



associated with financials only.

"In reality, it looks at where your business is now, where it needs to be in the future and then it plans what needs to occur to fix the underperforming areas to achieve your monthly targets, both financial and non financial," he explains.

"Business planning covers everything in your business – branding, pricing, people issues, finance, stocks, etc., ...it leaves no stone unturned. By undertaking the business planning process, you and your principal will work together to identify the weaknesses of your existing approach and with guidance, determine a plan for the future that makes it clear what has to be achieved, by whom, and with what support."

'Busy fools' syndrome

Andy says it is at this point you will have broken through the 'busy fools' syndrome and begin to feel in control of your practice. You will be working in such an efficient manner that you suddenly feel like you are managing the business like a true professional and with more time to do the qualitative things that are important.

● See the training & development calendar on [Page 6](#) for details of training events you can join for a taster of what real business planning is all about or visit www.spoton-businessplanning.co.uk to request a free consultation.

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
www.urcompliant.com



Example above
of RAG report showing soon to
expire Professional Certificates

**Secure global access
to your records!**



the
Compliance
cloud



HTM01-05 - *a real life scenario*

What we say vs what we think - one practice manager's story

In our winter newsletter to patients we highlighted our recent investment in HTM01-05. Some patients may moan about the cost of private dental treatments and many others may think it but they have no way of appreciating the costs associated with running a dental practice. Costs that they don't necessarily see in terms of their patient journey.

'Why have fees gone up?'

Their rationale is, 'If the waiting room is no different and the same old dental team is treating me with the same approach to treatment, why should my fees go up? It is important for them to be aware of the cost of maintaining compliance – in whatever form that takes, just so they understand that not all costs are tangibly visible in their experience of dealing with us. This is an upbeat and positive excerpt regarding our investment in HTM01-05 from our quarterly newsletter:

"We are currently renovating both of our practices to comply with new cross infection and decontamination regulations. New regulations stipulate that the decontamination of instruments must not occur in patients' presence. We have spent £35,000 updating both practices and our investment in a separate decontamination area underlines our ongoing commitment to patient care and means that we can continue to offer unhurried, thorough consultations. This renovation may result in changes to the location of some of our services, for example our Facial Aesthetics Clinic."

But that doesn't necessarily mean that we think our investment was worthwhile or that it has added value to the patient experience. In fact, if you really want to know what I think...

Disgruntled team

We invested £35,000 including the purchase of extra instruments; click trays, validation/testing kits, proprietary detergents etc. In having to create a decontamination area we have lost our staff room, which the team is obviously very disappointed about. In addition we have employed a full-time decontamination nurse at an on-going cost of £25,000 including training.

It is now a full time job with seven surgeries, keeping up with the one-and-a-half hour cycle of processing instruments:

- Scrubbing
- Ultrasonic
- Rinsing
- Washer disinfecter
- Autoclave
- Wrapping date stamping etc

It has caused further complications with issues of having a lone worker as the decontamination nurse has to stay behind to get everything done. Why? Because you are not allowed to leave instruments un-bagged and tagged overnight. It's so full on that nurses often don't get a break and there is no opportunity to sit at all. I have already had complaints of back problems.

Loss leader

Unfortunately HTM01-05 is not evidence-based and they freely admit that CQC inspectors are not clinically trained so how can they realistically be checking on our procedures?

It is a loss leader because patients cannot understand the benefit. They assumed we always had rigorous sterilisation processes (which we have always had). We have had to change our opening hours to accommodate the new approach and patients are disgruntled about it so we have to spend time explaining why.

Optimistic things will settle down

I can see how it is very important to have the highest standards of infection control and if I genuinely believed it would pull some surgeries up to a higher standard it would be a good thing, however I cannot see this being achieved.

This has made huge changes for our practice - patients and staff alike. It has caused unease and disquiet. I'm optimistic that things will settle down, however the stress levels in the practice are tangible and unfortunately other positive plans for the practice have been put on the back burner until the new room settles down.

Penny from Bucks





Feature

E-marketing is cheap and successful

Email marketing is one of the most powerful marketing tools available to businesses of all types and sizes.

You can achieve outstanding results with email marketing while investing only a small amount of time and an even smaller amount of money. With no postage or materials costs, email marketing can be 20 times more effective than direct mail.

Marketing in this way allows you to include articles that show you as the expert, give in depth detail about treatments, and inform people about special offers.

Caroline Gowing, from Pink Spaghetti PA Services, said the more information you have on your patient gathered through discussions with them, the more effective your marketing will be.

“Reading about dental implants would be of little interest to a mother of two young children, but she may love to read about correct brushing techniques and fissure sealants,” explains Caroline.



BRITISH DENTAL
CONFERENCE & EXHIBITION
Manchester 19-21 May 2011

essential innovations
igniting your profession!

Make a date in your diary for the largest, most established, combined dental conference and exhibition in the UK.

BDA Book your place from 1 December 2010 at:
www.bda.org/conference

“Sending out an email with something relevant to the reader will always get their attention, so group by age, treatment history or a treatment they have expressed an interest in.”

She said that unlike direct mail, email marketing is measureable. Using an email marketing system, of which there are many on the market, you can see who has opened your emails, as well as who has clicked through to get further details, and which pages of your website they have clicked through to – information which is invaluable.

Companies like Constant Contact allow you to send emails to up to 500 contacts for around £10 per month. These days you do not need to have any technical knowledge, and the variety of templates allow you to find something that is right for your business without needing a designer's input.

Pink Spaghetti PA Services provides a range of time saving affordable services for small businesses, and has set up many templates for clients, making sure newsletters are branded to suit each practice, allowing you to go ahead and send your promotional information to your clients. The team is happy to guide clients through the process and can even take care of each edition.

● Pink Spaghetti charges £50 for template branding and £25 for compiling newsletters. Visit www.pink-spaghetti.co.uk/promotions.asp for more information and contact them with any questions on 0844 504 7465 or email enquiries@pink-spaghetti.co.uk



Don't shy away from the media!

Get your practice some free publicity - write a press release

Becoming more actively involved in the local community is now a CQC requirement but instead of seeing it as just another box you have to tick, think of it as a positive way to promote your practice.

The dental calendar alone has plenty of events that you could support, such as National Orthodontic Week in February, National Smile Month in May and June, Dress Up for Dentaaid in July and Mouth Cancer Action Month in November. Add these to sporting fund raisers including Race for Life, the Great North Run or the London Marathon, as well as local fun runs or events taking place on your doorstep and you have a wealth of opportunities.



Once you have decided on an event to back, think about writing a press release. Newspapers rely on information being sent to their newsdesks and the best way to pique an editor's interest is with a well-crafted press release.

The prospect of writing a press release may fill you with dread but there are actually only five rules and they're bound to sound familiar from your school days. All you have to do is



remember to include the who, what, why, where and when.

Very often the more high profile events will have a template press release that you can download and slot in your details - so it is well worth checking the event's website first.

Fundraising events are always popular with local newspapers, especially if they can be coupled with a photograph. A dentist competing in the Great North Run is interesting but should she decide to run it dressed as a toothbrush, then you have a great photo in the making, or should he be raising money for an ill patient, then you have a great human interest story.



Journalists are taught to tell the whole story in the first three paragraphs because readers can lose interest quickly. This is true of most editors too. They receive hundreds of emails every day, most of which never make it to the

page, so you only have a small window of opportunity to grab their attention.

Newspapers work to tight deadlines, which means they have to plan ahead.

Right timing

Send a press release a couple of weeks before the event to say that you will be taking part and accompany this with a photo of the dentist dressed as a toothbrush or with the ill patient. Don't worry if you're no David Bailey. The photo will help your press release stand out and they may send their own photographer to take another snap if yours isn't perfect. *

Follow this up with a second press release after the event to outline how much you raised.

Include a quote

Quotes help make press releases more personal and save journalists from having to get hold of the people involved. Quotes should be short, snappy and emotive, detailing why you have decided to run a particular race or raise money for a particular charity. Don't forget to add a named contact to the end should the publication need more information.

*** In April's e update we'll be giving you tips and advice on how to take a great PR photo.**



Don't read this...

...unless you are interested in:

- Lower professional indemnity subscriptions
- Free personal indemnity for every dental nurse and/or dental technician you employ for both clinical negligence and professional matters
- Free Indemnity for practice managers and receptionists
- Dispute resolution assistance for disputes between professional colleagues
- Free annual subscriptions to a comprehensive online information resource including a wide range of business and healthcare legislation and regulatory requirements
- CPD for the whole dental team
- Employment law helpline
- Practice management and clinical audit tools to make your practice safer, more easily managed and more successful

DPL **Xtra**

An **Xtra**ordinary Indemnity Programme for the Whole Practice

Dental
Protection



For more information go to www.dentalprotection.org/uk/dplxtra or call our Membership Helpline on 0845 718 7187



Get in touch. Send your news & views to denise@bdpma.org.uk

News

Dentistry Show visitors up by 84%

Did you go? Was it useful? Share your views by [clicking here](#)

The two-day Dentistry Show at the NEC in Birmingham on March 4 and 5 attracted 4,270 visitors - an 84% increase on the 2010 attendance, cementing its position as the fastest growing event for DCPs.

The free conference programme included more than 55 hours of education offering verifiable CPD, a packed programme of practical workshops, special events, a live surgery and a sold-out exhibition floor showcasing more than 200 UK and international specialist suppliers.

The Dentistry Show, which was

launched in 2007, is now the fastest growing dentistry conference and exhibition in the UK.

Leading industry figures from around the world shared their knowledge with delegates in five lecture streams running throughout the show.

More than 50 speakers including David Hornbrook, Michael Wise, Tidu Mankoo, John Stanfield, Laura Horton and Sheila Scott brought delegates up to date with the latest thinking, cutting edge techniques and procedures, giving examples of

best practice and sharing tips and advice.

Commenting on the success of this year's show, event director Chris Brown, said: "To reinforce the many messages of support that we have received since the show closed on Saturday from delegates, speakers and exhibitors alike, the take up for 2012 means that we're having to look at a bigger hall and expanding the capacities of our lecture theatres."

● The Dentistry Show 2012 returns to the NEC Birmingham on March 2nd-3rd, 2012.

BDTA Dental Showcase 2011 - Your one-stop dental shop!

20-22 October 2011, NEC Birmingham

www.dentalshowcase.com

Featuring
Dental Lab
@ Showcase
on 22 October
2011



**Secure your ticket in advance
for free of charge entry:**

Online: www.dentalshowcase.com

Hotline: +44 (0) 1494 729959

Text: your name, postal address,
occupation and GDC number
to: **07786 206276**

BDTA Dental Showcase 2011 is organised by The British Dental Trade Association,
Mineral Lane, Chesham, Bucks HP5 1NL Tel: 01494 782873 e-mail: admin@bdta.org.uk

A £10 on the day registration fee will be charged to visitors who do not secure tickets in advance.
Advance registration closes 17 October 2011.





Get in touch. Send your news & views to denise@bdpma.org.uk

Feature



Social media marketing - focusing on the numbers can be misleading

What is your primary objective for being on Facebook or Twitter? Are you interested primarily in link-building, solely for 'SEO' (search engine optimisation) purposes? Or perhaps you are interested in acquiring as many people as possible to 'like' your Facebook Page - because we've always been taught that more is better ...

A traditional marketing mind-set was to acquire more: let the numbers show how effective our direct mail piece was, how many patient phone calls we got from our postcard mailer or phone book ad. However, without quality none of those numbers really matter, says Rita Zamora, BDPMA honorary vice president and leader in social media marketing for dental professionals.

It is important to consider what your desired outcome is with any marketing activity, and social media marketing is no different. It is, after all, our intentions that drive our actions. If we intend to build up a certain number of fans, whether it be 500 or 2,000 fans, we are focused on numbers.

On the other hand, if we focus on winning the interest, praise, and appreciation of our followers, we are bound to win, as we are then focused on quality measurements.

Remember that social media marketing is unlike any other marketing tool we've ever had access to. Discard your old marketing mind-set. Be thoughtful about your objectives.

Consider what is more important to you - a high quantity fan base or a high quality fan base. I'm not



saying you can't have both, but in social media, typically focusing on numbers as a primary goal can sabotage quality.

Set your intention to first and foremost build trust and relationships with your followers. Strive to make your social media platforms a place where you can interact, share tips and social updates, or truly special offers ... Imagine when patients visit your office. What is the social conversation you have with them? It is that type of conversation and exchange that builds trust and relationships. Genuine

human connections will make your social marketing efforts a success.

It may take more time and energy to consider what your ideal social media community could look like. The easy way out is to set a number as a goal and post away. A better objective - that will return more positive word of mouth and referrals - is to put interaction, authentic 'liking', and relationship building at the top of your list.

● 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](#).



Get in touch. Send your news & views to denise@bdpma.org.uk

Courses

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...

Mon 16 May 6pm: Maidstone
Thurs 26 May 6pm: Leeds
Tues 14 June 6pm: Newcastle

Refreshments will be provided.

To reserve your FREE place, please call Emma on 01691 684171 or email emma.bateman@practiceplan.co.uk.

practiceplan
supporting the business of dentistry



For more information, please visit www.practiceplan.co.uk/optionsoutofthenhs

Practice Plan and BDPMA join forces for exclusive event

If you are looking to gain practical advice on how to strategically manage your business, then Practice Plan, the leading practice branded dental membership provider, in association with the BDPMA, have the perfect event for you.

Covering the invaluable topics of business planning and strategic marketing, and headlined by the renowned Andy McDougall from Spot On Business Planning, the exclusive one-off event is set to help revolutionise the way you run your business and deliver the results you want.

Whether you are just learning the business ropes or looking to expand your knowledge and tools, you will take away practical advice and tips on how to manage your dental practice as a business.

The one-day event takes place on **Thursday 5th May, at the Sunderland Marriott Hotel 9.00 am - 4.30 pm** and will earn you 5 hours verifiable CPD, plus, there is even a special rate for Practice Plan and BDPMA members. Attend for just £75, that's a whopping 50% off! Non Practice Plan or BDPMA members £150.

To book, call Kirsty on 01691 684163 or go to www.practiceplan.co.uk/events.



INTERESTED IN PRACTICE MANAGEMENT?

OUR LEVEL 4 CERTIFICATE IN DENTAL PRACTICE MANAGEMENT IS AWARDED BY



This 9-day programme conducted over 12 months will teach you about:

- Planning and controlling a dental practice
- Managing people and developing teamwork
- Creating a service-led practice

Giving you a recognised and transferable qualification

Postgraduate programme available for experienced PMs

Next programme begins May 2011

For details contact:

0161 928 5995
www.thedentistrybusiness.com

thedentistrybusiness

THE DENTAL PRACTICE MANAGEMENT SPECIALISTS

email: info@thedentistrybusiness.com



"I'm really excited at passing the first module of my Professional Certificate. Sim, Lester and Carl are grounded in the real world of dental practice and have given me some great tools to help me improve our practices"

Michelle McLoughlin
Kirkby Family Dental Centre
Liverpool

DenMed

Training & Consultancy Service

Helping you manage essential standards of quality & safety
Our services are delivered in-house to groups or individuals
Externally validated courses comply with GDC verifiable CPD requirements

Contact to discuss your specific needs....

Tel: 0121 682 1222

Email: jab@denmed-uk.com

Web: www.denmed-uk.com



Bespoke Dental Branding and Marketing

A comprehensive range of services under one roof

- Logos
- Stationery
- Newsletters
- Signage
- Websites
- Welcome Packs
- Public Relations
- Corporate Schemes
- Advertising Campaigns
- Referral Programmes
- Event & Launch Planning
- Strategic Alliances

Call 01923 246116

or book a FREE consultation online

www.mint-tastic.co.uk

training with the buzz factor

Effective marketing campaigns will get your phone ringing, however opportunities are often lost if the person answering the phone doesn't ask the right questions or communicate effectively.

Release the full potential within your practice

Call Tracy Stuart on 07782 220038 or email tracy@designerdentaltraining.co.uk



Discover the Secrets of Managing People



Call us for expert help and training in managing dental teams.

0845 165 6269 or email: alison@trainingtoachieveuk.com

training to achieve

www.t2achieve.com



HEALTHY AND WEALTHY

Making your good practices great.

Coaching and training for all the team
business development skills, communication skills training
patient journey, sales training and much more

Contact Dr Jane Lelean now

(T) 01296 770 462 (M) 07989757884

(E) Jane@healthyandwealthy.co.uk

(W) www.healthyandwealthy.co.uk

10% discount for BDPMA members

Dental Resource Company

Realise your potential with qualifications in:

- Practice Management
- Reception Skills
- Treatment Coordination
- CPD for Dental Nurses



Full details are available on our website

www.dental-resource.com

Tel 0121 241 6693

DRC are Business Link Select Suppliers



Dentabyte Ltd

Defining Practice Excellence

Tomorrow's Practice Management

8 x Practice Management Masterclasses London £600

Level 4 Diploma in Dental Practice Management

upgrade for just £ 1800, inclusive of registration fees with the Institute of Leadership and Management

Dentabyte Compliance Cloud

your total CQC solution
from £125/user/month

www.dentabyte.co.uk

020 8297 9100

customerservices@dentabyte.co.uk

Privilege Plan – it's what you want it to be!

- ✓ Just £1 per month administration fees
- ✓ We pay **you** up to £4.50 for every new patient who joins your scheme
- ✓ Bespoke design of plan benefits and patient literature to your specification
- ✓ Hygiene only plans for NHS patients.

And much more...

Call today for more information:

Tel: 01536 771219

www.privilegeplan.co.uk



...rewards your patients, your business, and you

equipment finance, telephone bills, staff wages

MAKE SURE YOUR PRACTICE OVERHEADS ARE MET EVEN IF YOUR DENTIST IS ILL AND CAN'T WORK

Practice Overheads Insurance

Call or go online for details and a quote:
enquiries@practicecover.co.uk
 0800 028 5633 www.practicecover.co.uk

PRACTICE COVER
 ●●● protects

Authorised and regulated by the Financial Services Authority

water rates, rent, council tax, electricity

maintenance fees, website, vehicle lease costs

professional fees, surgery insurance premiums

Lovewell Blake
 FINANCIAL PLANNING LIMITED

Fee Based Specialist Independent Financial Planning Advice for the Dental Professional.

Experts on all aspects of the NHS Pension Scheme.
 Online advisory service available.

Contact: Graham Walker Dip PFS
 Telephone: (01493) 858398
 Email: gbw@lovewell-blake-fp.co.uk
 Website: www.med-ifa.co.uk



Lovewell Blake Financial Planning Limited is authorised and regulated by the Financial Services Authority

Blue Sky People
 Tomorrow's People Today

The dental recruitment specialists

Tel: 01491-411504
 Email: info@blueskypeople.co.uk
 Web: www.blueskypeople.co.uk

Helping you to achieve personal and professional excellence

Courses for the Dental Team
with Joanna Taylor MHS

Practice Managers' Training Retreat
 Wydale Hall, nr Scarborough: 11-12 April 2011

Introduction to Hypnosis for Dental Professionals
 Dates to be advised

For further details of these and our other courses,
 call Joanna on 01723 859147
 or visit www.joanna-taylor.co.uk

Joanna Taylor & Associates

marketing that **delivers**



- practice image/branding
- welcome packs
- ideas & copywriting
- newsletters
- promotional campaigns
- referral packs/cards
- posters/canvases
- advertising/PR
- treatment leaflets
- promotional products

call | 01642 206106
 click | www.designerdental.co.uk

Our clients include... Best Marketing 2010 (Dentistry Records) • Best Marketing 2009 (Private Dentistry & Dentistry records)

Struggling with social media?
 I'll make it easy for you!

I'll show you how to create and manage Facebook or Twitter marketing yourself or co-manage it for you. Ask about my complimentary 30 minute consult for BDPMA members.
www.dentalrelationshipmarketing.com

Rita Zamora
 CONNECTIONS



happy threads
be happy at work

Uniforms for the active dental team.

Maintain a clinical yet professional image.

Super soft poly-cotton.

Available in a range of colours.

10% discount for BDPMA members.

02032 875990
info@happythreads.co.uk
www.happythreads.co.uk




Raise the Bottom Line... *and You Shine!*

~ Exceptional Verbal Skills for Everyday People ~

Learn HOW with our easy-to-use, clearly defined methods for **exceptional phone calls** (*Have Them at Hello!*) AND **presenting financial options** to patients (*It's How Much?!?*) to see immediate and measurable results.

20% off for BDPMA members
www.LionessLearning.com/BDPMA.html



Learn More: info@LionessLearning.com



Say **hello** to Towergate MIA and receive **£25**

We're working with the BDPMA to make sure you know about our great customer service and high quality Surgery and Practice Benefits Insurance policies for dental practices.

If you're one of the first 25 BDPMA members to call us and receive a Surgery or Practice Benefits quotation, we'll give you a £25 high street voucher to say thank you.

All you need to do is call us and quote **BDPMA 25** on:

0844 892 1558

Alternatively email us at **info@towergatemia.co.uk** or visit our website at **www.towergatemia.co.uk**

Terms & Conditions

£25 worth of high street vouchers will be awarded to each of the first 25 people to call and complete a quotation before 30 June 2011 for a surgery or practice benefits insurance policy which renews or commences before 30 June 2011. No purchase necessary. No cash alternative available. Limited to one voucher per customer.