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DPL UNDIZIONS 2010

SOUTHAMPTON 20 SEPTEMBER
CARDIFF 21 SEPTEMBER
CAMBRIDGE 27 SEPTEMBER
SHEFFIELD 28 SEPTEMBER
MANCHESTER 30 SEPTEMBER

THE SPEAKERS



Kevin Lewis
Dental Director
Speaker (Cambridge, Sheffield, Manchester)
Kevin has spent 20 years in full time general dental practice and 10 further years practising part time. He became involved in the dento-legal field in 1989, firstly as a member of the Board of Directors of Dental Protection, then (1992) as a full time dento-legal adviser and since 1998 as Dental Director. He is a member of the Council of the Medical Protection Society. Following 25 years as the Associate Editor of *Dental Practice*, he became the Consultant Editor of *Dentistry* in 2006. He has written two textbooks on dental practice management. He writes and lectures regularly all over the world, having been an invited speaker at six FDI World Dental Congresses since 1995 and a guest speaker at the conferences of 14 national dental associations.



Mike Clarke
Senior Dento-Legal Advisor
Speaker (Southampton and Cardiff)
Mike qualified from Cardiff in 1979 and until recently practised in North Yorkshire. He has been active in dental politics for many years and is a regular contributor to the dental press. He is a past chairman of the Dental Practitioners' Association and has had a longstanding involvement in vocational training. He is a former member of the Department of Health's Standing Dental Advisory Committee and is a past vice-chairman of the British Dental Association's Private Practice Committee.

Mike works as a full time Dento-Legal Advisor in the Leeds office. He has a continuing association with the development of training and examination of dental care professionals. He also oversees the practice membership programme that DPL operates in some countries.

Mike has recently been awarded a Master in Philosophy in Medical Law from Glasgow University.

THE EVENT

Introduction
Dental Protection is continually searching for new ways to communicate to its 55,000 members around the world. Through our publications, website and risk management resources we are already acknowledged as the international leaders in dental risk management. During 2008 and 2009, Dental Protection has presented or contributed to over 400 conferences and seminars in 14 countries, including major regional and national Dental Association conferences in over half of them.

Here in the UK, Dental Protection is involved in organising and presenting two national conferences each year – the Premier Symposium (in partnership with Schülke) and the Young Dentist Conference (in collaboration with the BDA and the BDJ). We are conscious that both of these prestigious events are held in London, however, and in 2008 Dental Protection launched Horizons to redress the balance by taking some of the best of its national and international programmes and bringing them closer to UK members based outside London and the South East. The series began with events throughout England, moving on to Northern Ireland in early 2009, with Scottish events being held in October 2009 and May 2010. We hope that in doing so, we will encourage members in these areas to welcome this initiative by coming along and bringing some of their team members with them.

Meet the team
At each venue you will have an opportunity to meet with members of our team of dento-legal advisers and membership representatives, and to learn more about the resources which you and your team can access as a benefit of your membership of this organisation. See the whole range of our publications and CD learning resources at first hand, and enjoy a guided tour of our website if you are not already a regular user.

- Internationally respected speakers
- Topical, relevant & practical subjects
- Entertaining, enjoyable & memorable presentations
- A chance to meet some of the DPL team face-to-face and familiarise yourself with the full range of your membership benefits
- 2.5 hours verifiable CPD.

Venues and dates

- **Southampton (De Vere, Grand Hotel)**
Monday 20 September
- **Cardiff (Millennium Copthorne Hotel)**
Tuesday 21 September
- **Cambridge (De Vere, University Arms)**
Monday 27 September
- **Sheffield (Millennium Copthorne Hotel)**
Tuesday 28 September
- **Manchester (De Vere, Mottram Hall)**
Thursday 30 September

THE PROGRAMME

16.30
Registration, refreshments and trade exhibition

17.00
The Good, The Bad and The Ugly
Dentistry is all about people – the way they think and behave, and the way they interact with each other. As we all know, people have good days and bad days; sometimes they make good decisions and on other occasions they make poor decisions. This lecture is all about those critical moments which have the potential to determine the direction in which things are likely to develop – how to recognise them, how to control them and how to learn from them.

Using situations drawn from DPL's extensive case files, and illustrating them with video scenarios involving the whole dental team, participants will have the opportunity to examine alternative ways to manage the same situations, including: effective listening and why it matters, making decisions under pressure, managing adverse outcomes, sticky situations in the surgery, difficult situations on reception, challenging patients.

18.15
Hot Buffet dinner and trade exhibition
Speakers available to take questions.

19.00
The Good, The Bad and The Ugly Part Two

20.15
Questions and final thoughts

20.30
Close

Learning Objectives

- To understand the various aspects of professionalism.
- To understand the factors that influence how we behave and react when placed in challenging situations.
- To understand the importance of active listening in patient communication.
- To understand how to manage adverse outcomes and communicate with patients about them.
- To demonstrate that challenging patients and difficult situations can be anticipated, planned for and managed pro-actively by the whole dental team.

Thank you to the sponsors
We are grateful for the support of the sponsors who have contributed towards the cost of staging this event. Their representatives will be available at the sessions, please take the time to visit them.

BOOK A PLACE

To book a place complete and return this booking slip to **Events Department, FREEPOST License no. WC1319/1, Dental Protection, 33 Cavendish Square, London W1E 0AY.** For more details call the events team on 020 7399 1490 or email events@dentalprotection.org

I would like to book _____ places to the DPL Horizons event in ☐ Southampton ☐ Cardiff ☐ Cambridge ☐ Sheffield ☐ Manchester	
Lead Name:	
Lead DPL Membership No:	
Lead Address:	
Postcode:	
Additional Name 1:	DPL Membership No/Professional Status:
Additional Name 2:	DPL Membership No/Professional Status:
Additional Name 3:	DPL Membership No/Professional Status:
Additional Name 4:	DPL Membership No/Professional Status:
Total Cost: _____ DPL Member (dentist or hygienist/therapist): £60 Non-DPL Member: £75 DPL Xtra Members and their practices: £50 each (15% discount) Team member (dental nurse, technician, reception team, practice manager): free of charge	
Payment: ☐ Cash enclosed ☐ Switch/Maestro ☐ Cheque* ☐ Visa ☐ Mastercard	
Card No:	
Valid from:	Expires end:
Issue No (Switch only):	3 digit security code (on reverse of card):
Cardholder Name (if different from lead name):	
Cardholder Address (if different from lead address):	
Postcode:	

*Cheques payable to Dental Protection Ltd | VAT No: 524251475 | Please place this booking form in an envelope for added security.

The Horizons series is suitable for all members of the dental team, both GDC registered and non-registered. The events will explore scenarios from the Dental Protection archives and explore the impact of these scenarios on all members of the dental team.