

Discovering the H Factor

the impact of human nature on dental practice
and patient (dis)satisfaction



Programme 2010

13 October, Derry

14 October, Belfast

Dental
Protection





MEET THE SPEAKERS



BRIAN EDLIN
Head of Dental Services (Leeds)

Presenting in Belfast

Brian qualified with a BDS in Glasgow in 1971. Until 1972, Brian worked as Resident House Surgeon in Oral Surgery at the London Hospital. Following this and until 1999, Brian worked in general practice, providing both NHS and private dentistry.

In 2002, Brian began work as a Dento-Legal Adviser at Dental Protection and is now Head of Dental Services (Leeds) and deals with both UK and international cases. He is the lead for Israel, Northern Ireland, Scotland and the Isle of Man as well as Malta and Gibraltar.

programme

17.30

REGISTRATION AND
REFRESHMENTS

18.00

"DEVELOPING A SIXTH
SENSE" – ANTICIPATING
AND MANAGING THE
CHALLENGING PATIENT

19.00

REFRESHMENTS

20.00

"PROFESSIONALISM
AND ETHICS" – AVOIDING
LAWYERS AND THE GDC

20.45

CLOSE

Human nature being what it is, it is not always possible to keep all our patients happy all of the time. The vast majority of our patients love, trust and respect us and are often forgiving when something goes wrong or does not go according to plan. It is often the case however that a small minority of our patients can cause a disproportionate amount of upset when they are unhappy with the service they receive.

The presentations are aimed at all members of the dental team to help them identify these difficult patients in advance, in order to adopt techniques and practises to assist them to be proactive as well as reactive in their management.

Over the past few years we have seen an increase in the number of patients approaching lawyers and the

GDC when they are unhappy with the outcome of treatment or more commonly the way their complaint has been handled. We will look to the whole dental team as to what can be done to prevent patients taking this route and when it is the appropriate time to seek advice.

We will also be looking at the ethical standards expected by the GDC and some cases where litigation against dentists could possibly have been avoided.





HUGH HARVIE
Head of Dental Services (Scotland)

Presenting in Derry

Hugh joined DPL's Senior Management Team as Head of Dental Services for Scotland in 2009. Hugh qualified in Edinburgh before going into general dental practice; initially as an associate and then subsequently as a single handed principal. He returned to Edinburgh as a Lecturer in Children's and Preventive Dentistry and was then appointed to the Borders Health Board as Chief Administrative Dental Officer.

In 1990 Hugh took up the post of the first full time Dental Adviser with the MDDUS and became Head of Dental Services in 1996, a position he held until 2008 before leaving to work for Dental Protection. In addition to his responsibility for DPL members in Scotland, he is responsible for members employed in the salaried services in the UK which includes dentists working in the community, hospital and armed forces. He is the DPL Lead for members in South Africa, Kenya and the Southern African hub.

Hugh has long had an interest in undergraduate and postgraduate education and is an Honorary Senior Lecturer in Dental Law and Ethics at Glasgow University. He has also been an examiner at undergraduate and postgraduate level including the International Qualifying Examination.

DATES & VENUES

Wednesday 13 October

City Hotel,
Queens Quay,
Derry BT48 7AS

HUGH HARVIE PRESENTING

Thursday 14 October

Belfast Waterfront,
2 Lanyon Place,
Belfast BT1 3WH

BRIAN EDLIN PRESENTING

dates

book your ticket

**Dental
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Date(s) required: ☐ Derry ☐ Belfast

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Tickets will be issued on a first come, first served basis.

learning objectives

for the presentation

1 To raise awareness throughout the dental team of the importance of everyone in the practice being involved in patient management, as well as the need to adopt a holistic approach towards our patients.

2 To explore ways of predicting, treating and managing the challenging patient.

3 To reflect on our ethical responsibilities as members of the dental profession and how they should translate into the way we practise.

4 To understand how the GDC and lawyers react and act when contacted by an unhappy patient.

At the end of the course participants will be able to:

- Understand why some patients can be challenging.
- Understand what patients want and need.
- Be alert to the warning signs – how to adopt a sixth sense.
- What the GDC expects from dentists and the team
- How to avoid being sued



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