









Dental Protection Limited

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Dental Protection

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Dental Protection

DPL HORIZONS 2011

EXETER 20 SEPTEMBER
ELSTREE 21 SEPTEMBER
CARDIFF 22 SEPTEMBER
LEEDS 27 SEPTEMBER
BLACKPOOL 28 SEPTEMBER
BELFAST 29 SEPTEMBER

THE SPEAKERS



Brian Edlin, BDS (U.Glas)
Head of Dental Services (Leeds)
Leeds, Blackpool and Belfast
Brian qualified in Glasgow in 1971 and after a house job in Oral Surgery at the Royal London he entered general practice in Manchester where for 27 years he ran two practices carrying out both NHS and private dentistry. Brian was an elected member of the Manchester LDC and reached the position of Vice Chairman until his retirement from NHS practice in 1999. Brian joined DPL in 1995 and is now Head of Dental Services in Leeds. He deals with both UK and international cases.



Alasdair McKelvie, LLM BDS
Dento-Legal Adviser
Leeds, Blackpool and Belfast
Alasdair graduated from Dundee Dental School in 1984 and worked as a house officer for twelve months, gaining experience in restorative dentistry. He then worked in general practice in East Yorkshire until 1990 when he started a practice in Cottingham. He completed the Certificate Course in Restorative Dentistry at the Eastman Dental Institute in 1995. Alasdair began working as a Local Dental Adviser in 2000 before joining the team at Dental Protection as an Associate Dento-Legal Adviser three years later. He graduated from the University of Wales with his LLM in Healthcare Law in 2007 and was appointed as a full-time Dento-Legal Adviser at Dental Protection in 2008.



Stephen Henderson, LLM BDS
Senior Dento-Legal Adviser
Exeter, Elstree and Cardiff
Stephen is a full-time Senior Dento-Legal Adviser and a Specialist in Oral Surgery. He had five years full-time experience in hospital dentistry, followed by eleven years part-time (oral and maxillofacial surgery) and he still works part-time in practice. Stephen had twenty years experience in general dental and oral surgery referral practice. He was an elected member of Oxfordshire LDC (between 1992 and 2004) and LDC Chairman between 1995 and 2003. Stephen regularly lectures on oral surgery and dento-legal issues. He currently follows the activities of the GDC and CHRE on behalf of Dental Protection and is also DPL's Deputy Lead for members in Hong Kong.



Jane Merivale, LLM BDS
Dento-Legal Advisor
Exeter, Elstree and Cardiff
Jane has been in general practice for twenty-six years and has owned her own practice for twenty years. She has been involved with Dental Protection since 1997 she first started working as a Local Adviser. In 2004 Jane became an Associate Dento-Legal Adviser, working in the office on a part-time basis whilst still in practice and studying for her law degree. She began working full-time as a Dento-Legal Adviser in 2008.

THE EVENT

Facts, myths and choices

In a difficult economic environment, this is a confusing and challenging time for most dental health professionals. Regulation, scrutiny and accountability is increasing and change is all around us. This creates uncertainty and unseen risks at a time when economic considerations will also affect patients' choices and their expectations of treatment outcomes. This seminar is designed to explain important facts, dispel some dangerous myths and provide powerful insights into several important areas of patient care which are also potentially important medico-legally.

This new programme for the whole dental team draws from DPL's massive international experience and provides practical and relevant advice in an enjoyable and memorable way, including:

- **Regulation and Accountability** In 2011, for the first time, there will be a new climate of information sharing between a variety of bodies such as the GDC, Care Quality Commission in England and HIW in Wales, and NHS agencies. This will impact in new ways upon private, NHS and mixed practices and there is a pressing need to correct some of the dangerous misinformation in the dental press about how best to navigate a safe course through all this regulation and scrutiny.
- **Interpersonal Powerplays** The body language clues to look for, and to use yourself, when having important one-to-one interactions with your patients (or in the case of children, their parents) and also work colleagues. Are they listening? Are they concentrating? Are they interested? How to help them to remember the key points of what you are saying, and understand what really matters.
- **Memories are made of this** The inherently fallible nature of memory and how it can play tricks on us. Why patients don't always remember what we tell them. What we need to record in the clinical notes in order to compensate for this.
- **Thanks, but no thanks** Patients have a right to elect not to accept the advice we give them, or the treatment we recommend – but we also have a duty to make them aware of the consequences of their decisions. In difficult economic times, "informed refusal" needs to be understood by the whole dental team.
- **Stepwise to success** The "staircase" model of behavioural change helps us to understand why some people will immediately engage with and start to implement our advice, many will show encouraging early signs of doing so before slipping back to where they started, and others will never change – no matter how much advice and guidance we give them.

The Horizons series is suitable for all members of the dental team, both GDC registered and non-registered and includes 2.5 hours verifiable CPD for all GDC registered members of the team. The events will explore scenarios from the Dental Protection archives and explore the impact of these scenarios on all members of the dental team.

THE PROGRAMME

16.30
Registration, refreshments and trade exhibition

17.00
Facts, Myths and Choices – Part 1
- Regulation and Accountability
- Interpersonal Powerplays

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

19.00
Facts, Myths and Choices – Part 2
- Memories are made of this
- Thanks, but no thanks
- Stepwise to success

20.15
Questions and final thoughts

20.30
Close

Learning Objectives

1. To understand the implications of the Care Quality Commission or HIW for the dental practice.
2. To understand the importance of 'informed refusal' and the patients right not to accept their dental professionals' advice
3. To understand your own and others' body language and ability to recall information and how these areas may impact upon the communication we have with patients
4. To understand the 'staircase model' of behavioural change.

Venues and dates

- **Exeter (Mercure Southgate)**
  Tuesday 20 September
- **Elstree (The Village Hotel)**
  Wednesday 21 September
- **Cardiff (Barcelo Hotel)**
  Thursday 22 September
- **Leeds (Shine Business Centre)**
  Tuesday 27 September
- **Blackpool (Barcelo Hotel)**
  Wednesday 28 September
- **Belfast (Park Avenue Hotel)**
  Thursday 29 September

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.
Alternatively call the events team on 020 7399 2914 or email events@dentalprotection.org

I would like to book _____ places
to the DPL Horizons event in ☐ **Exeter** ☐ **Elstree** ☐ **Cardiff** ☐ **Leeds** ☐ **Blackpool** ☐ **Belfast**

Lead Name:

Lead DPL Membership No:

Lead Address:

Postcode:

Additional Name: DPL Membership No/Professional Status:

Total Cost: _____

DPL Member (dentist or hygienist/therapist): £60 Non-DPL Member: £80
DPL Xtra Members and their practices: At the reduced rate of £50 each (15% discount)
Team member (dental nurse, technician, reception team, practice manager): £5 each (to defray catering costs)
(Maximum of four team members at the reduced price, per paying dental professional)

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):

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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.