Taking technology forward – technicians and technical skills

Another article from the Dental Laboratories Association: this month on keeping technical skills up to date and CPD

Competition is a relatively new phenomenon in dentistry. Twenty or thirty years ago most patients who needed a dentist approached the local surgery with no thought of seeking a second opinion, took what was on offer and went contentedly on their way. Not any more. Today's patients come in to consult and treatments, are prepared to travel for the best deal, and thanks to the media's new found interest in dentistry have a far greater knowledge of different procedures and awareness of what is possible in terms of improving their appearance. And the tentacles of competition reach beyond the high street, with many technicians too having a responsibility to constantly hone their skills to ensure their practices serve maintain a competitive edge and keep up to date with the latest developments in materials and methods. 

All dentists seek to offer a wide spectrum of treatment options, each reflecting the highest standards of professional care. Technicians have the same ambition, to create protheses and appliances of the highest quality which satisfy patient expectations and complement the talents of their clinician partners. However, compatible ambitions need combined expertise and funding of up to £2500 towards a recognised management qualification. 

Learning new skills is personal challenging and commercially productive. For practices which engage with and exploit the latest developments as they occur, unlimited progress becomes possible. Staff are highly motivated, the patients benefit, and profitability soars. In many respects, technicians man the engine room driving the practice forward; advanced clinical protocols within the surgery cannot succeed without the support and certified, proven expertise of the technician behind the scenes.

Undertaking CPD, with its emphasis on promoting understanding of key aspects such as new materials and handling facilities, broadens the technician's knowledge and practical abilities. Another area rapidly increasing in importance for all technicians is public relations. While technicians themselves rarely have face to face contact with the patients, their specialist knowledge, which is not shared by the 'front line' members of the dental team, has led to a recommendation that they pursue the same CPD syllabus in legal and ethical issues and complaints handling as other members of the team. In the 21st Century, communication skills have a more prominent role than ever before in every professional activity, and certainly not least in the delivery of healthcare in all its forms.

The General Dental Council is asking all unregistered technicians to register immediately. The new requirement, due to come into effect shortly, for all dental care professionals to complete 150 hours of recorded CPD every 5 years, is indicative of the importance now being attached to ongoing training and education. Dentists need to ensure that every member of their team is prepared to meet these new professional standards.

The BDPMA means business

If you’re in need of an inspirational boost, the BDPMA has events and training courses to suit everyone involved in dental practice management, says Vikki Harper

Has your career in dental management just begun and you’re wondering how on earth you’ll learn all there is to know – as quickly as possible? Has your career hit a plateau and are you in need of an inspirational boost? Or would you just like to meet like-minded managers to bounce around ideas with?

It doesn’t matter what your circumstances, the British Dental Practice Managers’ Association (BDPMA) aims to help everyone involved in the management of a dental practice, no matter what their position or level of experience, to fulfil their career aspirations. If you’re interested in achieving a long term and successful career in dental management, then there has been no better time to join the BDPMA than now because the Association has invested heavily in providing its members with the tools they need to become better and to benefit from their advanced skills.

Build your confidence

The 2008 BDPMA Conference & Celebration Dinner on June 15 and 14 at Stratford upon Avon is set to be the highlight of the dental management calendar. It provides delegates with a two-pronged approach to success by firstly concentrating on personal accomplishment and then moving onto business achievement. It’s aimed at everyone associated with management including practice managers, principals, senior nurses and receptionists and to encourage team development, BDPMA members can extend their privileged rate to other members of their teams.

Speakers include Stephen Hancock OBE, Coach Clare Mc- Namara, representatives from BDA Good Practice, Investors in People, NHS BSA and NHS PCT, and colleagues Shaenna and Phil Loughnane from the award-winning Chipping Manor Dental Practice.

Boost your career

What happens when we meet a challenge at work? We usually feel uncomfortable to tackle it. It could be a new payroll system, determining budgets or creating a marketing plan but whatever it is, it fills us with fear.

The remit of the practice manager is broad so developing a broad skill base is important. That’s why the BDPMA, in association with Henry Schein, offers members the opportunity to further their management capabilities with funding of up to £2500 towards a recognised management qualification.

To enter, just appraise your practice; what are its strengths and weaknesses? How do you de-value your patients and how can you increase this value? Look at your patient journey and what needs to be changed? How can you make those changes and what do you need to be able to facilitate that change?

You don’t need to write an essay – bullet points are fine. Download an entry form from www.bdpma.org.uk or ask your Health and Planning Team to send you one. Follow the instructions; send it to the BDPMA by APRIL 25th. Don’t forget to keep a copy for yourself, after all, it’s an action plan for your practice and is a useful tool even if you don’t win. But – you’ve got to be in it to win it!

What is a manager worth?

As a manager of a dental practice, how do you know if your package adequately reflects your skills and worth? As a principal, how can you manage the performance and the expectations of your manager, and keep him or her motivated?

The BDPMA’s recommended pay scale for 2008 was sent out to all 800 members of the Association in January along with its ten top tips for successful negotiation. The purpose of this much sought after document is to promote the support and constructive partnership of principal and manager. The pay scale clarifies the skills and responsibilities required to earn a specific level of remuneration and that’s got to be good for both the principal and the manager. The pay scale is part of any new member pack and is available to non-members for a fee of £20.

Dental Management

In February the BDPMA launched its latest vehicle to support managers of practice: Dental Management. The 28-page, members-only publication is crammed full of tips, advice and articles to help managers, manage more effectively. No other publication is dedicated to the development of management skills in this way!

Each issue provides one hours verifiable CPD so for BDPMA members that’s four hours of verifiable CPD per year just from reading Dental Management. To receive your copy each quarter, join the BDPMA.

The British Dental Practice Managers’ Association is growing quickly because it fulfils the needs of managers straining to climb that ladder of success. Take your first step towards management success by joining now.

Contact the BDPMA on 01452 886 564 or by emailing info@bdpma.org.uk

The BDPMA suggests that, if possible, every medical and dental care professional to complete 150 hours of recorded CPD every 5 years, is indicative of the importance now being attached to ongoing training and education. Dentists need to ensure that every member of their team is prepared to meet these new professional standards.