A mutual organisation, Dental Protection is always looking for new ways to communicate with its 50,000 members worldwide. Earlier this year plans were put in place to launch Horizons – a nationwide roadshow visiting five UK cities during June 2008.

Sarah Cunliffe, events and communications coordinator at Dental Protection, describes an exciting new initiative.

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Acting on feedback from members, Dental Protection’s event programme is expanding worldwide to reflect the needs of members. Already acknowledged as the international leaders in dental risk management, DPL will be fielding speakers at more than 400 conferences in 14 countries during 2008 and 2009. Here in the UK, DPL is already involved with two hugely successful events – the Young Dentist Conference (in collaboration with the BDA and BDJ) and the Premier Symposium (in association with Schülke) – both are held in London, which may not always be convenient for members outside of London and the South East. Our Horizons programme will go some way towards re-dressing the balance, giving more opportunity to attend a meeting within a reasonable distance of their home.

Taking in the sights
During June 2008, Horizons will visit Newcastle – Life Conferencing and Banqueting Centre (17 June), Leeds – The Village Hotel and Leisure Club (18 June), Bristol – Marriott City Centre (24 June), Chester – Crowne Plaza (26 June) and Coventry – Hilton (27 June). The same programme will be presented at every venue to ensure members have access to the same content regardless of the event they attend.

Running a successful practice is not just about the quality of dentistry provided, but also the communication between team members as well as with patients. This is reflected in the day-long programme, which will feature internationally renowned speakers presenting on relevant and practical subjects.

Inspirational talks
Trevor Burke and Martin Kelleher will share the responsibilities for the presentation Restoring Confidence: Dental-Legal Aspects of Restorative Dentistry. Trevor (speaking in Newcastle and Leeds) and Martin (Bristol, Chester and Coventry) will discuss how endodontics and the provision of fixed restorations account for over 40 per cent of all dental negligence claims in the UK. On top of this, the rapid growth of highly-entrepreneurial ‘cosmetic’ dentistry, which is creating its own problems now, and for the long-term future. Both Trevor and Martin will explore the issues and facts associated with these courses of treatments and will offer practical clinical solutions which will help to stem the tide of complaints in the field of restorative dentistry.

Kevin Lewis, dental director (Bristol, Chester and Coventry) and John Tiernan, assistant dental director at Dental Protection (Newcastle and Leeds) will also be speaking at DPL Horizons. In their presentation (How To Avoid) Close Encounters of the Third Kind, Kevin and John will explore situations that arise from communication problems and will be a useful session for the team to experience together; problems arising from miscommunication, consent and record keeping not only happen chairside, but also in reception and other areas of the surgery!

Kevin Lewis, Director of Dental Protection, said ‘Horizons demonstrates Dental Protection’s continued commitment to risk management for all members of the Dental Team regardless of their location in the country. All too often there simply isn’t this sort of educational resource available to the dental team outside of the capital – here at DPL, we wanted to remedy this with Horizons. As our membership has continued to expand – not just here in the UK but worldwide – we felt it only natural that we increase the range of benefits associated with membership.’

Don’t forget CPD
Each Horizons event will provide six hours verifiable CPD for every member of the dental team who is GDC-registered. The events will give delegates a chance to meet some of the 55 members of the Dental Protection advisory team face to face.

‘Horizons is an excellent opportunity for our members to meet members of the dental-legal team. It will give us the chance to hear feedback and listen to the views and concerns of our members and allow us to engage with members we may not get the opportunity to meet at our events in London,’ says Lewis.

Membership advisors will also be on hand at each event to discuss the benefits of membership with DPL, including access to publications, verifiable CPD and team-training tools.

Tickets for the events are selling quickly and cost £85 for members, with each additional guest of a member £80. Non-Members tickets are £245 with additional guests £230. For more information about the event, or to book your tickets contact Sarah Cunliffe on 020 7399 1339 or email sarah.cunliffe@mps.org.uk.