Are you managing your practice or just practising?, asks Seema Sharma

Stepping up from management to leadership
By Seema Sharma

Managing dental practices is hard to come by. There are three tips for practice owners: to be suitable and competent. Here is a tick the boxes for this section of the outcome form.

CQC Outcome 19 – Management
Outcome 19 requires the registered manager to have the necessary qualifications, skills and experience to manage the regulated activity. If you are a practice manager, are you ready for this?

CQC Outcome 18 – Leadership
Outcome 18 requires those wishing to provide or supervise the management of a regulated activity to be suitable and competent. Here are three tips for practice owners:

1. Select a pro-active manager, then empower him or her.
2. Focus on clinical work and lead your practice to a skilled manager.
3. Free up to concentrate on clinical work and lead your practice.

In the past, it has been possible to “get by” with in-house training,

Management programmes for practice owners and managers are often based on writing reams of boring essays which do not feel connected to everyday life at work, or on sales, marketing and increasing profits without addressing how to align the changing CLINICAL environment and the changing COMMERCIAL environment that we operate in.

Now, however, CQC have the power to close down practices that do not meet their expected quality outcomes – all 28 of them! Add to this the key performance indicators in new NHS contracts and the state of the economy and it becomes clear that a new vision and action plan are required.

In the past it has been possible to “get by” with in-house training, but variation in the abilities of both owners and practice managers will become very apparent from next year when the time comes to tick the boxes for this section of the Care Quality Commission registration form.

CQC Outcome 18 – Leadership
Outcome 18 requires those wishing to provide or supervise the management of a regulated activity to be suitable and competent. Here are three tips for practice owners:

1. Select a pro-active manager, then empower him or her.
2. Focus on clinical work and lead your practice to a skilled manager.
3. Free up to concentrate on clinical work and lead your practice.

Vision without action is a daydream but action without vision is a nightmare!

The leader defines the vision for the practice, but without effective training for the practice manager, this vision will sit on the shelf. Conversely, if there is no leadership, and the manager is left to do what he or she thinks is best, an untrained manager can unwittingly create problems which become hard to unravel.

Who is appraising YOU?
When you schedule your next round of appraisals for team members, take a moment to think about who is appraising YOU.

Delegation
For practice managers and practice owners, there is good stress and bad stress – know the difference!

By concentrating on leadership, and delegating 80 per cent of the day to day routine management of your practice to a skilled manager, you can free yourself up to concentrate on clinical work and lead your practice to uncharted success.

Dentabyte and Smile-On are launching an exciting Practice Management Programme “for” practice owners “by” practice owners, which promises to be fun and to provide real time solutions to make life easier.

SPEAKERS
RAJ RATTAN: (1.5 hour)
Dental Protection
Legal & Ethical Challenges & Solutions

SANJAY SHARMA: (2 hours)
Medical Director, London Marathon
Medical Emergencies

JIMMY MAKDISSI: (1 hour)
Dental Radiologist
Radiography Essentials

SANDRA SMITH: (2.5 hours)
Infection Control Adviser
Decontamination & HTM 01-05 simplified

ACHIEVE PRACTICE EXCELLENCE
WEDNESDAY 29 SEPTEMBER 2010, LONDON, E14 - £295

TOPICS
• What puts practices miles ahead of others
• How to replicate excellence
• Manage clinical & commercial change
• Meet CQC regulations with QUALITY indicators
• IMPROVE & ACHIEVE with KEY INDICATORS

SPEAKERS
SEEMA SHARMA
CEO, Dentabyte.co.uk
Owner of 2 mixed practices & 2 predominantly NHS practices and winner of 2 tenders, one of which is a Wave 1 Pioneer Steele Pilot.

ANDY ACTON
Director, Frank Taylor and Associates
Frank Taylor and Associates have helped thousands of clients in the dental business arena – from benchmark practice valuations to hands-on practice development programmes to improve practice performance.

www.dentabyte.co.uk
info@dentabyte.co.uk
0208 297 9100

CORE CPD ESSENTIALS - £75
SATURDAY 19 JUNE 2010, LONDON, £15
FRIDAY 16 JULY, LONDON, £15
Dentabyte Core CPD Essentials meet all the necessary learning outcomes and are presented by recognised experts in their field.

RAJ RATTAN: (1.5 hour)
Dental Protection
Legal & Ethical Challenges & Solutions

SANJAY SHARMA: (2 hours)
Medical Director, London Marathon
Medical Emergencies

JIMMY MAKDISSI: (1 hour)
Dental Radiologist
Radiography Essentials

SANDRA SMITH: (2.5 hours)
Infection Control Adviser
Decontamination & HTM 01-05 simplified

ACHIEVE PRACTICE EXCELLENCE
WEDNESDAY 29 SEPTEMBER 2010, LONDON, E14 - £295

TOPICS
• What puts practices miles ahead of others
• How to replicate excellence
• Manage clinical & commercial change
• Meet CQC regulations with QUALITY indicators
• IMPROVE & ACHIEVE with KEY INDICATORS

SPEAKERS
SEEMA SHARMA
CEO, Dentabyte.co.uk
Owner of 2 mixed practices & 2 predominantly NHS practices and winner of 2 tenders, one of which is a Wave 1 Pioneer Steele Pilot.

ANDY ACTON
Director, Frank Taylor and Associates
Frank Taylor and Associates have helped thousands of clients in the dental business arena – from benchmark practice valuations to hands-on practice development programmes to improve practice performance.

www.dentabyte.co.uk
info@dentabyte.co.uk
0208 297 9100