The £2m investment ‘makes a difference’

A £2m investment into NHS dental care in Moray in Scotland is at last starting to make a difference, according to NHS Grampian.

Moray has the lowest number of people registered with an NHS dentist in the whole of Scotland.

Just over three-quarters of adults and nearly 50 per cent of children in Moray are not registered with an NHS dentist.

Around 7,500 people are currently on the NHS waiting list.

The Scottish Government and NHS Grampian have invested in a number of purpose-built dental practices in a bid to get people off the waiting list and registered with a dental practice.

One proposed dental practice on the site of Spynie Hospital in Elgin will create a 10 dental chair surgery, four of them allocated for student dentists and the remainder for special needs patients and general practice.

Dental lead for Moray, Malcolm Stewart, hopes to get 100 people each month off the waiting list and registered with a dental practice.

Children under 12 will be given priority and the aim is to have them registered with a dentist within 12 weeks of their name being placed on the waiting list.

Latest figures show that just 26.5 per cent of people – adults and children – in Moray were registered as of June, which was an increase on last year’s figure of 24.8 per cent.

This compares to the Scottish average of nearly 60 per cent.

Highlands and Islands MSP Mary Scanlon, the Tories shadow health secretary, called it a ‘shocking state of affairs’.

Peter Ward, chief executive of the British Dental Association (BDA), said: ‘Communication and business skills are vital to the success of dental practices.

This seminar brings dentists the very best advice from leaders in the field and provides clear ideas of how their knowledge can be translated to improve the everyday performance of the practice.

Sessions on the one-day course will tackle subjects including improving the patient experience, enhancing the profitability of the business and developing a convincing business plan.

The interactive afternoon session will look at determining personal communication styles, the advantages and disadvantages of different styles. It will also use an actor to demonstrate different communications techniques that can be applied in business situations.

Details of the seminar, which was developed with the support of the British Dental Trade Association (BDTA), are available at: www.bda.org/events.

The first session will be held at London’s Café Royal on 28 November 2008.

Seminars will also take place at The Novotel Birmingham Centre on 6 March 2009 and the Radisson Edwardian Manchester on 10 July 2009.

Delegates can book online or by calling the BDA on 020 7563 4590.

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The British Dental Association is launching a new masterclass seminar to help dental professionals ‘enhance the patient experience, perfect their communications skills and develop more effective business plans’.

The event, ‘Advanced business and communication skills for dental practices’, will be led by speakers from Henley Business School.

It will also feature an interactive session analysing dental professionals’ communication styles and techniques.

The course will tackle subjects such as improving the patient experience.