Complying with the code

As you know, there is no shortage of dental products, services and special offers available to satisfy your needs. But are the products and supply companies really as good as they sound? Do they meet your demands for high quality standards?

The British Dental Trade Association is the body, which represents manufacturers, wholesalers and distributors of products and services to the dental profession in the UK. It was formed in 1923 and now has in excess of 125 members. All BDTA members comply with the BDTA’s Code of Practice which ensures that the highest standards of self-discipline are enshrined in the conduct of members. It demonstrates members’ commitment to providing high quality, effective dental goods and ancillary services and also accurate, fair and objective information to you.

Because equipment in the dental surgery represents a major capital investment and consumables are a vital part of daily treatments, it is important that you use companies who can provide products of an appropriate standard, a reliable service, properly trained professionals to deal with your enquiries and continued support. With patients demanding higher standards of treatment than ever before, you can be confident that you are meeting their needs and delivering the best possible service by using BDTA member companies.

BDTA Dental Showcase

BDTA Dental Showcase is the UK’s market leading dental exhibition, organised by the British Dental Trade Association annually. The three day event attracts more then 12,000 members of the dental team and well over 520 exhibitors. Showcase is a great opportunity for you to see the latest products, materials, technologies, equipment and services all under one roof. You can also take advantage of the complimentary daily seminars covering all the core CPD subjects recommended by the General Dental Council which were introduced to this year’s event and were attended by over 2,000 visitors. Internet and mail order purchasing have many advantages but BDTA Dental Showcase enables you to benefit from face to face interaction with manufacturers and suppliers, gain hands-on experience of new products, develop fresh contacts and of course take advantage of the many Showcase special offers! There is a real balance between business, education and fun as you will see from the pictures, so why not plan a trip to the event in 2009?

The next BDTA Dental Showcase takes place at the NEC, Birmingham on 12-14 November 2009. Picture gallery from this year’s event is available www.dentalshowcase.com.

Working in harmony as a complete dental team

The term ‘dental team’ has been used extensively over the past few years. The size of the dental team as a whole and the roles of the team have changed greatly and the implementation of the statutory register for dental nurses, technicians and other dental care professionals has meant that the concept of the team approach has become more widely accepted.

It is now recognised that all members of the team, including suppliers and manufacturers – a group which is often forgotten - have a role to play in the development of dentistry in the UK. Working together creates synergy and cooperation which allows this common goal to be achieved.

Forming relationships with patients is accepted as a necessary part of the dental care and treatment process but how much emphasis is placed on members of the dental team fostering strong relationships with each other? Developing long term relations with your suppliers, for example, means they have a better understanding of your needs and can meet your requirements more effectively. It also means that you are likely to be more satisfied and saves you the time of seeking and recruiting new suppliers and establishing new accounts.

The associations representing the various members of the dental team have also recognised the long term benefits of working together. The BDTA meets with representatives from the DLA, BDA, BADN, BDPA, DPA, DTA and BSDHT on a regular basis which helps align the views of the trade and the profession.

One of the key projects the BDA and BDTA have worked together on is the development of BDA MasterClass, a first-class management educational programme for dentists. The programme has been developed to support the profession during this period of change and offers business guidance to help you gain the most from your dental practice. Whether you are a practice owner who wants to take your business in a different direction but you’re not sure how, or you just want some reassurance that your practice management skills are up to the job this course can help.

To find out more e-mail: masterclass@bda.org or call 020 7563 4131 and quote DT December.

What is the BDTA?
The BDTA represents and supports manufacturers and suppliers of dental products, services and technologies to the benefit of members, the dental profession and the public.