A professional become a better designed to help the individual sense. If we agree that CPD isquirements for core CPD, the every dental professional’s CPD is now a significant part of the introduction of specific core clinicians to dentists. With the recent development (CPD) is now mandatory for the whole dental team, as dental nurses to techniciand that there are disadvantages. Although the courses are two countries in one day (France and Italy) in of Europe’s largest ski resorts. The Milky Way has 450km of interconnected piste and the snow is always great!

Due to heavy demand for places early booking is strongly advised. Don’t delay, book today, this course is guaranteed to be both informative and fun and will earn you 12 hours of verifiable CPD.

Table comparing verifiable CPD learning options

<table>
<thead>
<tr>
<th>Verifiable CPD learning options</th>
<th>No time away from practice required?</th>
<th>No tests required in order to achieve verifiable CPD?</th>
<th>Unlimited verifiable CPD options from one easy source</th>
<th>Automatically recognized by career stores (CORE) CPD hours for council and professional requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses</td>
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<td>Seminars</td>
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<td>Exhibitions</td>
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<td>DVDS/videos</td>
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<td>Journals</td>
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<tr>
<td>4everlearning</td>
<td>✓</td>
<td>✓</td>
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</tr>
</tbody>
</table>

There are also free online courses in all subjects including clinical and management topics. These can be CPD core specific or general verifiable CPD in nature. Users simply choose and develop their personal development portfolio while complying with clinical governance for the practice and staff development.

The 4everlearning website has patented intelligent programming that delivers for different team members! Sadly this does sometimes happen.

One of the advantages of attending courses is the ability to learn from each other (as well as from the course itself) even by simply sharing tips and stories during the breaks. Although the time taken off work can be relaxing there are disadvantages.

These include time away from the practice, the cost of attending and travelling to the course, the practice overheads and no patient revenue while away. This can make the decision to attend many away-day courses somewhat less appealing. Additionally, what if the speaker is poor or the course over-promises and under-delivers for different team members? Sadly this does sometimes happen.

An easy solution

WouIdn’t it be great if the dental team could identify the very subjects required to fulfill GDC obligations and tailor individual study plans to achieve verifiable CPD? As a forward thinking dental educational website, www.4everlearning.com does exactly this and allows every single member of the team to achieve verifiable CPD goals in their own time.

When members of the dental team want different things from the same subject, wouldn’t it be great if they could spend similar CPD hours getting the information/learning they need, while efficiently achieving verifiable CPD?

The 4everlearning.com website allows members to search and learn from thousands of verifiable clinical links and abstracts. These are carefully vetted by the 4everlearning clinical team to make sure they meet with the educational aims and objectives of providing varied, relevant and appropriate high quality online verifiable CPD, for every dental team member.

The convenience of being able to learn from any internet access point, at any time, in as little as 15 minute chunks, means that 50 hour or more of verifiable CPD could be gained a year, just by studying one hour a week. No tests or quizzes, just pure verifiable CPD time automatically logged and verified while the vast online website resources are explored. Instead of being at a lecture earning verifiable CPD for listening to the speaker, users can study online, at any chosen time and place.

Dr Jonathan Rosen

B.D.S V.U. (Manc)

is the managing director of the UK based 4everlearning.com dental education website designed for the whole dental team. He is experienced in UK and wider EU dentistry and is committed to providing 21st Century educational access for 21st Century dental teams. Full details of membership benefits and options, including a special practice membership offer, are explained on www.4everlearning.com.

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✓ Course covers techniques including impressions, tray fabrication/adjustment, dealing with complications and system comparisons and a host of valuable tips & tricks

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About the author

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more about them is also the key to attracting new ones. For example, if price is an important factor to your current patients, then you can assume your new patients will also be interested in price. With a clearer picture of the type of patient that values your practice, you are also better placed to choose the best way to communicate with potential new patients.

Great service for your existing patients will also help you attract new patients, as they will tell their friends and colleagues. A word of mouth recommendation is far more powerful than any advert and is a real indication of how effective your customer care is. Why not ask your new patients to fill in a short questionnaire to find out where they heard about you. This would also be a great opportunity to find out how they rate your customer care.

Alternatively, do you need to spread your net a little wider? Where would be the best location either for an advert promoting your practice or for your practice marketing literature? Again, knowing your patients can help you decide. If your best customers are retired 65-year-old couples, placing leaflets featuring young pretty people in your local gym is probably not the best way to go about getting them!

Getting your marketing efforts right can deliver important cost benefits for your business. If you invest £1,000 on advertising, you do this on the basis that you get a return on it - the number of patients who think positively about you, who ring you or come in, or who have a particular treatment as a result. If no patients do, then the advertising money you’ve spent is wasted.

Essential training
Training courses are also available for dentists on topics such as marketing and power of effective branding. This type of event not only provides an ideal opportunity for team members such as practice managers to meet and learn together, but will also benefit the development of your practice.

If the idea of leaving your surgery to attend a training course seems like a risky option, some companies also offer the opportunity to undertake training in your local region, or even coming to your practice for more tailor-made sessions.

It’s clear that understanding what your current patients look for in a dental practice is key to winning their loyalty. It can also help you target potential new patients more effectively and ensure you get more impact from your marketing spend.

Given these enticing benefits, effective training and development is a key tool for attracting new patients and continuing practice improvement.

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About the author

Lil Niddrie joined Denplan in 1993. She has worked in many areas of the company to support dental practices. Now a trainer for Denplan, Lil now combines her knowledge and experience to deliver a wide range of training. Lil is also a qualified practitioner of hypnotherapy, Emotional Freedom Technique and Neuro-Linguistic Programming.

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