A professional becomes a better designed to help the individual sense. If we agree that CPD is subjects outlined make good requirements for core CPD, the working life. Every dental professional's CPD is now a significant part of subject requirements, verifiable introduction of specific core clinicians to dentists. With the recent development (CPD) is now mandatory for the whole dental team, from dental nurses to technologists for the whole dental team, as well as the patients.

When we look at the new requirements for core CPD, the subjects outlined make good sense. For example, if we agree that CPD is designed to help the individual professional become a better provider of health care and offer the patient safe practice protection, then being up-to-date with all the latest thinking on cross infection procedures or knowing how best to deal with medical emergencies is an obvious area to study. The same also applies to learning new materials and techniques in order to inform and treat patients to 21st century standards. The General Dental Council take keeping up-to-date very seriously indeed. Dental professionals unable to provide verifiable CPD records will be removed from the register. Verifiable CPD is not something that can be ignored and is designed to provide significant benefits for the whole dental team as well as the patients.

4everlearning.com recognises and values that there are different ways to achieve verifiable CPD. These include attending courses or events, answering magazine tests or using certain course provider’s specific materials supplied in differing media formats.

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

Wouldn’t it be great if the dental team could identify the very subjects required to fulfil 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?

4everlearning.com website allows members to search and learn from thousands of verifiable clinical and management topics. These can be CPD core specific or general verifiable CPD in numerous sectors of the profession.

Another one of the many benefits of 4everlearning.com membership is the added bonus of not having to keep written records or store certificates for five years. Everything is automatically and securely logged, and at the touch of a button can be printed and sent directly to the GDC for proof of verifiable learning.

Busy dental professionals appreciate the convenience of easy access to unlimited verifiable CPD, helping them to achieve their personal development needs. 4everlearning.com is being recognised for its educational benefits for the whole team and this is witnessed by the rapid growth in membership from all sectors of the profession.

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 patent pending intelligent programming that specifically records and labels these core subjects, as well as the time spent actively learning on the website, as verifiable CPD. Members often comment on the convenience of being able to gain access to verifiable CPD from anywhere, now even from their mobile phones.

An online solution to unlimited verifiable CPD including the new core subjects for all members of the dental team

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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.

About the author

Lil Niddrie

joined Denplan in 1995. 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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For more information call 020 7400 8989 or visit www.clinicalinnovations.co.uk

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