The Board Members of James Hull Associates held the second Annual Clinical Conference in April 2012, at the Royal Garden Hotel in Kensington, London. The day commenced with a warm welcome from Board Member Steve Byfield, who introduced all those in attendance to the exciting day ahead. CEO Bryan Magrath then gave a complete overview of JHA, showing the progress of the corporate so far, and how we hope to improve in the future.

A surprise appearance from motivational speaker Ashley Latter provided an excellent kick-start to the lectures, looking at communication between the professional and the patient, and how this can affect the patient’s decisions. Ashley had the audience working in pairs to put his ideas into practice, concentrating on showing genuine interest in the patient to gain their trust and put them at ease.

The conference then divided into two programmes – Treatment Planning and Periodontal Care – enabling practitioners to attend lectures relevant to their personal role in practice. The Treatment Planning programme began with Dr Trevor Ferguson continuing the communication theme with his presentation entitled “my patients can’t afford that...” His speech was based on how clinicians can discuss treatment options and fees with their patients, without feeling uncomfortable. Dr Dermot McNulty took over the speaking to further expand on this point, speaking about how we can develop the complex communication skills required in the modern profession.

In the afternoon, Dr Nicola Price Lecerf took to the stage, to speak about treatment planning in the NHS. She discussed the delicate issues of gaining patients’ trust and offering the best procedure for them, while balancing the financial cost of the long and sometimes difficult process. Nicola gave several amusing anecdotes from her personal experience to illustrate this.

In the adjacent suite, the Periodontal Care programme was opened by dental hygienists Sharon Tozer and Ann Gilbert. A highly enthusiastic Sharon was quick to establish prevention as the best way to achieve excellence in hygiene care. Also discussing the importance of communication, Sharon highlighted that professionals have a duty to listen to their patients in order to offer the best possible service. She went on to show the changes in the hygienist’s role over the years, and how vital it is that hygienists work with the dentists and other members of the dental team, to achieve the best results for the patient. Ann Gilbert reiterated this point, and continued on to
discuss the importance of CQC training for compliance and a high standard of patient care. She also spoke about the idea of self-employed professionals working as a micro-business, utilising their profits.

Dr Maggie Jackson took over the lectures after a short coffee break, speaking about the issues associated with dental implants. Presenting case study images, Maggie explored past and current techniques in periodontal practice, and how to achieve a long-lasting solution for the problems caused by bone loss. After lunch Dr David Cohen led on from this with his lecture entitled “Differential diagnosis in perio–endo lesions”, considering how to distinguish between cases that need periodontal or endodontic attention. Again using case studies to accompany his explanations, David explored the overlaps in the classification of different diseases, and how the patient’s symptoms don’t always indicate the correct problem.

The last lecture of the Periodontal Care programme brought Dr Geoff Pullen to the podium, discussing the need to consider cases strategically and realistically. His message was to tackle treatments systematically, be completely honest with the patient and most of all, don’t worry!

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Everyone returned to the Royal Garden Hotel dressed in their finest, and were greeted by a champagne reception. A lavish three-course meal ensued, with the JHA awards presented following. The awards were presented by Derek Turner COO, and the winners were as follows:

- Best Practice of the Year – Elgin
- Practice Manager of the Year – Claire Mitchell
- Receptionist / Coordinator of the Year – Carolyn Hayes
- Dental Nurse of the Year – Gemma Tomkinson
- Dentist of the Year – Stephen Davies
- Hygienist / Therapist of the Year – Hilary Brown

A huge congratulations to all!

The Clinical Conference was designed to aid all members of JHA dental team in providing top quality care to all their patients. If you attended the day we hope you gained all the inspiration and motivation to raise the standard of service you offer, and we look forward to seeing you again next year.

Many thanks to all those who put time and effort into making this such a successful event!

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Contact info
For more information about James Hull Associates’ dental practices call 02920 772 930 or visit www.jameshull.co.uk