

Continuing Professional Development and Quality assurance protocol

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Overview of Continuing Professional Development (CPD)

Introduction

This Simplyhealth Professionals continuing professional development (CPD) quality assurance protocol has been designed with reference to guidance documents provided by:

- The General Dental Council¹ (GDC)
- The British Dental Industry Association² (BDIA)
- The Committee of Postgraduate Dental Deans and Directors³ (COPDEND)

This protocol is regularly updated to ensure that Simplyhealth Professionals continues to meet and exceed the GDC's quality assurance requirements as a leading provider of CPD.

This protocol is freely available to all users and potential users of Simplyhealth Professionals CPD activities, to Simplyhealth Professionals staff and to educators providing CPD on behalf of Simplyhealth Professionals.

Aims, objectives and development outcomes

Aims

This quality assurance protocol document provides an outline of how Simplyhealth Professionals continually assures that all their CPD products are designed to help registered U.K dental professionals (Dentists and Dental Care Professionals {DCPs}) meet their GDC requirements for verifiable CPD (See below).

Objectives

By reading this document registrants will be able to demonstrate understanding of:

- The verifiable CPD requirements for registered dental professionals as outlined on the website of the in UK General Dental Council <https://www.gdc-uk.org/dentalprofessionals/cpd/Pages/default.aspx>
- How Simplyhealth Professionals as a leading provider of CPD assures GDC registrants that it has rigorous quality controls in place
- How Simplyhealth Professionals as a provider of CPD helps GDC registrants make informed decisions when choosing CPD products that match their individual requirements
- How Simplyhealth Professionals as a provider of CPD helps GDC registrants satisfy themselves that the verifiable CPD they undertake and include in their CPD record meets the GDC's requirements

Development outcomes

Understanding the quality assurance protocols will increase GDC registrant's confidence that Simplyhealth Professionals CPD activities are suitable for their personal continuing professional development.

What is CPD?

By law all General Dental Council (GDC) registrants must take part in the GDC's continuing professional development (CPD) scheme. As compulsory part of registration it helps maintain public confidence in the dental register by demonstrating that dental professionals are staying up to date.

The GDC's current requirements have been in place since 2008 and are being updated in 2017/18. They are set out in law and must be met to maintain (or restore) registration. The requirements are summarised below with reference to the Simplyhealth Professionals CPD quality assurance protocols. Detailed information is available on the GDC website at <https://www.gdc-uk.org/about/who-we-are/governance>

Definition of CPD¹

CPD for dental professionals is defined in law as:

Lectures, seminars, courses, individual study and other activities, that can be included in their CPD records if it can be reasonably expected to enhance their professional development as a dentist or dental care professional (DCP) and is relevant to their practice or intended practice.

Examples of types of CPD given by the GDC are:

- Courses and lectures
- Training days
- Peer review
- Clinical Audit
- Reading journals
- Attending conferences
- e-learning activity

Enhanced CPD

A compulsory legal requirement of registration as a dental professional is to take part in the GDC's continuing professional development (CPD) scheme, aimed at helping maintain public confidence that all registrants are keeping their knowledge and skills up to date.

Although the current GDC requirements for CPD have been in place since 2008 some weaknesses have been identified:

- The existing scheme records the number of hours logged only, irrespective of how relevant the CPD is to individual registrants
- Non-verifiable CPD is impossible to audit
- There has been a significant increase in the availability of non-quality controlled CPD products
- It is possible to go for years without doing any CPD at all!

Therefore starting next year (1st January for dentists and 1st August for DCPs) all dental professionals must begin what is termed **Enhanced Continuing Professional Development (ECPD)**.

With ECPD the GDC aims to *“ensure CPD activity is firmly embedded in the professional life of dental professionals”* and *“is intended to support registrants in doing CPD regularly, in accordance with our standards and within their current scope of practice”*.

The main changes may be summarised as follows:

- There will be a reduction the overall minimum requirements by the removal of non-verifiable CPD
- There will be an increase in the minimum requirements for verifiable CPD hours **Table 1**
- There will be a requirement to spread CPD activity more evenly over the five-year cycle
- All dentists and DCPs will be required to write an individual five-year personal development plan (PDP)
- CPD hours and a declaration that CPD requirements have been met must be recorded annually to maintain registration
- Registrants will be encouraged to engage with CPD through planned, focused study with an emphasis on reflection

Registrant Group	Minimum hours / 5 years	Average hours per year
Dentists	100	20
Hygienists Therapists Orthodontic Therapists Clinical Dental Technicians	75	15
Dental Nurses Technicians	50	10

Table 1: Minimum CPD hour requirements for five year cycle by category

Members of dental teams who are in mid-cycle when the changes occur will be able to calculate their individual requirements using by using an online 'transition tool' at <https://www.gdc-uk.org/professionals/cpd/enhanced-cpd>. The GDC website also contains guidelines for personal development plans, which are the subject of the second article in this series.

Verifiable CPD

Verifiable CPD is defined in law as:

Having documentary evidence that the dentist or DCP has undertaken the CPD and documentary evidence that the CPD has:

- *Concise educational aims and objectives*
- *Clear anticipated outcomes*
- *Quality controls*

The GDC has set four learning outcomes for ECPD **Table 2** which are an amalgamation of the nine principles published in their 2013 *Standards for the dental team* document. The GDC states that registrants should use their own professional judgement to plan and undertake CPD that is relevant to their field of practice and they will be expected to map each of their ECPD activities against one or more of these learning outcomes.

Table 2: GDC Learning outcomes for CPD	
1	Effective communication with patients, the dental team, and others across dentistry, including when obtaining consent, dealing with complaints, and raising concerns when patients are at risk
2	Effective management of self, and effective management of others or effective work with others in the dental team, in the interests of patients at all times; providing constructive leadership where appropriate
3	Maintenance and development of knowledge and skill within your field of practice
4	Maintenance of skills, behaviours and attitudes which maintain patient confidence in you and the dental profession and put patients' interests first

While the GDC does not have the legal right to make any CPD subject compulsory they will continue to identify specific topics that may be expected to make a contribution to patient safety. **Table 3**

Table 3: GDC Highly recommended and recommended CPD subjects	
Highly recommended CPD subjects	
Medical emergencies	<i>(Recommended minimum 10 hours per CPD cycle & ≥ 2 hours per year)</i>
Disinfection and Decontamination	<i>(Recommended minimum ≥ 5 hours per cycle)</i>
Radiography and radiation protection	<i>(Recommended minimum ≥ 5 hours per cycle)</i>
Recommended CPD subjects	

Legal and ethical issues
Complaints handling
Oral cancer: Early detection
Safeguarding children and young people
Safeguarding vulnerable adults

ECPD Records

While CPD cycles will remain five years long, registrants will be required to make an annual statement that must include:

- The number of whole CPD hours undertaken that year (even if zero!)
- Confirmation that a CPD record has been kept
- Confirmation that CPD is relevant to the registrant's field of practice
- A declaration that the information provided is full and accurate

Prompts will be sent approximately six weeks before year end, although statements may be updated at any time in advance. An important change is that once the declaration period is closed it will not be possible to amend CPD statements for the previous year(s).

In order for CPD to be considered verifiable, the evidence (e.g. certificates) given by CPD providers must include the following:

- The name of the registrant who has participated in the CPD activity
- The participant's registration number
- The subject, learning content, aims, and objectives
- The anticipated GDC development outcomes of the CPD
- Confirmation that the CPD is subject to quality assurance, with the name of the person or body providing the quality assurance
- Confirmation from the provider that the quality assurance information is full and accurate
- The date that the CPD was undertaken
- The total number of CPD hours

While the existing requirement to submit non-verifiable CPD hours will be removed it will no longer be acceptable to complete no verifiable CPD for two consecutive years. Dentists and DCPs must declare a minimum of 10 hours in any two year period, even if the minimum requirements for the whole 5-year cycle have already been met. It will be only be acceptable to declare zero hours for one year if at least 10 hours have been declared for the previous year or a minimum of 10 hours are to be completed during the following year. Extensions of 56 days may be applied for in writing 6 months before the end of CPD cycles.

The GDC will continue to carry out random CPD audits of 5% of registrants selected proportionately from each category. ECPD records may be requested at any point of the five year cycle and for five years after a cycle is complete.

The changes summarised above were published on the GDC website on 22nd March 2017 and full details are available at <https://www.gdc-uk.org/professionals/cpd/requirements>.

Personal Development Plans (PDPs)

When the **Enhanced Continuing Professional Development (ECPD)** scheme starts next year (1st January for dentists and 1st August for DCPs) changes from the existing scheme will include requirements for all registrants to:

- Write an individual personal development plan (PDP) to identify relevant educational needs for the maintenance and development of professional knowledge and skills
- Review, update and adapt PDPs throughout the five year cycle
- Make an annual statement which declares they are meeting the requirements of the scheme.

Having a PDP aims to give registrants the opportunity to think carefully about the types of CPD that will give the maximum benefit and assure the GDC that the scheme is being taken seriously.

Individual professionals will be free to design their own PDPs; but while the GDC are not expected to evaluate PDPs directly minimum requirements are likely to include:

1. Identification of areas of knowledge or skill that require maintenance or development, and how they relate to registrant’s current or future field of practice
2. The CPD activities planned to address identified learning needs, and the GDC’s development outcomes that will map to each activity ([Table 4](#))
3. The expected timeframes for activity completion over CPD cycles

Table 4: GDC Development outcomes for ECPD	
A	Effective communication with patients, the dental team, and others across dentistry, including when obtaining consent, dealing with complaints, and raising concerns when patients are at risk
B	Effective management of self, and effective management of others or effective work with others in the dental team, in the interests of patients at all times; providing constructive leadership where appropriate
C	Maintenance and development of knowledge and skill within your field of practice
D	Maintenance of skills, behaviours and attitudes which maintain patient confidence in you and the dental profession and put patients’ interests first

GDC guidance on CPD¹ was updated in May 2017 and includes the **Plan, Do, Reflect, Record** learning model ([Table 5](#)) to encourage registrants to think proactively about: professional needs, field of practice and the *standards for the dental team*, before embarking on CPD activity.

Table 5: GDC Recommended model for CPD	
Plan	Identify your CPD needs and how they relate to the GDC’s development outcomes
Do	Carry out planned activities that best meet the needs set out in your PDP
Reflect	Critically evaluate the impact of your CPD activity on maintenance and development needs
Record	Document CPD by completion of an ‘activity log’ (see below) with development outcomes mapped to each activity

PDP design

A PDP may be defined as a structured method of addressing professional development and improvement. It is a systematic protocol designed to help registrants:

- Choose CPD that is relevant to field of practice, or intended practice
- Identify in advance the CPD that will most effectively enhance professional development
- Choose CPD that is mapped to one or more of the GDCs four development outcomes ([Table 1](#))
- Choose CPD activities that suit learning style(s) e.g. lectures, hands-on, reading, online
- Make good decisions regarding CPD providers
- Set out actions to meet during CPD cycles
- Engage with CPD through planned, focussed study with an emphasis on reflection
- Prioritise CPD activity
- Review learning needs regularly (ideally with appropriate colleagues)

Before writing a PDP it is recommended that dentists and DCPs consider a list of reflective questions, which may include:

1. What am I good at? / What do I enjoy?
2. Have I identified any areas that I want to improve or I need updating on?
3. Do I have any weaknesses or limitations that I want to strengthen?
4. What actions are required to maintain or enhance: knowledge, understanding, clinical skills, patient care, and practice quality?
5. What actions are required to acquire and develop new skills?
6. How do I plan to allocate time for CPD?
7. Where do I want to be at the end of my five year cycle?

To help design personal development plans it is also recommended that members of the dental team use staff meetings, appraisals and other peer review opportunities to analyse the outcomes of: practice inspections/evaluations, patient feedback/complaints, policy reviews and audits/risk assessments.

In addition to mapping CPD to the development outcomes described above 'activity logs' should include a reflective element to encourage critical appraisal of CPD activities. One of the GDC aims of ECPD is for registrants to have evidence that reflection has been embedded.

Reflection has long been recognised as a critical component of medical and dental practice and may be described as a structured process of critical analysis and evaluation allowing professionals to:

- Learn from experience
- Identify strengths and areas for improvement
- Learn from mistakes so that errors are not repeated

In addition to GDC requirements it may also be expected that part of Care Quality Commission (CQC) inspections will include confirmation that all employees' regular appraisals include PDPs.

CPD quality control^{1,2,3}

By law all verifiable CPD must be subject to quality controls and there must be documentary evidence of this. However the GDC does not quality assure CPD activities or provider bodies (as it does not have the legal power to exercise that function) nor does the law define what quality controls should be in place.

The GDC however have published important guidelines regarding quality controls for verifiable CPD. These guidelines were updated in January 2017, can be studied in detail on the GDC website at <https://www.gdc-uk.org/professionals/cpd/requirements> and are summarised as follows:

Registrant's responsibilities regarding verifiable CPD¹

- *The GDC does not approve any providers of CPD activity*
- *Instead, you are responsible for deciding whether to include an activity as verifiable CPD in your CPD record*
- *You are also responsible for obtaining and keeping the documentary evidence that is required for your CPD record*
- *You should use your professional judgement to decide whether or not you believe the CPD activity you have done meets our requirements for verifiable CPD.*
- *If you are unsure, ask the CPD provider to give you written information about how the activity will meet the requirements of verifiable CPD before you agree to take part*
- *If you are satisfied that an activity meets all our requirements for verifiable CPD, you may include it in your CPD record as verifiable CP.*
- *It is the registrant's responsibility to satisfy themselves that the verifiable CPD they undertake and include in their CPD record meets the GDC's requirements*

GDC advisory examples of quality control measures for verifiable CPD¹

Pre-CPD quality controls by a CPD provider could include:
Educational governance policy
Equality and diversity policy
CPD needs assessment

Peer reviewed content
Linking content to GDC Standards
Delivery of evidence-based content
Policies and procedures to avoid commercial bias
Appropriate recruitment and selection of those delivering CPD
Integration of pre-existing feedback
Accurate advertising and marketing
Transparency of verifiable criteria
Quality control during a CPD activity by a CPD provider could include:
Implementation of an equality and diversity policy
Robust methods in place to confirm attendance and complete participation by attendees
Methods to monitor and evaluate content delivery
Documentary evidence of aims, objectives, anticipated learning outcomes and quality controls provided to every participant for them to keep
Content relating to anticipated learning outcomes throughout delivery
Opportunities for participant reflection during activity
Assessment of learning
Accurate measurement of duration of CPD activity
Quality control after a CPD activity by a CPD provider could include:
Participant evaluation methods
Post-delivery evaluation
A complaints procedure

GDC statement to CPD providers¹ e.g. Simplyhealth Professionals

- The GDC expect all who provide CPD for dental professionals to ensure they robustly quality assure their CPD products and services.
- The GDC call on the dental CPD industry to be proactive in working together to develop industry-led quality standards to give dental professionals, as CPD consumers, assurances about their products and services.
- The GDC call on all registrants, as consumers of CPD, to make careful choices when investing time and money in CPD products and services and to obtain advance assurances as to the quality and value for money

In response to this statement the British Dental Industry Association (BDIA) has developed a Code of Practice for Dental CPD.² Simplyhealth Professionals is a full member of the British Dental Industry Association and is a signatory of the Code of Practice for Dental CPD.

Full details of the BDIA’s code of practice for Dental CPD can be found on the Simplyhealth Professionals CPD website <http://www.denplan.co.uk/mycpd> and by visiting <https://www.bdia.org.uk/cpd-code.html>

Details now follow of how Simplyhealth Professionals CPD activities are designed to meet or exceed the quality control recommendations published by the GDC by complying with all aspects of the BDIA code of practice for Dental CPD:

Simplyhealth Professionals CPD Quality Assurance Protocols

To help GDC registrants make informed decisions that Simplyhealth Professionals CPD activities will meet their individual CPD requirements (and satisfy themselves that Simplyhealth Professionals employ quality controls in line with GDC legal requirements) all activities are designed to conform to the **BDIA code of Practice for Dental CPD**, which is divided into the following 12 subject areas:

1. Using the BDIA code of practice for Dental CPD
2. Supply of documentary evidence
3. Advertising, promotion and description of CPD activities
4. Design of CPD activities

5. Delivery of CPD activities
6. Feedback
7. Review of CPD activities
8. Communication
9. Enforcement and handling of complaints
10. Data privacy
11. Compliance
12. Additional measures

A description of how Simplyhealth Professional CPD activities meet or exceed the requirements/recommendations in each subject area now follow:

1 Using the BDIA Code of Practice for Dental CPD

As signatories of the BDIA code of practice for dental CPD Simplyhealth Professionals are:

- Required to ensure that the BDIA code of practice document is available for direct download from the Simplyhealth Professionals website www.denplan.co.uk/mycpd for current and prospective users of their CPD activities
- Required to publish the link to the BDIA CPD web page <https://www.bdia.org.uk/cpd-code.html>
- Able to provide CPD certificates carrying the logo of the BDIA code of practice for dental CPD
- Able to use the logo for promotional materials

2 Supply of Documentary Evidence

All verifiable CPD recorded and submitted in a registrant's CPD log must be accompanied by documentary evidence that includes the following:

- Evidence that the registrant has undertaken the activity
- Evidence that the activity has concise educational aims and objectives
- Evidence that the activity has clear anticipated outcomes
- Duration of the activity
- Evidence that the activity is subject to quality controls

Simplyhealth Professionals issues this information in the form of CPD certificates as part of the following process:

- Delegates attend/participate in a Simplyhealth Professionals CPD activity
- The delegate's attendance/participation in the activity is recorded
- Following the activity the delegate completes an online feedback questionnaire
- The Simplyhealth Professionals team confirm that the delegate had attended/participated in the activity
- A CPD certificate for the appropriate number of hours is immediately issued to the delegate via e-mail
- A digital copy of the certificate is archived (for a minimum of 5 years following the activity)
- If documentary evidence relating to a CPD activity is requested by a registrant, a copy of the certificate(s) will be supplied within a period of one week (from when full details are received)
- In accordance with the BDIA code of practice for dental CPD: If documentary evidence relating to a CPD activity is requested the GDC a copy of the certificate(s) will be supplied within a period of one week (from when full details are received)

Content of Certificates

Simplyhealth Professionals CPD certificates are designed to be concise, unambiguous and easily understood and will contain the following information:

- Name of the participant
- GDC number of the participant
- Date of the CPD activity
- Title of the CPD activity

- Duration of the CPD activity (excluding any breaks)
- Aim(s) of the activity (Concise details of educational materials to be delivered)
- Objective(s) of the activity (Concise details of knowledge/skills that the delegate will be able to demonstrate following participation in the activity)
- Anticipated development outcomes of the activity (Details of how, following the activity, the delegate will be able to apply the objectives to advance/validate their professional activities (e.g. delegate will be able to enhance patient care by ...))
- BDIA Code of practice for dental CPD logo
- Simplyhealth Professionals point of contact e-mail for any CPD queries/comments/feedback/complaints
- URL to Simplyhealth Professionals CPD website

Simplyhealth Professionals website

Detailed CPD guidelines may be found on the Simplyhealth Professionals website www.denplan.co.uk/mycpd, which is regularly updated and includes the following resources:

- This Simplyhealth Professionals quality assurance protocol document
- More detailed aims, objectives, development outcomes for individual CPD activities (where appropriate to activity)
- A link to the GDC guidance page of their website
- BDIA code of practice for dental CPD document
- Learning styles questionnaire
- CPD (needs) self-assessment questionnaire
- Advice on Enhanced CPD (Insight magazine article 2017)
- Advice on Personal Development Plans (Insight magazine article 2017)
- Personal development plan pro-forma
- CPD recording template pro-forma
- Example CPD activity feedback presentation (CPD Essentials 2017)
- Simplyhealth Professionals CPD complaints policy

3 Advertising, promotion and description of CPD activities

Updated details of Simplyhealth professionals CPD activities can be found by visiting <http://www.denplan.co.uk/dentists/events-and-training> and include:

- Tailor made training courses (TMT)
- CPD Essentials conferences
- Key client Forums
- Practice manager forums
- Simplyhealth Professionals Hands-on courses
- Simplyhealth Professionals Champions seminars
- Simplyhealth Professionals national dental conference (bi-annual)
- Simplyhealth Professionals Ski conference (bi-annual)
- Simplyhealth Professionals Golf conference
- Simplyhealth Professionals Cycling conference
- Simplyhealth Professionals distance learning resources

The following information will be available to users and potential users before, during and after Simplyhealth Professionals CPD activities and be contained in any delegate literature relating to the activity:

- Educational aims of the activity
- Educational objectives of the activity
- Anticipated development outcomes of the activity
- Expected duration of the activity and any break periods
- Identification of the intended audience for the activity

- Person(s) responsible for delivering the activity and/or preparing activity material
- Short description of CPD presenters/designers relevant experience and qualifications
- Contact details for a named individual(s) within the Simplyhealth Professionals team with responsibility for the CPD activity

Advertising and booking systems

Simplyhealth Professionals has effective, tried and tested, online systems in place to:

- Provide potential users with detailed information regarding availability, dates, timings, cost and content of training events and courses
- Allow potential delegates to make enquiries about course details
- Allow prospective delegates to book places on training events and courses
- Collect and record delegates names, GDC number and contact details
- Allow delegates to pay for training courses in advance and record payments
- Allow delegates to provide feedback/make complaints about course format/content/organisation etc

The link to the events and training advertising and booking system is: <http://www.denplan.co.uk/dentists/events-and-training>

Promotional presentations

Simplyhealth Professionals will view all educational content before and during CPD activities to ensure that any product claims and comparisons are accurate, balanced, fair, objective, and unambiguous and are justified by appropriate evidence where applicable. Statements that may mislead the intended audience are prohibited and advertisements will always be clearly recognisable as such.

4 Design of Simplyhealth Professionals CPD activities

All Simplyhealth Professionals CPD products are designed with reference to one or more of the following sources:

- Subjects *highly recommended* by the GDC (e.g. CPD essentials conferences, TMT, distance learning)
- Subjects *recommended* by the GDC (CPD essentials conferences, TMT, distance learning)
- Subjects that may be expected to help registrants to practise in accordance with the GDC standards for the dental team document (see above)
- Simplyhealth Professionals market research results
- Learning needs identified by Simplyhealth Professionals members, Simplyhealth Professionals practice members, Simplyhealth Professionals employees, other CPD provider sources and dental organisations

Simplyhealth Professionals CPD products will be designed in accordance with the following protocols:

- The aims, objectives and learning outcomes of Simplyhealth Professionals CPD products will be designed to address identified training needs
- Individuals selected to deliver CPD or produce materials will have the relevant professional qualifications appropriate expertise* and/or educational experience (*Recognised experts selected will include individuals with specialist knowledge or qualifications, and/or those who have published in the area)
- Simplyhealth Professionals CPD activity content will be evidence based and be developed by recognised experts. Supportive references will be accessible to users and potential users (where practicable)
- Where practicable the prior knowledge, experience and work context of potential participants will be communicated in advance to teachers/trainers
- Learning materials will be reviewed by members of the Simplyhealth Professionals team in advance of delivery leaving sufficient time to modify content if necessary
- Online or publication based activities will be robustly tested to determine a reasonable length of time required to complete them
- Where practicable, CPD activities will be followed up with an assessment of the participant's knowledge in relation to the learning outcomes. The information gathered, will be anonymised and used to ensure that learning outcomes are achieved by a significant percentage of participants

Simplyhealth Professionals web services are available to provide GDC registrants with online resources designed to help them make informed decisions regarding prospective CPD activities.

These resources will enable Simplyhealth Professionals members to:

- Identify their individual learning needs
- Identify the most appropriate delivery method to match their individual learning style(s)
- Create their own personal development plan
- Create and reflect on their own individual CPD portfolio
- Request and co-design Simplyhealth Professionals CPD activities that match their individual requirements
- Provide detailed (anonymised) feedback on all Simplyhealth Professionals CPD products
- Make (anonymised) complaints about Simplyhealth Professionals CPD products

5 Delivery of Simplyhealth Professionals CPD activities

It is the registrant/participant's responsibility to ensure that the stated educational aims and objectives are relevant to their professional practice or intended practice. So that users and potential users of Simplyhealth Professionals CPD activities can make informed decisions about participation the following information will be made available in advance:

- Format/delivery method for the activity
- Date, duration and timings of the activity
- Educational aims, objectives and development outcomes of the CPD activity
- Educational aims, objectives and development outcomes will be distributed during the activity where applicable
- For distance learning activities educational aims, objectives and development outcomes will be prominently displayed online

For live training events/courses Simplyhealth Professionals has robust systems in place to confirm delegate participation. Participation information will be kept for a period of five years after the activity has taken place.

6 Feedback for Simplyhealth Professionals CPD activities

Simplyhealth Professionals has effective, tried and tested systems in place for users and prospective users to provide anonymised feedback before, during and after CPD activities. Details of these systems are as follows:

- All users and prospective users will be made aware of the opportunity to provide feedback and how to do so, through the use of promotional and activity materials, communication with Simplyhealth Professionals staff during the activity and post-activity communications
- Delegates will supply their name and contact information (for CPD certificates) and provide feedback using Simplyhealth Professionals' automated software
- Feedback will be immediately acknowledged by the issue of an e-mail with a PDF of the delegates CPD certificate attached
- Simplyhealth Professionals' automated feedback software analyses feedback and generates graphical feedback scores, collates verbatim feedback comments
- Negative feedback scores/comments are automatically highlighted and forwarded to appropriate Simplyhealth Professionals team members for analysis, reporting and action where necessary
- Feedback results are e-mailed to appropriate members of the Simplyhealth Professionals team and forwarded to presenters to allow formal review of CPD products
- Feedback loops from a range of sources will be used to inform modifications to repeated activities
- All feedback information will be kept by Simplyhealth Professionals for a period of five years after the completion of the activity to which it relates
- Where practicable Simplyhealth Professionals will follow up CPD activities with an assessment of the delegate's knowledge/skill in relation to the learning outcomes for the subject matter covered
- Assessments will be carried out as soon as possible after the activity and results will be anonymised and used as part of the CPD review process

In accordance with guideline documents published by the GDC¹ and COPDEND³ with reference to *enhanced CPD guidelines* (above), where practicable Simplyhealth Professionals CPD feedback questionnaires will request participant satisfaction levels with regard to:

- Achieving objectives
- Achievement of individual development outcomes
- Quality of educational design and delivery
- Relevance
- Ability to engage participants
- Value for money
- Absence of commercial bias/promotion
- Suggestions for future CPD activities

Where appropriate feedback protocols will be designed as follows:

- Feedback questionnaires will have room for detailed feedback and suggestions
- Feedback format will enable participants to assess whether the activity has increased (or confirmed) their knowledge, skill and/or behaviours, including confidence, self-efficacy, teamwork and commitment to change
- Structured feedback will be requested on the perceived impact of a CPD activity on future practice and/or patient care and outcomes, with clear feedback loops to educational development
- CPD certificates will include prompt(s) for participants to reflect on their learning and link this to their personal development plan

[7 Review of Simplyhealth Professionals CPD Activities](#)

All Simplyhealth Professionals CPD activities are subject to a post-delivery review process to consider their ongoing relevance, appropriateness, efficacy, and quality. This process takes into account information from a number of sources including:

- One-to-one verbal feedback from delegates during course breaks
- Frequently asked questions during lectures/presentations
- Bespoke feedback presentations* and interim feedback presentations for repetitive events
- Review notes compiled by Simplyhealth Professionals team members/events team
- Presenter/lecturer feedback
- Assessment results of participants' knowledge/skill level following CPD activities (where available for specific CPD products)
- Logistical factors are recorded by the Simplyhealth Professionals events team and analysed to ensure that CPD products represent good value for money

[Feedback presentations](#)

Following events and training activities all organisers and presenters receive formal, detailed feedback presentations to inform future CPD provision. These presentations include:

- Summary of feedback (including recommendations/action points)
- Response rates
- Graphical representation of overall results and interpretation/analysis
- Graphical representation of results by location (where applicable) and interpretation/analysis
- Verbatim (anonymised) feedback comments
- Delegate suggestions for future CPD activities

An example Feedback presentation can be found on the Simplyhealth Professionals CPD web page

In accordance with GDC¹ (and COPDEND³) guidelines each CPD activity Simplyhealth Professionals will maintain a record detailing changes made to the design of the activity and the reasons for these changes. These records will be kept for a period of five years after the activity has ceased to be offered.

In situations where the review process identifies that the educational aims, objectives and learning outcomes of the activity *have not* been achieved by a significant percentage of participants, the CPD activity will be subject to additional formal review and immediate measures will be taken to re-design the activity.

8 Communication

In addition to the communication methods listed above under the heading *marketing/promotion of CPD activities* Simplyhealth Professionals have a number of other communication protocols in place:

- Simplyhealth Professionals have designated team members with responsibility for handling communications relating to the provision CPD activities (see table below)
- Contact details of these individuals or team members will be must be supplied to the BDIA in accordance with the BDIA code of practice for dental CPD
- Contact details will be updated when changes are made

CPD Activity	Contact	e-mail
Tailor made training events	Jo Banks	joba@denplan.co.uk
Clinical training events	Louis Mackenzie	LouisM@denplan.co.uk
Non clinical training events	Events team (Specific team members are assigned to manage individual activities)	Events@denplan.co.uk

9 Enforcement and handling of complaints

Simplyhealth Professionals have procedures in place for the handling of complaints relating to the provision of CPD activities. The system consists of the following protocols:

- Automated immediate warning system for identifying negative online feedback (scores/verbatim comments) (These are termed 'Alerts' and are automatically forwarded to all Simplyhealth Professionals organisers)
- Results of online feedback questionnaires are anonymised, tabulated and forwarded the relevant activity organisers
- Simplyhealth Professionals presenters/events and training team are present at all events to accept verbal and written complaints
- Head of Academy (Jo Banks) and Head of Clinical Training (Louis Mackenzie) analyse, report and act on all complaints using the feedback loops described above
- Simplyhealth Professionals will maintain a register of complaints received
- Simplyhealth Professionals will forward feedback presentations (containing complaints registered, along with resolution details where appropriate) to the BDIA every six months.

BDIA complaints procedure

In accordance with the BDIA code of practice for dental CPD complaints will be handled, in the first instance, by Simplyhealth Professionals (the CPD provider organisation). Where an individual is not satisfied that their complaint has been handled appropriately, they may refer the issue to the BDIA who have the following protocols in place:

- In such instances, the BDIA will take appropriate steps to address the issue with the provider and advise the individual of the outcome where practicable
- Where the BDIA is investigating complaints received in relation to a provider, it may conduct spot checks of that provider's CPD activity by requesting documentary evidence relating to specific CPD activities
Where it transpires that a provider's CPD activities have not been conducted in accordance with the code, either as a result of complaints or through checks conducted by the BDIA, and where the relevant issues are not adequately addressed, that provider shall no longer be eligible to claim compliance with the code or make use of its name or logo on future marketing, course materials or websites
- Where companies that have been disqualified from the code can demonstrate that all relevant issues have been adequately addressed and that they will be able to meet all the code's requirements, they will be eligible to re-sign

10 Data protection

Simplyhealth Professionals will ensure that confidential or personal data obtained through the provision of CPD activities is maintained and used in accordance with applicable legal requirements.

11 Compliance

Simplyhealth Professionals will take measures to ensure compliance with the principles of the BDIA code of practice for dental CPD by their employees, agents and representatives

12 Additional measures

Simplyhealth professionals may use additional verifiable CPD quality control measures as long as they do not contradict the requirements of the BDIA code of practice for dental CPD. The Simplyhealth Professionals quality control protocols described above are designed to accommodate the prospective introduction of the GDC's to Enhanced CPD Scheme.

References:

1. GDC Continuing Professional Development requirements. <https://www.gdc-uk.org/professionals/cpd/requirements> 22nd March 2017
2. BDIA Code of Practice for Dental CPD <https://www.bdia.org.uk/cpd-code.html>
3. COPDEND CPD quality assurance framework <http://www.copdend.org/news-content.aspx?Group=home&Page=copdend%20quality%20assurance%20framework%20for%20dental%20workforce%20development>
4. Standards for the dental team: <http://www.gdc-uk.org/Dentalprofessionals/Standards/Pages/standards.aspx>
5. HEE Postgraduate deanery <https://hee.nhs.uk/>