



Course Aims, Objectives and Anticipated Outcomes

The GDC and the Four Development Outcomes

The GDC has set four development outcomes that your CPD must be mapped against for each activity. These outcomes are listed below and at the end of each course module

- 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

Learning styles

We are aware that individuals have different preferences to the way they learn. Using the 'Learning Styles' developed by Peter Honey and Alan Mumford based upon the work of Kolb, our courses include something to match four distinct learning styles or preferences. Included in your training day will be a combination of practical activities; models and concepts to understand the theory behind actions; ways you can practically apply what you've learnt to benefit you personally and the business; time to observe and reflect on the information given.



Business Processes

Practice Pit-Stop

Aims - To ensure your practice is continually evolving and reassess what value your practice offers from 'The Team', 'Customer Care' and 'Marketing' perspective

Objectives

- Examine 'Global Trends' and determine how this can impact the way your patient buys and thinks
- Identify trends in the market place and how you can adapt your practice to reflect these
- Consider new ideas for creating value and opportunities in your business

Anticipated Outcomes:

By the end of the module, participants will:

- Have an increased understanding of the need to regularly re-evaluate your practice and respond accordingly
- Be able to consider how this helps improve the patient's experience and add value
- Have a greater appreciation of how 'Global Trends' can influence patients decisions
- Utilise ideas from the day to create strategies as a team

GDC development outcomes - A, B, C, D

Managing Your Appointment Book

Aims - To examine the effectiveness of your appointment book and develop strategies that work for your business, the team and your patients

Objectives

- Recognising the impact of when the appointment book goes wrong
- Critiquing a sample appointment book and where improvements could be made
- Identifying any areas that could be improved in your appointment book such as agreeing length of appointments for different dentists; strategies to reduce double bookings and reducing fail to attends

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of how their appointment book could work for the benefit of their patients and the business as a whole
- Be able to consider how it helps improve access for patients by running a more efficient appointment book
- Have a greater appreciation of how the appointment book affects the cash flow for the practice
- Come away with ideas on how they can improve the running of their appointment book

GDC development outcomes - A, B, C, D



Appraisals

Aims - To construct an appraisal system or review what you currently work with to ensure it is effective

Objectives

- Understanding what appraisals are and how they can benefit you and the practice as a whole
- Considering a sample appraisal document and personal development plan
- Reviewing or establishing your own appraisal system
- Identifying the preparation required for managers and team members
- Recognising the steps required post appraisal to ensure success

Anticipated outcomes

By the end of the module, participants will:

- Have a greater appreciation of the value of appraisals for them and the business
- Ideas on the appraisal structure that will work best for their practice
- Be more confident and motivated in conducting and participating in appraisals

GDC development outcomes - A, B, C, D

Product Knowledge

Aims – To review the payment plan products (from Simplyhealth Professionals) you offer in practice and ensure the whole team are confident in explaining and promoting them to your new and existing patients

Objectives

- Identifying the products you offer in practice and which ones require an increase in knowledge
- Giving information on the products identified and opportunities for questions and discussion throughout
- Techniques on how to discuss the products with patients

Anticipated outcomes

By the end of the module, participants will:

- Have greater knowledge of the payment plan products they provide at the practice
- Have an increased confidence when explaining and promoting them to new and existing patients

GDC development outcomes - A, C, D



Reception Processes

Aims – To appreciate the challenges on reception and consider ideas to help streamline processes which will aid the whole practice

Objectives

- Identifying the many different tasks and processes carried out by reception
- Appreciating the challenges and skills required to be a good receptionist
- Reviewing your current processes/tasks carried out by reception and identifying any areas that can be fine-tuned to ensure the smooth running of the practice as a whole

Anticipated outcomes

By the end of the module, participants will:

- Have a greater appreciation of the pressures on reception
- Create ideas to help reception run as smoothly as possible

GDC development outcomes – A, B, C, D

Reception Processes – Image and first impressions

Aims – To look at the impact your reception has in making the right impression

Objectives

- Considering first impressions and the importance of image and uniforms
- Recognising the messages that your reception environment gives to patients – tidy and well maintained or is it cluttered and in need of repair?
- Appreciating the impact of your personal communication skills using body language, tone and words to build rapport with all your patients

Anticipated outcomes

By the end of the module, participants will:

- Have a greater appreciation or a reminder of the impact they can have on their patients experience at the practice
- Take away ideas on how they can improve their image and rapport building skills

GDC development outcomes – A, B, C, D



Managing Change in the Practice

Aims – To use modern change management techniques to plan ways to work together to ensure any changes you make run smoothly in your practice

Objectives

- Appreciating how things are always changing
- Understanding why we may be resistant to change
- Tips on overcoming fears and stress with good planning and communication
- Looking at what changes you have coming up and creating a plan to manage them

Anticipated outcomes

By the end of the module, participants will:

- Have a greater knowledge of modern change management techniques
- Be able to plan ways to work together to ensure any changes made run smoothly in the practice

GDC development outcomes – A, B, C

Practice Health check

Aims - As you regularly provide your patients with an oral health check this business module allows you as a team to take the opportunity to check the health of your current business and formulate plans for improvement and growth

Objectives

- Looking at your views and expectations of the practice now and in the future
- Examining the existing structure of your business – looking at what you currently do
- Exploring the general health of your business and any areas for improvement
- Considering other factors that have an effect on the health of your business
- Prepare a ‘treatment’ plan for your practice and team with timings to review

Anticipated outcomes

By the end of the module, participants will:

- Have an increased grasp of what is meant by strategy, vision, operations and goals and their use within a business
- Have a greater understanding of how to develop and implement an action plan to maximise the performance of the practice
- Create an action plan

GDC development outcomes – A, B, C



Future Proofing Your Practice

Aims – To look at your practice as a whole from processes to customer care to ensure you are sustainable as a business and continue successfully into the future and beyond

Objectives

- Examining what makes a great sustainable practice
- Evaluating what you do so far, what works and what doesn't work
- Deciding what else you can do to keep developing
- Creating an action plan as a team agreeing on what you can do to future proof your practice

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of what makes a sustainable practice from business and financial planning to patient care
- Create an action plan to strengthen the practice's business future

GDC development outcomes – A, B, C

Denplan Supplementary Insurance

Aims – To understand how patients can benefit from this specific part of their Denplan payment plan whilst complying with the Financial Conduct Authority

Objectives

- Clarifying what constitutes advice in Insurance terms
- Learning the different benefits for patients of the supplementary insurance
- Identifying which forms to use when making a claim
- Reviewing real life examples where insurance has been used

Anticipated outcomes

By the end of the module, participants will:

- Have an increased ability to explain the different insurance benefits to patients
- Have a greater understanding of the Financial Conduct Authority's role and what constitutes as advice
- Have a greater knowledge of how this part of the plan works and the administration required by them and Simplyhealth Professionals

GDC development outcomes – A, C



Recommended and Legislative Subjects

Legal and Ethical Issues and GDC Standards

Aims – To ensure your team can identify and deal with professional, business and clinical risks. Then recognise the importance of their role in maintaining a strong legal and ethical approach

Objectives

- Discussing the importance of Legal and Ethical issues in practice
- Identifying potential professional, business and clinical risks in practice
- Reviewing the GDC standards and how the team can demonstrate and apply them in practice

Anticipated outcomes

By the end of the module, participants will:

- Be reminded of their GDC Standards for the Dental Team
- A greater appreciation of their responsibilities as GDC registered professionals
- An improved understanding of the type of risks that happen within practice

GDC development outcomes – A, B, C, D

Complaints Handling

Aims – To look at ways to manage patient complaints and review your procedures in line with GDC standards

Objectives

- Identifying what patients complain about and the difficult conversations you have
- Explore ways to gain regular patient feedback to provide ideas for change and minimise the risk of complaints
- Tips on how to prevent complaints escalating
- Tips on how to deal with a patient complaint
- What the GDC says regarding timescales and procedures

Anticipated outcomes

By the end of the module, participants will:

- Have greater confidence in dealing with customer complaints
- Have improved knowledge on how to resolve complaints and prevent them from escalating

GDC development outcomes – A, B, C, D



Confidentiality and Data Protection

Aims – To ensure all the team fully understand the rules of confidentiality and data protection laws and how to approach these on a day to day basis

Objectives

- Looking at what is included in the Data Protection Acts
- Understanding what to do if there's a breach in confidentiality
- Identifying some examples of when you can breach confidentiality without a patient's consent
- Looking at some common breaches that may happen in practice

Anticipated outcomes

By the end of the module, participants will:

- Have greater confidence in complying with the rules of confidentiality and the General Data Protection Regulation

GDC development outcomes – A, B, C, D

New ~ ECPD and Reflective Learning

Aims - To understand the requirements of the GDC's Enhanced Continuing Professional Development guidelines and to look at ways they can be applied in practice

Objectives

- Examining the 4 elements of the GDC's guidelines of Plan, Do, Reflect, Record
- 'Plan' by identifying your development needs and your preferred learning style
- Reviewing a sample personal development plan and looking at how to create your own
- 'Do' by gathering evidence to demonstrate the activity you have completed and the hours required
- 'Reflect' by considering some example reflective questions including examples from the GDC
- 'Record' by returning to your CPD log and identifying the key areas that need to be documented

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of the GDC's Enhanced Continuing Professional Development guidelines
- Have ideas on the best way they wish to create their personal development plans and log their activity
- Have created a personal development plan and an opportunity to practise reflection

GDC development outcomes – C, D



Safeguarding Children and Adults Level 1

Aims – Learn to recognise the signs of abuse and neglect within these groups and review your practice policies and procedures to ensure you have a consistent approach

Objectives

- Recognising potential indicators of child and adult maltreatment – physical abuse including fabricated and induced illness, emotional abuse, sexual abuse, neglect, child trafficking, slavery and Female Genital Mutilation (FGM)
- Understanding the potential impact of a parent/carers physical and mental health on the wellbeing and development of a child or young person
- Taking appropriate action if you have concerns, including appropriately reporting concerns safely and seeking advice using your safeguarding protocols

Anticipated outcomes

By the end of the module, participants will:

- Have greater confidence in recognising the signs of abuse and neglect
- Have greater awareness of how to act appropriately when dealing and reporting a concern

GDC development outcomes – A, B, C, D

Safeguarding Children and Adults Level 2

Aims – For those who have contact with children and adults, to learn how to draw up policies, oversee compliance, make decisions on referrals and collaborate with other agencies

Objectives

- Refreshing your knowledge on Level 1 Safeguarding Children and Adults (objectives as above)
- Understanding the purpose and guidance around conducting serious case reviews
- Recognising how to act as an effective advocate for a child or adult at risk
- Being clear about your role and responsibilities; professional boundaries, including raising concerns about colleagues
- Knowing how to refer to social services if a safeguarding concern is identified
- Ensuring proper documentation and record keeping of safeguarding concerns

Anticipated outcomes

By the end of the module, participants will:

- Have greater knowledge of safeguarding procedures and the role of the safeguarding lead in practice
- Gain more confidence when supporting children and adults at risk when a concern has been identified
- Have an increased awareness of the importance of appropriate record keeping
- Be clear about the appropriate boundaries they must keep as professionals and their practice policy on whistle blowing

GDC development outcomes – A, B, C, D



Equality and Diversity

Aims – To ensure the whole team understand the Equality Act 2010 and look at how to assist patients from different cultural backgrounds and those with varied disabilities

Objectives

- Clarifying what is discrimination and who is protected by the Equality Act 2010
- Identifying what to do if someone claims unlawful discrimination
- Discussing how you can assist patients from different cultural backgrounds and with common disabilities
- Identifying the disabilities audits you can carry out in practice
- Ensuring you have policies regularly updated

Anticipated outcomes

By the end of the module, participants will:

- Have knowledge of the protected characteristics detailed in the Equality Act 2010
- Have greater appreciation of the challenges and ways they can assist patients from different cultural backgrounds and with varied disabilities
- Review the practice policies, disability audits and put together an action plan

GDC development outcomes – A, C, D

Smoking Cessation

Aims – To look at a team based approach to help patients quit smoking

Objectives

- Appreciating the importance of smoking cessation in promoting general health and oral health
- Creating a team approach to smoking cessation based on the Department of Health's guidelines and 'Very Brief Advice' process
- Looking at how you can support patients with the choices available and raise awareness of smoking support services
- Appreciating the value of the dental team in this process

Anticipated outcomes

By the end of the module, participants will:

- Have greater understanding of how they can support patients who wish to stop smoking
- Have knowledge of the 'Very Brief Advice' process
- Have an action plan on how to raise awareness of smoking cessation support

GDC development outcomes – A, C, D



Preparing for your CQC Inspection (England only)

Aims - To examine the process of a CQC inspection and what elements are included in the 5 fundamental standards of care

Objectives

- Looking at the elements of the current CQC inspection
- Ensuring your filing system works for the whole team
- Giving an overview of the 5 fundamental standards
- Discussing how to respond to questions that may be asked during the inspection and what evidence you need to compile and consider

Anticipated outcomes

By the end of the module, participants will:

- Have an improved knowledge of the current CQC inspection process and how to prepare
- Have greater confidence on responding to questions asked by the CQC inspector

GDC development outcomes – A, B, C

Preparing for your HIW Inspection (Wales only)

Aims - To examine the process of an HIW inspection and what elements are included in the 4 fundamental standards

Objectives

- Looking at the elements of the current HIW inspection
- Ensuring your filing system works for the whole team
- Giving an overview of the 4 fundamental standards
- Discussing how to respond to questions that may be asked during the inspection and what evidence you need to compile and consider

Anticipated outcomes

By the end of the module, participants will:

- Have an improved knowledge of the current HIW inspection process and how to prepare
- Have greater confidence on responding to questions asked by the HIW inspector

GDC development outcomes – A, B, C



Caring for Patients with Dementia

Aims - To raise your awareness of the five key things that everyone should know about dementia and how you can assist patients as well as people in your local community to live well with dementia

Objectives

- Gaining a basic comprehension of Lasting Power of Attorneys and the protocols for gaining consent for patients who lack capacity including the Mental Capacity Act 2005
- Understanding what may happen when someone has dementia
- Looking at ways you can assist patients and people in your community who have dementia
- Covering the 'Dementia Friends' session from the Alzheimer's Society which aims to
 - Raise your awareness of the five key things that everyone should know about dementia
 - Turn your understanding into a commitment to action
 - Understand the role you can play in creating dementia friendly communities

Anticipated outcomes

By the end of the module, participants will:

- Have gained greater knowledge of Lasting Power of Attorneys and the Mental Capacity Act 2005
- Have more of an appreciation of the different types of dementia and the challenges these may pose the patient and the practice
- Be able to discuss current challenges the practice has with patients who have dementia
- Have the opportunity to become a 'Dementia Friend' an initiative run by the Alzheimer's Society

GDC development outcomes – A, C, D

Mouth Cancer a Team Approach

Aims – To learn as a team about the signs and symptoms of oral cancer and how you can adopt a team approach to educate patients about the risk factors and prevention

Objectives

- Raising awareness of the increase in mouth cancer
- Looking at the signs and symptoms of mouth cancer and the importance of mouth cancer screening
- Exploring the risk factors of mouth cancer
- Identifying ways you can raise awareness of mouth cancer with your patients

Anticipated outcomes

By the end of the module, participants will:

- Increased confidence in their understanding of mouth cancer and the contributing risk factors
- Identify ways of how to best educate patients on the risk factors, prevention and the importance of mouth cancer screening

GDC development outcomes – A, B, C



Health and Safety

Aims - To learn how to carry out risk assessments in practice and increase team awareness of the role they play in Health and Safety. Review team policies and develop a framework to minimise risks and support the safety of the practice team and patients. Helps participants to understand their responsibilities and the different types of Health and Safety risks they may have in practice

Objectives

- Looking at the responsibility of both the employer and employee in addressing Health and Safety
- Identifying mandatory Health and Safety regulations
- Creating simple risk assessments, identifying any risk assessments that the practice would like to update including COSHH
- Considering the importance of ongoing monitoring and assessment of risks in practice, keeping your policies up to date and how you will communicate your findings and advice to patients and the team

Anticipated outcomes

By the end of the module, participants will:

- Have refreshed their awareness of the health and safety risks within the practice
- Have gained knowledge in mandatory health and safety regulations
- Know how to carry out a simple risk assessment

GDC development outcomes – A, B, C

Record Keeping

Aims - To understand the importance of keeping good and accurate records and the elements that need to be included within your clinical notes

Objectives

- Looking at the risks associated from poor record keeping and GDC consequences
- Discussing the Faculty of General Dental Practitioners' (FGDP) guidelines on record keeping
- Refreshing on the main areas that should be included in your clinical notes such as medical histories, charting and updates, periodontal monitoring, radiographs, soft tissue exams, diagnosis, treatment options, treatment plans and documenting consent
- Adopting a team approach where all team members are aware of their role and responsibility in record keeping to ensure patients receive safe and appropriate treatment

Anticipated outcomes

By the end of the module, participants will:

- Have a greater appreciation of why keeping good records is one of the most important aspects of risk management in practice and how they form an important part of the consent process.

GDC development outcomes – A, C, D



Patient Consent

Aims - To understand the importance of consent and how to demonstrate you've gained consent lawfully. Including consent with younger patients and adults with reduced capacity

Objectives

- Understanding the importance of consent and acting lawfully
- Looking at the two or more stages of consent
- Appreciating how all team members are involved in the consent process
- Gaining knowledge of the consent process for Under 16's, 16 and 17 year olds and adults with reduced capacity including the Mental Capacity Act 2005

Anticipated outcomes

By the end of the module, participants will:

- Have gained more confidence in being able to gain informed consent
- Greater knowledge of the process of gaining consent for those with reduced capacity

GDC development outcomes – A, B, C

Conflict Resolution

Aims - Learn how to minimise the risk of conflict and how to apply conflict resolution techniques. This training follows the Skills for Health UK Core Skills Training Framework, supported by the Health and Safety Executive and CQC 'Safe' Standard

Objectives

- Summarising the role of NHS protect, local anti-crime roles and security management work in the NHS (this is covered if the practice has NHS within the practice)
- Providing an illustration of what constitutes conflict, how it arises and using personal experience on how to be effective in reducing risk
- Exploring the role of communication in conflict
- Outlining the procedural, environmental and legal context of violence in the workplace
- Explaining what is required of individuals and organisations after a violent incident and the support available

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of conflict and be aware of the signs of when a situation may be escalating
- Gain insight into how they can protect themselves, colleagues and other patients in a conflict situation
- Have increased knowledge on conflict resolution techniques working within the Core Skills Training Framework

GDC development outcomes – A, B, C, D



Team

Team Planning

Aims – To take time as a team to consider your current challenges and those that lie ahead. Create shared goals for the future using team planning techniques to ensure that you have agreed the action points, resources and timeframes to make them happen

Objectives –

- Discussing the importance of planning to build your business
- Considering the factors involved in successful planning including
 - Your practice values
 - Your vision and mission
 - Outside factors which influence your practice such as the economic climate, regulatory requirements, political arena, social trends, technological advancements
 - Current strengths, weaknesses, opportunities and threats of the business
- Creating a business plan as a team

Anticipated outcomes

By the end of the module, participants will:

- Have a greater knowledge of how to create a plan for overcoming challenges and meeting objectives as a team, considering timeframes and available resources
- Have created an action/ business plan

GDC development outcomes – A, B, C, D

Increasing Team Engagement

Aims – From working with different personalities, staying motivated, dealing with conflict and of course having fun at work look at ways to increase and enhance your team engagement in practice

Objectives

- Assessing the importance of team engagement
- Understanding the personalities within your team and appreciating differences
- Looking at the important factors for your practice to increase team engagement
- Identifying ways to implement strategies to increase team engagement and motivation

Anticipated outcomes

By the end of the module, participants will:

- Improved understanding of how beneficial working as a team and communicating appropriately can be to the running of the practice
- Have a greater understanding and appreciation of their colleagues
- Have agreed as a team strategies to enhance team engagement and motivation

GDC development outcomes – A, B, C, D



Improving Team Relationships through SDI©

Aims – Using the renowned Strength Deployment Inventory tool learn about your own motivations and behaviours when things are going well and when you experience conflict and see how they compare within the whole team

Objectives

- Introducing the principles of SDI and motivational value systems (MVS)
- Exploring your individual and team reports
- Considering the three stages of conflict
- Examining your team strengths and how you work together
- Looking at how your knowledge of the SDI can help you with patient communication

Anticipated outcomes

By the end of the module, participants will:

- For the participants to be able to explore individual and team strengths and weaknesses, and confidently develop ideas to improve relationships and the team working approach.

GDC development outcomes – A, B, C, D

Achieving Your Practice Potential

Aims – To explore how the team can approach the 5 C's to create 'Happiness at Work' – with a focus on Culture, Conviction, Commitment, Contribution and Confidence – find out how you can build a stronger approach to enhance your team

Objectives

- Discussing what we mean by happiness and identifying what makes you happy at work
- Reflecting on your present culture and any ideas to further enhance it
- Understanding how your convictions can build on your team and customer experience
- Looking at what commitments you make to the business to ensure success
- Identifying how you contribute to the practice
- Appreciating how our confidence affects outcomes

Anticipated outcomes

By the end of the module, participants will:

- Have a greater awareness of and confidence in delivering an effective approach to enhance team performance
- Come away with ideas and actions to increase 'happiness at work'

GDC development outcomes – A, B, C



Team Audit

Aims – Take the opportunity to carry out an internal audit and analysis of your processes as a team by reviewing and challenging your internal processes to highlight areas for improvement and change

Objectives

- Looking at your own internal processes, by mapping out these processes you will be able to challenge your internal processes and highlight any areas for improvement and change

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of the importance of carrying out an internal team audit to recognise any areas for improvement
- Have increased confidence in carrying it out

GDC development outcomes – A, B

Introduction to Clinical Hypnosis - Lil Niddrie is the only trainer who is qualified to deliver this course and therefore you will need to state on booking your interest in this topic.

Aims – To gain a greater understanding of the phenomenon of hypnosis and how it can be used in the dental setting

Objectives

- Clarifying what we know about hypnosis and how it works
- Gaining an awareness of every day hypnotic states
- Appreciating the ethics required by a clinical hypnotherapist
- Identifying how hypnosis can be used in dentistry and the dental practice
- Considering what you need to look for when choosing a course or referring to a hypnotherapist

Anticipated outcomes

By the end of the module, participants will:

- **Not** have the skills or qualifications to practice hypnotherapy
- Have a greater insight of what hypnosis is and how it can help their patients
- Have more knowledge about hypnosis when talking to patients and answer some of their basic questions
- Come away with ideas on how their current language can be enhanced to make patients feel more relaxed and comfortable in the practice
- Know where to go for further information on recommended courses and therapists

GDC development outcomes – A, C



Stress Management Techniques with Mindfulness

Aims – To address the causes of stress, recognise the signs and the impact, learn how to implement techniques to reduce and manage stress including mindfulness techniques

Objectives

- Understanding the impact stress has on your well-being
- Noting what makes you stressed both in the workplace and outside
- Recognising signs of stress in yourself and in others
- Learning techniques you can use and recommend to others who may be suffering from stress

Anticipated outcomes

By the end of the module, participants will:

- Have a greater awareness of the impact that stress can have on their lives and their physical well-being
- Learn techniques that can help them as individuals, including an overview of the principles of Mindfulness
- Be able to recommend some techniques to patients if they are suffering from stress, particularly linked to visiting the dentist

GDC development outcomes – A, B, C, D



Communication

Improving Communication Skills

Aims – To look at all forms of communication including written, verbal and body language refine your approach to ensure your team are utilising these skills. This course is tailored to the specific requirements of the practice and so below are some general objectives that could be covered

Objectives

- Identifying the different ways a practice team can communicate – written, verbal and body language
- A refresher on how important communication is to making a positive impact on your patients and business
- Looking at the power of the written word including grammar and spelling in e-mails, letters, marketing material, social media, text messages
- Demonstrating the influence of our verbal language can be to get patients on your side. Looking at words that can pacify, can sell and can escalate conversations
- Showing the power of body language and how this can dramatically increase or decrease rapport
- Refining your approach to ensure your team are utilising these skills most effectively

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of how best to communicate, and be confident in all forms of communication, with all people they interact with
- Have an improved knowledge of tips to build rapport and gain better outcomes when communicating with patients

GDC development outcomes – A, B, C



Managing Difficult Conversations

Aims – To examine why conflict can occur and how to deliver difficult messages with assertiveness and confidence to achieve positive outcomes

Objectives

- Identifying the difficult conversations you have and which ones take you out of your comfort zone
- Tips on staying calm and being assertive
- Looking at ways to manage your conversations when you can't give patients what they want
- Returning to the difficult conversations you identified earlier and discussing how these can be dealt with

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of why conflict can occur
- Have more confidence in dealing with difficult conversations with the aim to achieve positive outcomes

GDC development outcomes – A, B, C, D

Telephone Tactics

Aims – To create call standards, review how you handle new patient enquiries and learn how to overcome barriers when communicating on the phone

Objectives

- Understanding the barriers to communicating over the phone when patients cannot see your body language
- Appreciating what qualities you need and what qualities patients expect in order to build rapport over the telephone
- Looking at tips on how to handle a new patient enquiry to make the biggest impact
- Reviewing your own patient enquiry process and identifying any areas you would like to enhance
- Creating your call standards framework

Anticipated outcomes

By the end of the module, participants will:

- Have a greater awareness of the impact of tone and words on the success of a telephone conversation
- Have reviewed their new patient enquiry process and identified any areas for enhancement
- Have more confidence in dealing with all patient requests and queries over the phone

GDC development outcomes – A, B, C, D



Refining Communication within the Practice

Aims – To review how you communicate as a team from how you structure meetings, give feedback and deal with the demands of day to day communication in a busy practice. Develop strategies to refine your communication to support the whole team

Objectives

- Examining the different ways you communicate with each other in the practice
- Identifying the barriers to communicating well in practice and areas that could be refined
- Appreciating the different personalities within your team and communication preferences
- Looking at top tips for successful team meetings

Anticipated outcomes

By the end of the module, participants will:

- Have more understanding of how to be confident in all forms of communication within the practice team in order to provide an effective approach
- Have greater appreciation of how good communication can increase efficiency and team morale

GDC development outcomes – A, B, D

Supporting People in Behaviour Change by using Motivational Interviewing

Aims – To learn a series of techniques from the discipline of ‘Motivational Interviewing’. Designed to strengthen an individual’s motivation to change and discover how you can use these with your patients to motivate them to act on your oral health messages

Objectives

- Gaining a greater understanding of what is motivational interviewing
- Focusing on how the dental team can help change behaviours by
 - Using empathy
 - Rolling with the resistance
 - Supporting self-efficacy
 - Evoking their own ideas
- Asking questions, reflecting and summarising

Anticipated outcomes

By the end of the module, participants will:

- Have an understanding of what is meant by ‘Motivational Interviewing’
- Have more knowledge on how this can be used to change patients’ behaviour and act on oral health messages

GDC development outcomes – A, C



Communicating Health – Creating Value

Aims – To examine how you communicate health messages to patients to allow them to understand the content and value of their examination, hygiene visits and routine treatments

Objectives

- Discussing YouGov research (updated every year) on what patients feel are important factors when they visit the dentist
- Recognising the costs of running a practice and the value of happy long term patients
- To look at points of patient contact and how the whole team can communicate messages of health and create value
- To ensure the messages given to patients are consistent across the practice

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of how best to communicate health messages to patients and relate to what is important to them
- Have more confidence in all forms of communication, with all people they interact with

GDC development outcomes – A, C

Receiving and Giving Feedback

Aims - To identify the important role of feedback for development and understanding why we may have adverse reactions when receiving it. Explore ways to receive feedback gracefully and to give feedback effectively

Objectives

- Identifying what is feedback and why is it so important
- Looking at the GDC requirements for CPD and personal development plans
- Understanding the different ways we may react to feedback and the reasons why (the neuroscience)
- Tips on how we can give day to day developmental feedback in the best way
- Tips on how we can accept feedback gracefully
- Looking at a different approach to feedback for appraisals
- Appreciating how patients can have similar reactions to feedback

Anticipated outcomes

By the end of the module, participants will:

- Understand the reasons why we may react adversely to developmental feedback
- Feel more comfortable about their own adverse reactions and those of others
- Be able to self-reflect and build strategies to deliver and accept feedback in a more positive way

GDC development outcomes – A, B, C, D



Autism and the Dental Team

Aims - This short module will allow you to consider aspects of Autism including the different types across the Spectrum. Learn about communication tools you can use in practice to help you support Autistic patients in their appointments with you

Objectives

- Looking at the different aspects of Autism including the different types of autism along the Autism Spectrum
- Discussing ideas on how you can prepare a patient with autism for their first visit
- Raising your awareness of what may be required when a patient with autism arrives at your practice
- Identifying some of the communication tools for you to use in practice and how you can help

Anticipated outcomes

By the end of the module, participants will:

- Have more awareness of signs of autism and how they can help support patients
- Have a greater awareness of the challenges of autism
- Have an action plan of ideas that can assist patients before, during and after their visit

GDC development outcomes – A, B, C



Customer Care

New - Customer Care Matters

Aims – To look at your patient’s experience whilst in your practice and look at how some other companies aim to ensure the best outcome possible for their customers

Objectives

- Examine how individuals need different aspects of care
- Look at how the GDC and CQC view the importance of customer care
- Explore the possible outcomes of not getting your customer care right including complaints and disputes
- Evaluate your own customer care satisfaction within the practice
- Create an action plan

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of how customer care relates to the GDC Principles and CQC Standards and how to demonstrate this
- Have created a Customer Care Charter to follow with your patients so the whole practice is consistent in their approach
- Have created an action plan of ideas to take forward

GDC development outcomes – A, B, C, D

Profitable Customer Care

Aims – To look at your patient’s purchasing patterns and following criteria recommended by the Institute of Customer Service develop a customer care approach that generates profitability in your practice

Objectives

- Examining how customer care has an impact on practice profit
- Considering your patient’s purchasing patterns and how they buy from you
- Look at how other businesses make customer care a priority
- Evaluate your own customer care initiatives
- Create an action plan

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of how customer care relates to the profitability of the practice
- Have more confidence in delivering good customer service with the aim of improving the profitability of the practice further
- Have created an action plan of ideas to take forward

GDC development outcomes – A, B, C, D



Refining the Private Patient Experience

Aims – To examine the patient journey within your practice, review your current processes and develop new ideas to enhance your patient’s experience with you

Objectives

- Mapping out your ideal patient journey
- Looking at any areas that cause roadblocks to offering excellent customer care
- Identifying solutions to the roadblocks make the patient journey run more smoothly
- Thinking about any ideas that can further enhance the patient experience and keep them loyal to your practice

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of the importance of the patient journey
- Have ideas on how they want to enhance the patient journey for their patients either physically or through the service offered
- Have documented their ideal patient journey which can be used to continue review their patients’ customer experience
- Have ideas to retain existing patients and through this gain new patients

GDC development outcomes – A, B, C

Customer Care for your Younger Patients

Aims – To explore the ways to communicate messages and how to develop care initiatives within the practice to engage and educate your younger patients

Objectives

- Looking at the reasons as to why our younger patients are so important to the practice
- Exploring ways to communicate with the different age groups including teenagers
- Demonstrating value for money to younger patients
- How to create a child friendly environment in your practice
- Sharing ideas on different ways to get children involved including planning your very own Children’s event

Anticipated outcomes

By the end of the module, participants will:

- Have more empathy on how children feel when they come to the practice for the first time and consider ideas on how they can help parents with a child’s first visit to the practice
- A greater appreciation of why teenagers may be difficult to engage with and how to best communicate with them
- Have more confidence in communicating in an effective way that will inform their younger patients appropriately

GDC development outcomes – A, B, C, D



Creating an Award Winning Practice

Aims – To learn from the examples of award winning practices what made them winners. Look at what criteria you need to meet and how to develop strategies to achieve success. Whether you want to enter a specific award or wish to improve your team and patient care approach you will create action plans to move your practice forward

Objectives

- Discussing why people apply for awards
- Exploring what winners look like and the qualities needed
- Identifying why your team stands out from your competition
- Looking at how your team work and plan together for success
- Reflecting on your patient experience and evidence to support this
- Agreeing on your award

Anticipated outcomes

By the end of the module, participants will:

- Be clearer on what judges are looking for
- Have greater understanding of what is required to make them stand out from their competition, improve customer care and teamwork
- Be more confident in developing strategies and action plans to achieve success, and how to plan their approach if wishing to enter awards

GDC development outcomes – A, B, C, D



Marketing

Creating a Strong Brand

Aims – To learn why it's important to have a strong brand for your practice, how you can create this as a team and how you can utilise it in all of your practice communications

Objectives

- Understanding the importance of branding in your practice
- Creating your 'Brand Promise' to your patients
- Exploring how you can audit how patients feel about the practice
- Analysing your visual identity and identify areas you would like to improve

Anticipated outcomes

By the end of the module, participants will:

- Have identified what is a strong brand and analysed their brand to ensure it says what they want it to say about them
- Have greater confidence in being able to create a strong brand for the practice
- Have more ideas on how to strengthen their brand further

GDC development outcomes – A, B, C, D

Getting the Most from Your Website

Aims – To ensure that you are fully utilising your website by looking at the content, structure and ease of use for your patients. If you don't already have a website look at how you can plan your content with involvement from the whole team

Objectives

- Identifying the benefits of a website
- Considering what is important for a successful website and what makes a bad one
- Appreciating the benefits of good design, layout and images
- Tips on domain names
- Planning the content of your website by creating a site map
- Awareness of website basics and compliance with the GDC, ICO, Advertising Standards Authority
- Understanding Search Engine Optimisation and how you can improve your ranking
- Monitoring the success of your website and campaigns

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of how having a clear, up-to-date and detailed website can help the practice, and therefore be confident in undertaking activities to make the most of the website

GDC development outcomes – A, B, C, D



Creating Effective Campaigns and Utilising PR

Aims – To get the whole team involved in creating a marketing plan with campaigns utilising PR for the year ahead and learn the important steps to ensure your campaigns are a success

Objectives

- Looking at how effective marketing can influence the sale of products and services in the practice
- Building a solid marketing strategy for the practice including campaigns and PR opportunities
- Designing a unique marketing campaign

Anticipated outcomes

By the end of the module, participants will:

- Have more confidence in creating a marketing plan for successful campaigns and PR activity

GDC development outcomes – A, B, C, D

Introduction to Social Media

Aims - To focus on Facebook, Twitter, and YouTube. Explore how these forms of social media can be used as an effective tool for promoting your practice to new and existing patients

Objectives

- Understanding what social media is and how it can benefit your practice
- Addressing the concerns you may have about social media
- Looking at three of the most popular forms of social media... Facebook, Twitter and YouTube
- Facebook - plan the content of a Facebook page
- Twitter – terminology and how to Tweet, re-tweet, trend!
- YouTube – creating videos

Anticipated outcomes

By the end of the module, participants will:

- Have greater knowledge of how social media can benefit the practice
- Have a clear understanding of the GDC's guidance on how to be professional on social media whether they are personal or business sites
- Have more confidence in using key social media sites to effectively promote the practice to new, potential and existing patients.

GDC development outcomes – A, B, C, D



Marketing to Attract Patients

Aims - To find out ways of marketing your practice to attract new patients using all forms of promotion and how to measure their impact

Objectives

- Looking at a selection of tips, ideas and advice to help you spend your marketing budget wisely
- Understanding that what works well for one business may not fit all
- Agreeing on your marketing goals to attract patients
- Considering ways of finding out more about patients in your locality and what they want from you
- Investigating some ways to communicate your services and products with patients
- Knowing the support available from Simplyhealth Professionals
- Creating a strategy for attracting new patients

Anticipated outcomes

By the end of the module, participants will:

- Have more awareness of the different ways you can market to new patients
- Have greater confidence in using appropriate marketing techniques to attract new patients and be able to measure the impact

GDC development outcomes – A, B, C, D

Marketing to Retain Patients

Aims - To look at ways to add value and inform your existing patients of your services to enhance their loyalty and retain your patients

Objectives

- Looking at a selection of tips, ideas and advice to help you spend your marketing budget wisely
- Understanding that what works well for one business may not fit all
- Agreeing on your marketing goals to retain patients
- Considering ways of finding out more about your current patients and what they want from you
- Investigating some ways to communicate your services and products with patients
- Knowing the support available from Simplyhealth Professionals
- Creating a strategy for retaining patients

Anticipated outcomes

By the end of the module, participants will:

- Have more awareness of the different ways you can market to existing patients
- Have greater confidence in using appropriate marketing techniques to retain patients

GDC development outcomes – A, B, C, D



Sales

Ethical Sales

Aims - To learn how the whole team can use different sales techniques to engage patients and increase sales of products and services

Objectives

- Identifying what you want to sell more of
- Assessing your product knowledge
- Ensuring you have rapport with patients before you sell to them
- Identifying what is important to patients by asking them powerful questions
- Understanding that once you know what's important to them you can sell in the benefits
- Checking understanding, being ethical and closing the sell
- Looking at where your opportunities to sell are

Anticipated outcomes

By the end of the module, participants will:

- Have greater appreciation of the importance of being ethical when selling in dentistry
- Have more confidence in promoting the practice products and services to their patients in a way that they and their patients feel comfortable

GDC development outcomes – A, B, C, D

Increasing Treatment Acceptance

Aims – To examine how you present, explain and advise patients on their treatment plans and how you can implement strategies to increase your acceptance rates

Objectives

- Understanding the need for good treatment planning to increase treatment acceptance and increase patient understanding
- Appreciating the importance of clear communication when delivering treatment plans to patients and awareness of the pitfalls
- Understand the importance of being upfront about the costs
- Have confidence in answering patients questions and concerns
- Ensuring your patient feels comfortable, informed and happy about their purchase

Anticipated outcomes

By the end of the module, participants will:

- Feel more confident in the presentation and explanation of treatment plans with patients

GDC development outcomes – A, B, C, D



Utilising a Care Co-ordinator

Aims - To learn how utilising a care co-ordinator with your patients can increase your sales and improve your customer service. Develop a strategy that suits your practice whether this involves nominated personnel or all members of the team

Objectives

- Clarifying what is involved in the role of a Care Coordinator
- Identifying the qualities needed
- Assessing the benefits of the role in your practice
- Looking at how a co-ordinator can adapt their approach to different patients
- Considering 5 key areas to being a successful co-ordinator – Planning, building rapport, questioning, presenting and gaining commitment
- Deciding on how you would like to adopt the role in your practice

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of the benefits of using a care co-ordinator
- Have more confidence in utilising one to improve practice performance
- Have enhanced their knowledge of how to communicate and sell treatment to patients

GDC development outcomes – A, B, C, D

Breathe Life into Your Plans Offer

Aims - To look at specific marketing and sales strategies to help you sell your plans to your patients. Explore simple ways to explain the plans, promote the benefits and increase your sign up rate

Objectives

- Identifying your practice vision for your patients, your business and the team
- A refresher on your Denplan product knowledge
- Understanding what is meant by ethical selling
- Agreeing as a team how you will breathe life into your Denplan offer
- Understand how to get your patients' attention about Denplan through marketing
- Agreeing how to talk to your patients – who will say what and when
- Gain confidence in handling patient objections
- Discuss staying focused by setting yourself goals
- Look at ways to celebrate your successes

Anticipated outcomes

By the end of the module, participants will:

- Gain confidence in promoting Denplan products and services to new and existing patients
- Have a clearer strategy of who and how they will speak to patients about their Denplan payment plans

GDC development outcomes – A, C



Denplan Champion

Aims – To learn how the role of a Denplan Champion can work in your practice and key sales skills to help to recruit and retain patients to your plans

Objectives

- Clarifying what the role of a Denplan Champion is and how they help the team to focus on retaining and increasing Denplan patients
- Looking at how your practice is currently doing with Denplan patient numbers
- Refreshing your knowledge on your Denplan products
- Identifying opportunities to talk to existing and new patient
- Agreeing the job description of your Denplan Champion
- Deciding on your targets and monitoring your progress

Anticipated outcomes

By the end of the module, participants will:

- Have a greater understanding of the role and benefits of having a Champion in practice
- Be able to nominate a Denplan Champion in the team and register them with Simplyhealth Professionals to gain additional support in their role
- Gain ideas on how to discuss Denplan with patients to help retain and increase their Denplan patients

GDC development outcomes – A, C

Retention

Aims - To look at ways you can demonstrate to patients the value of being with your practice, how you can keep them loyal to you and re-engage with patients who want to leave

Objectives

- Look at ways of demonstrating the value of being with your practice to the individual patient and to explain all the options available
- Investigating the reasons patients leave, their priorities and to ensure your patient feels valued
- Appreciating each team member's responsibility

Anticipated outcomes

By the end of the module, participants will:

- Have greater understanding of the reasons patients leave
- Have reviewed their current patient care and developed strategies to increase patient retention
- Have more confidence when talking to patients who ask to cancel

GDC development outcomes – A, C



Getting confident with sales

Aim – To build confidence within the team in how to sell ethically in line with the GDC standards. Reviewing current processes and learning new techniques to improve your approach

Objectives

- Understand why you sell and the importance of keeping the practice profitable.
- Make ethical sales as easy as A-B-C
- Improve your techniques – looking at a whole team approach to ethical sales
- Learn how to deal with objections and close sales successfully

Anticipated outcomes

By the end of the module, participants will:

- Have more confidence with sales and the different techniques that can be adapted to each patient
- Have greater understanding of how the team can support each other prior, during and after the sale
- Increased knowledge on overcoming objections

GDC development outcomes – A, B, C, D

Introductory Training Programme

Aims – To ensure the whole team fully understands the transition process to one or more Denplan payment plans, including product knowledge and simple ways to explain the plans to patients

Objectives

- Identifying the practice vision for patients, the business and the team
- Increasing knowledge on the chosen Denplan products and how these benefit the patients and the practice
- Understanding what is meant by ethical selling
- Agreeing as a team the process for the transition including mailing letters and talking to patients
- Gain confidence in handling patient objections
- Discuss staying focused by setting yourself goals
- Look at ways to celebrate your successes

Anticipated outcomes

By the end of the module, participants will:

- Have a clearer understanding of the transition process
- Have increased skills to communicate effectively with patients about the changes
- Gain greater confidence in promoting Denplan products and services to patients

GDC development outcomes – A, B, C, D