

THE Academy

Best-in-class training built around you



Welcome to the Academy

We believe that wellbeing plays a big role in your customers' journey. It's not just about giving them the quality treatment they need to help maintain their oral health, it's also about providing the best experience possible from first appointment, to treatment, and every visit beyond.

That's why our very own training Academy from Simplyhealth Professionals provides customised training days for member practice staff. These help you and your practice team stay up to date with knowledge, regulatory compliance and essential techniques for dealing with each of your patients' needs.

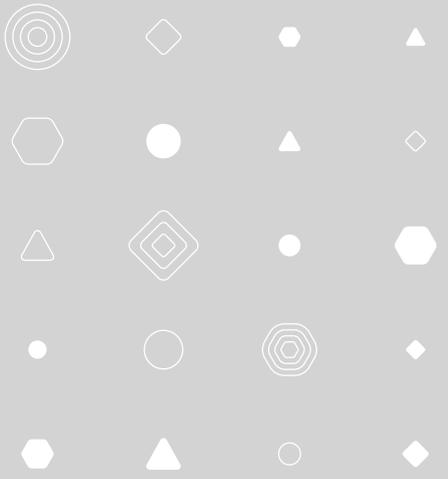
Our in-house qualified trainers are passionate about what they do. They also have years of professional experience behind them including experience from finance, retail, health and social care, education, and dental care.

Our trainers will work with you and your team from the comfort of your practice or if you prefer to take the team offsite and book a local venue, using engaging, interactive sessions with problem-solving, teamwork, quick thinking, and real life cases, to bring the sessions to life. From how to deal with practice inspections, and understanding legislative subjects, to caring for patients with dementia, these sessions will help build confidence in communicating effectively. This makes it easier for you and your team to keep delivering the customer service you're proud of.

The practice teams opting for our tailor-made training can benefit enormously from working and learning together. With everyone taking part and individuals being encouraged to voice their opinions, you will see that practices find their training days invaluable as well as enjoyable. We're thrilled to be helping practices all around the country remain knowledgeable and up to date, and to ensure your patient journeys are the best they can be.



Caroline Coleman
Managing Director of
Simplyhealth Professionals



Quality Assurance

British Dental Industry Association (BDIA) Code of Practice

Our courses are compliant with the BDIA Code of Practice for Dental CPD and full details of this can be found on our website: denplan.co.uk/mycpd



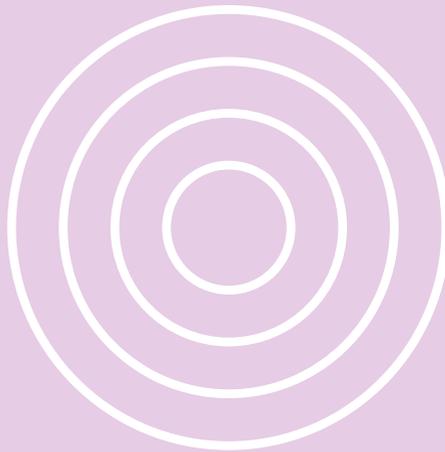
General Dental Council (GDC) Requirements

We are committed to ensuring the CPD we deliver to you meets the highest standards and follows the requirements of the GDC. The GDC requires that all verifiable CPD has:

- ▲ Concise aims and objectives
- Anticipated learning outcomes and
- ◆ Quality controls

Furthermore, the GDC has set four development outcomes whereby your CPD activity must link to at least one of these.

Our quality assurance is detailed in our 'Quality Assurance' document which can be found on our website: denplan.co.uk/mycpd, as well as a list of the aims, objectives and anticipated outcomes of all our courses with links to how they fit with the GDC's four development outcomes.



“98% of delegates rated our course content as good or excellent”

Feedback Survey - Tailor-made training 2017

Training Days

Tailor-made training days are a great opportunity to bring your whole practice team together and learn new skills in a fun and informative way. You and your team will leave feeling refreshed and energised, having had an insightful and interactive day with an opportunity for team-building as well as a chance to learn new skills.

Every practice team's needs and aims are different. We can create a personalised training package that's just right for your practice team and business aims – with over 40 modules to choose from, our Academy trainers will organise and write a course specifically for you.

Take a look at what we offer.

We update our courses constantly and add new topics every year to find out more visit denplan.co.uk/tmts



“Every time they’ve come to the practice and whatever the subject, the trainers have been stimulating and interactive. They allow plenty of breaks - and even better no role play!”

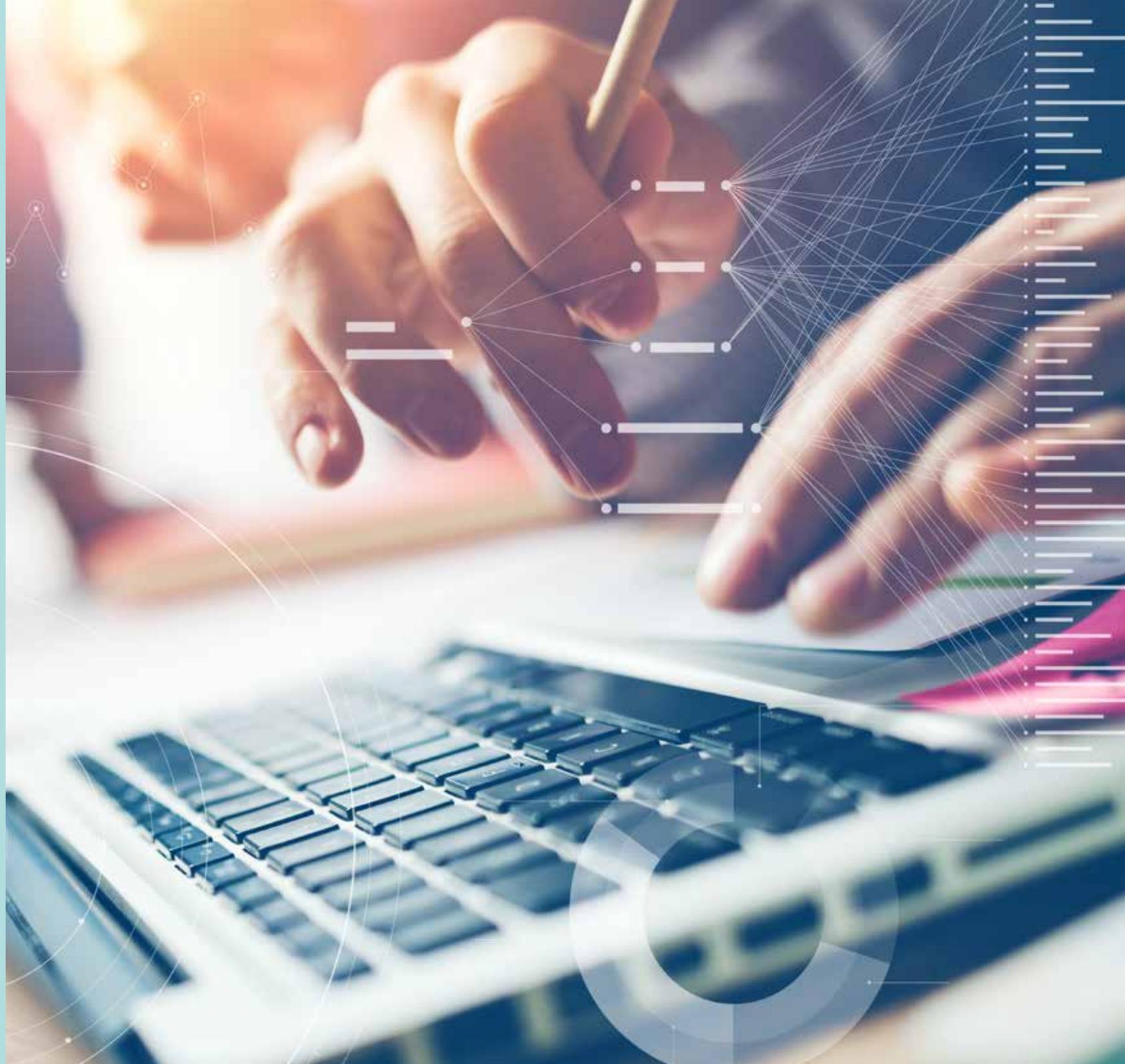
Simon Beckwith, New Road Dental

Business Processes

In order to work efficiently, a busy practice requires clear business goals and an awareness by every team member of how their role fits with these.

Training in business planning, change management and appraisals can assist in getting your practice and team to your ideal destination, whilst courses in appointment book planning and reception processes can help fine tune your procedures.

- ▲ Managing your appointment book
- Appraisals
- ◆ Denplan product knowledge
- Reception processes
- ▲ Managing change in the practice
- Practice health check
- ◆ Future proofing your practice
- Denplan supplementary insurance
- ▲ **New** - Practice pit stop



Sales

Keeping your practice profitable relies on selling your products and services as well as continually reminding patients of the value of their visits. From learning ethical sales techniques to keep your skills fresh to implementing the roles of a Care Co-ordinator and a Denplan Champion, change the way you think about sales so the whole team is focused on growing and meeting your practice goals.

- ▲ Ethical sales skills
- Increasing treatment acceptance
- ◆ Utilising a care co-ordinator
- Breathe life into your Denplan offer
- ▲ Denplan Champion
- Retention
- ◆ **New** - Getting confident with sales

“98% of delegates said our training matched or exceeded their expectations”

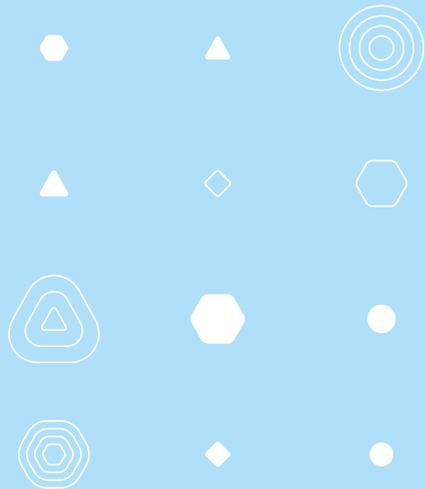
Feedback Survey –
Tailor-made training 2017



Marketing

Letting new and existing patients know about your practice and what services you offer generates and maintains patient interest. In an increasingly competitive market place we can give training in this area and explore the many free marketing tools available to our members. From digital communication through to planning campaigns, there will be plenty of opportunity to create marketing ideas to get your patients' attention.

- ▲ Creating a strong brand
- Creating effective campaigns and utilising PR
- ◆ Getting the most from your website
- Introduction to social media
- ▲ Marketing to attract patients
- Marketing to retain patients



Customer Care

Patients are your customers and how they feel about you and the care you provide will determine their levels of loyalty and recommendation. This ever evolving area needs constant reflection and innovation to exceed patients' expectations. Here are some of the training topics we can cover for you in this vast subject area.

- ▲ Profitable customer care
- Refining the private patient experience
- ◆ Customer care for your younger patients
- Creating an award winning practice
- ▲ **New** - Customer care matters

“The Denplan training days are always quite interactive which I really like and it helps the team to relax and have fun whilst they are learning.”

Mel Mallan - Practice Manager,
Dentistry@68



Communication

Communication is key to both patient and team relationships. Take advantage of looking at how you communicate and how you can improve, whether it's going back to basics of body language, tone and words through to personal communication styles and managing conflict situations. With a wealth of training resources in team and patient communication techniques we can provide training solutions for your needs.

- ▲ Improving communication skills
- Managing difficult conversations
- ◆ Telephone tactics
- Refining communication within the practice
- ▲ Supporting people in behaviour change
- Communicating health – creating value
- ◆ Receiving and giving feedback
- Autism and the dental team



Team

A team is the most valuable asset of a business so take the opportunity to include training that builds your team and helps it excel. From learning about your team motivations and preferences through specific profiling tools such as Strength Deployment Inventory to stress management we can find a training engagement and planning for the years ahead, our team training includes many aspects to build and enhance your team.

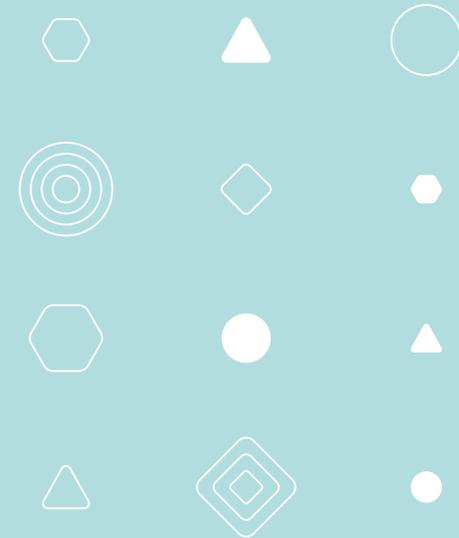
- ▲ Team planning
- Increasing team engagement
- ◆ Stress management
- Improving team relationships through SDI®
- ▲ Achieving your practice potential
- Team audit
- ◆ Introduction to clinical hypnosis
- Stress management techniques with mindfulness



Recommended CPD and Legislative Subjects

It's imperative to be aware of the industry's guidelines and laws relevant to your practice and with these continually changing, it can be a challenge to keep up to date. Our legislative courses have been designed with the whole team in mind, to ensure everyone is engaged and aware of their responsibilities.

- ▲ **New** - Legal and ethical issues including the GDC standards - updated
- Complaints handling
- ◆ **New** - Confidentiality and data protection - updated
- Oral cancer a team approach
- ▲ Safeguarding children and vulnerable adults - level 1
- Safeguarding children and vulnerable adults - level 2
- ◆ **New** - Equality and diversity - updated
- Smoking cessation
- ▲ Preparing for your CQC inspection (England only)
- Preparing for your HIW inspection (Wales only)
- ◆ Caring for patients with dementia
- Health and safety
- ▲ Patient consent
- Record keeping
- ◆ Conflict resolution training
- **New** - Enhanced CPD and reflective learning



“Thank you once again for delivering a fantastic training day for us. You managed to deliver Safeguarding in a palatable way, which is no mean feat!”

Dr Ruth Collis,
Cwmbran Dental Practice



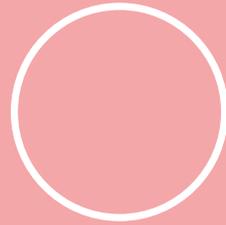
Booking

This is just a flavour of the range of training we can provide. Tailor-made training is exactly what it says, training that is tailor-made to meet your unique requirements. Please visit denplan.co.uk/tmts where you can find out more about each of the modules' learning objectives or contact us to discuss your training needs and develop a training plan for you and your practice team.

How to book your day:

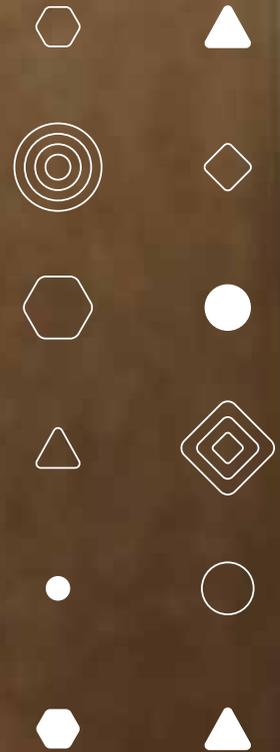
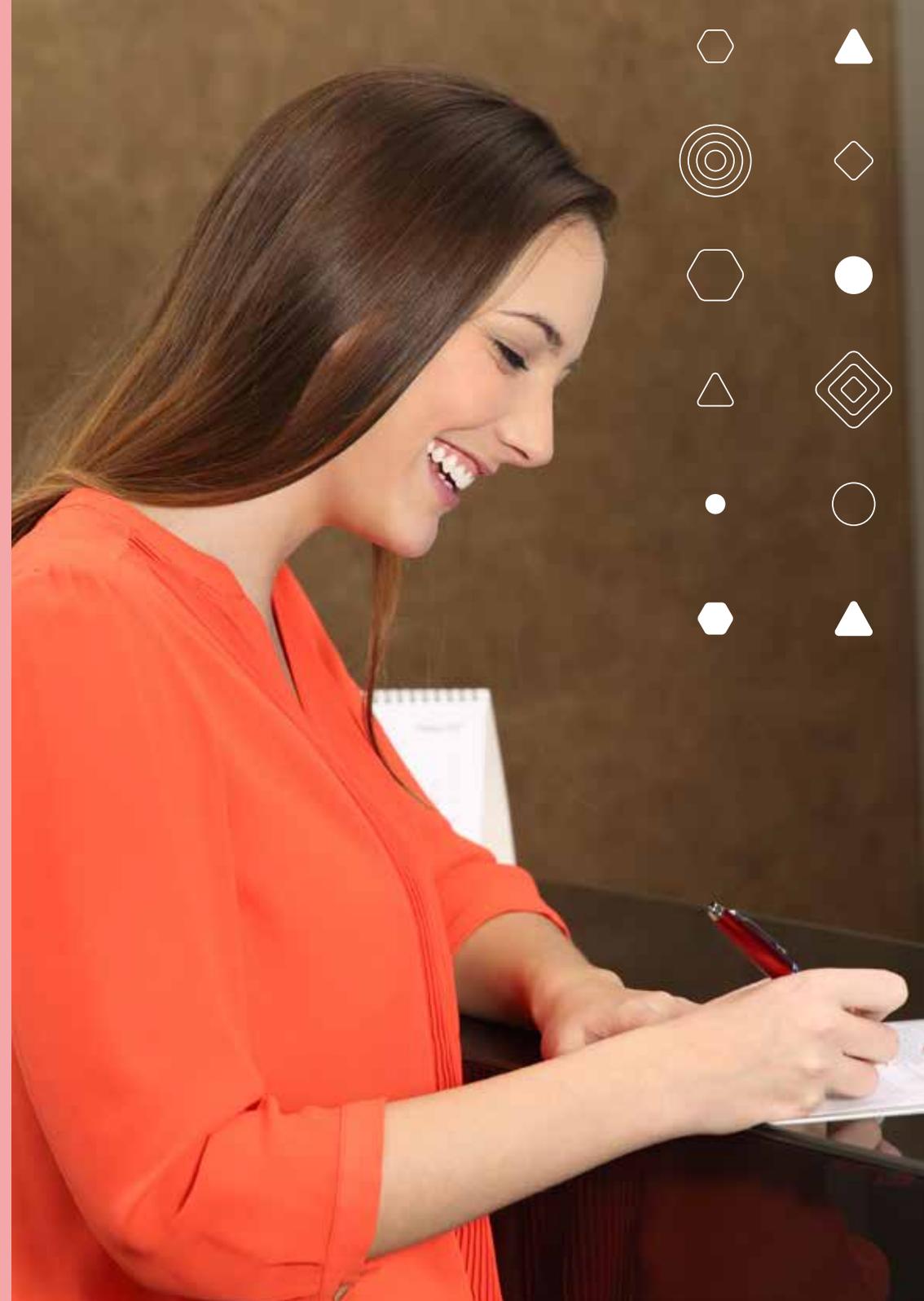
- ▲ Pick the topics you would like to cover
- Contact a member of the Academy team to arrange a date
- ◆ Email: tmt@denplan.co.uk
- Before the day, one of our trainers will call you to discuss your requirements, making sure your day is tailored to you and your practice team's needs
- ▲ Receive a verifiable CPD Certificate after your training

We offer discounts to our member dentists and some practices are entitled to free training. To find out more about the cost of our training please visit denplan.co.uk/tmts



“Our Academy training days are always a must in our yearly diary, we all look forward to them. All the Trainers are dynamic, they make learning such fun! The Academy never runs out of subjects for us to do and are always happy to personalise them for our Practice needs. They inspire the whole team!”

Dr Bill Powell,
Aigburth Dental Practice



Frequently Asked Questions

How long do I need to close the practice?

A typical training day runs from 10:00 - 16:00 or 09:00 - 15:00, the trainer will need half an hour before and after the training session to set up and pack down. This will include lunch and coffee breaks, you will cover 5 hours of CPD in this time. Speak to your trainer about timings we always try to be flexible and accommodate time for you to see emergency patients.

How many modules do I pick?

We recommend you choose two to three modules from our list for a full day's training. Speak to a member of the Academy team for advice on the length and content of our modules, we can ensure you maximise the potential of your training day.

How many people can attend?

A training day with the academy is an opportunity for the whole team. If you intend to have over 20 delegates attending please let the Academy team know in plenty of time for us to arrange extra support for you.

How far in advance do I need to book?

Training is typically carried out on a Tuesday - Friday. We try to accommodate all requests for a training day. The Academy training is popular so book as early as possible to avoid disappointment.



The Academy team can offer training events for practice specific roles.

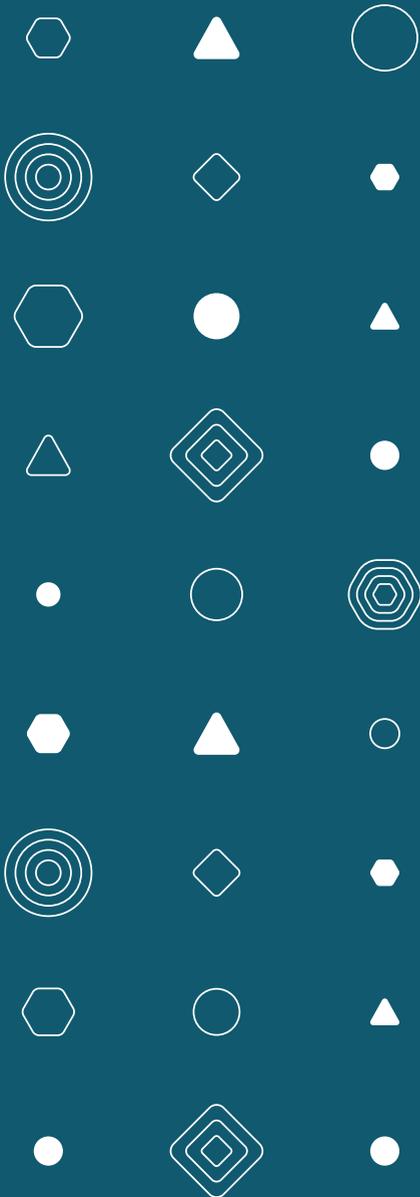
These courses are a great opportunity to interact with other practice staff in your local area while refreshing your knowledge.

Speak to your local dental business consultant for details of events in your area or to register your interest.

“Discussing real-life cases and knowing how to apply the GDC standards to everyday practice gives us all confidence that we are complying fully with the regulations. It’s especially helpful when preparing for a CQC visit”

Sue Levy - Practice Manager,
New Road Dental





“What we learn
with pleasure we
never forget”

Alfred Mercier