

Booking Form

Latest booking date: 20 November 2017

Contact BDA Wessex Secretary at wessexbdasec@gmail.com for any queries

Cost:
BDA member: £110

Non BDA Member: £150

Please use the separate booking form.
Standard BDA Cancellation terms apply

Venue Location details:

By Car: From all points north, east and west, leave the M27 at junction 3 and take the M271 southbound towards Southampton. Exit the M271 after half a mile (the first left) and turn left towards Lordshill.

At the roundabout, take the second exit onto Adanac Drive. Ordnance Survey's office is straight ahead. Take the third exit for our visitors' car park.

Local Bus: The direct bus to Ordnance Survey from the city centre starts at Southampton Central railway station, near the platform 1 exit. It is route 1 and the journey takes about 25 minutes. Get off at the bus stop on Adanac Drive.

Business Centre Executive
Business Centre, Ordnance Survey
Adanac Drive, SOUTHAMPTON, United Kingdom, SO16 0AS
Phone: (0) 8450 99 10 07 | Direct dial: (0) 23 8005 5000
www.os.uk | businesscentre@os.uk



Reasons to be Cheerful

with **Kevin Lewis**

BDS(Lond) FDS RCS(Eng) FFGDP(UK)

Friday 24 November 2017

Business Centre, Ordnance Survey
Adanac Drive, SOUTHAMPTON, SO16 0AS

Registration from 09:00
Lecture 09:30 - 16:30

5.5
Hours
verifiable
CPD

BDA MEMBERS £110 | NON-BDA MEMBERS £150



Standard BDA Cancellation terms apply

www.bdawessex.org.uk www.facebook.com/groups/WessexBDA/

Speaker: Kevin Lewis

Graduated in London 1971. He spent 20 years in full time general dental practice and 10 further years practicing part time. He became involved in the medico-legal field in 1989, firstly as a member of the original Board of Directors of Dental Protection Limited (part of the Medical Protection Society group of companies). He became a dento-legal adviser in 1992 and from 1998 was the Dental Director of Dental Protection for 18 years and also an Executive member of the Council (Board of Directors) and Executive management team of the Medical Protection Society.

Kevin has been writing a regular column in the UK dental press for over 36 years – originally (from 1981) as the Associate Editor of *Dental Practice* and since 2006 as the Consultant Editor of *Dentistry* magazine. He still writes and lectures regularly all over the world, and has the unique distinction of having been awarded honorary membership of the British, Irish and New Zealand Dental Associations.

Course Synopsis

UK dentistry has felt somewhat under siege in recent years, with a number of factors conspiring to make it seem increasingly difficult to make headway. The well-recognised problems in relation to the GDC and the litigation environment, the frustrating delays in finding an alternative to the flawed UDA system in England and Wales, the economic climate generally and the continuing uncertainties created by the Brexit vote and the current political environment, all play a part.

But these and other less obvious underlying factors are precisely the circumstances which create real opportunities for those who are prepared to seek them out and grasp them. Thinking and working outside the box needs to start with a willingness to challenge popular myths and to venture outside the box. This presentation encourages us to look outside dentistry at the world of business, and to start to appreciate how many solutions, lessons, skills and strategies we can discover and directly apply to dentistry - including clinical dentistry – whether working in private practice or in other areas of dentistry. It will also look under the surface of dentistry at some flawed assumptions and things we may be taking for granted.

This presentation aims to give us an appetite to discover more of what lies outside the box, and help us to appreciate that we probably have a lot of the skills we need already. We just need to realise that they are there, and be able to reach for them and remember how to apply them when it matters.

Topics covered in this thought-provoking day will include an analysis of the internal and external factors impacting upon dentistry internationally and here in the UK; proven tools for managing patient expectations, generating patient satisfaction and dealing with dissatisfaction; demystifying price, cost, value and profitability; the benefits and risks of practice development and promotion in the digital era; and an exploration of the possible future direction of professional regulation and accountability including professional standards/postgraduate training/ competency/ CPD.

Aims and Objectives

Following attendance on this course, participants will:

- Have a clearer understanding of the multiple components of the “big picture” within which they are seeking to provide care and treatment for their patients, and how these factors can interact.
- Understand a range of proven techniques for building rapport with patients and managing their expectations, maximising patient satisfaction and the potential for practice growth while minimising the potential for complaints and other forms of dento-legal challenge.
- Feel differently about complaints and other indicators of dissatisfaction, and more able to deal with them effectively.
- Understand many principles used routinely in successful businesses and organisations outside dentistry, and feel able to apply them to the benefit of their practice and their patients.

Programme

09:00 -09:30	Registration
09:30 -11:00	Kevin Lewis
11:00 -11:30	Coffee & trade stands
11:30 -13:00	Kevin Lewis
13:00-14:00	Lunch and trade stands
14:00 - 15:45	Kevin Lewis
15:45 - 16:00	Comfort break
16:00 –16:30	Questions and Feedback

Booking form - Southampton Section Kevin Lewis – Friday 24 November 2017

Logistics of the event				
Date	Friday 24 November			
Venue	Business Centre, Ordnance Survey Adanac Drive, SOUTHAMPTON, United Kingdom, SO16 0AS			
Timings	Registration: 09:00 First session: 09:30			
Cost	BDA Members: £110 Non- BDA members : £150 Standard BDA Cancellation terms apply			
How to book				
Payment may be made by bank transfer or cheque. Cheques should be made payable to: Southampton Section BDA				
<ol style="list-style-type: none"> Post this booking form and your payment to : N Hendrickse Dental Health, 32 Botley Road, North Baddesley, Southampton, SO52 9DQ If paying by BACs please use the details below, you must also return the booking form to the address above. All confirmations will be via email. To pay by BACs: Account Name: Southampton Section BDA, Account No: 23702723 Sort Code: 20 45 45 Reference: Name and GDC no. 				
Your details				
No of attendees you're booking for:	1			
Name	NORMAN, KEVIN			
GDC No.	12526			
Address	12526, 12526, 12526, 12526, 12526			
Email	12526, 12526, 12526, 12526, 12526			
Tel No.	0115 12526			
Dietary requirements				
Additional guests details (if booking for more people than just yourself)				
	Guest 1	Guest 2	Guest 3	Guest 4
Name				
GDC No.				
Address				
Email				
Tel No.				
Dietary requirements				
The deadline for booking is 20 November 2017				