

The BDJ News section accepts items that include general news, latest research and diary events that interest our readers. Press releases or articles may be edited, and should include a colour photograph if possible.

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BDA LAUNCHES FLEXIBLE, TAILORED MEMBERSHIP PACKAGES

The British Dental Association (BDA) has launched a new membership scheme, replacing the current 'one size fits all' package with three different options, offering a range of benefits and with no fixed 'membership year'.

Following extensive research and analysis, from 1 June 2013 the BDA will offer three tiers of membership: Essential, Extra and Expert. The Essential package (£295) covers trade union support, access to online support, the *British Dental Journal* and *BDA News*, and access to a brand new continuing professional development (CPD) 'Hub'. The Extra membership package (£795) offers the same plus personal, tailored support and advice via phone or email and a VIP three-day ticket to the British Dental Conference and Exhibition. Expert membership (£1,095) covers everything that the

Essential and Extra packages do plus access to *BDA Expert* (which includes over 170 model policies and protocols), two three-day dental care professional (DCP) tickets to the British Dental Conference and Exhibition, and a *BDJ Clinical Guide*.

Dr Martin Fallowfield, Chair of the BDA's Principal Executive Committee, said: 'Our members are individuals managing increasingly complex healthcare businesses and have different needs, but we know they want flexibility and choice and expect value at all times. [...] After two years of surveys, focus groups and discussion with our members we have reached a solution that is in all of our interests, individually and collectively.'

The membership changes are being introduced at a time when regulation of the profession has increased and the BDA has expanded to accommodate the growth in demand for specialist advisory services and readily available information.

In a briefing to the dental media, the BDA showed how its new member offering reflects the Association's evolution over 133 years from an elite group of bearded men to the eclectic group of professionals working in numerous fields that exists today.



New concessionary membership rates are also being launched for dental students, dentists over the age of 65, overseas dentists and the newly qualified.

DEATH COULD FOLLOW MINOR SURGERY

England's Chief Medical Officer Professor Dame Sally Davies says that global action is needed to tackle the catastrophic threat of antimicrobial resistance, which in 20 years could see anyone dying following minor surgery.

The warning comes as the second volume of the Chief Medical Officer's annual report is published by the Department of Health, providing a comprehensive overview of the threat of antimicrobial resistance and infectious diseases.

Calling for politicians to treat the threat as seriously as MRSA, the report highlights a 'discovery void' with few new antibiotics developed in the past

two decades. It highlights that, while a new infectious disease has been discovered nearly every year over the past 30 years, there have been very few new antibiotics developed, leaving the armoury nearly empty as diseases evolve and become resistant to existing drugs.

In addition to encouraging development of new drugs, the report highlights that looking after the current arsenal of antibiotics

is equally important. This means using better hygiene measures to prevent infections, prescribing fewer antibiotics and making sure they are only prescribed when needed.

Professor Dame Sally Davies said that in 20 years' time 'routine operations like hip replacements and organ transplants could be deadly because of the risk of infection. Governments and organisations across the world need to take this seriously.'