



# The business of dentistry

**The 1999 BDA National Dental Conference will be held at the Riviera Centre, Torquay from April 29 to to May 1. This year's theme is 'The business of dentistry'.**

The second day of the BDA's 1999 National Dental Conference, Friday April 30, promises to be both informative, entertaining and controversial.

## **Innovation — a survival issue**

Dr Geoffrey Nicholson from 3M Minnesota, USA will deliver a keynote address, *Innovation — a survival issue* (sponsored by 3M Dental). Born in Newcastle, Dr Nicholson obtained his PhD at Imperial College, London. He went on to join 3M at its American Central Research Laboratory and is now one of the vice-presidents of a huge global company.

3M has a vision which is central to its success: 'To be the most innovative enterprise in the world, and to be the preferred supplier'. Geoffrey Nicholson will highlight the principles tantamount to 3M's success which can be applied to all enterprises, whatever the size.

## **Preventing clinical problems**

Two parallel sessions will then round off the morning. The first will be *The business of preventing clinical problems*, sponsored by the BDA University Dental Teachers' and Research Workers' Group. Well-known to UK dentists, distinguished experts Professor Bernard Smith and Professor John Hobkirk will look at restorative progress and pitfalls and address problems associated with implants.

In the current climate of ever present litigation and increasing patient awareness and demands, the lessons of case selection and first class technical and clinical management are essential. Professor Anthony Pogrel, a Briton now resident in California, will give an insight into how problems associated with third molars are handled in that ever-litigious US state.

## **Patient demands and needs**

The second of the morning's parallel sessions, *The business of patient demands and needs*, will be chaired by Meredyth Bell. She is vice-chairman of the BDA's Private Practice Committee, which will sponsor this session. As trained professionals the

dental team diagnose what patients need to retain and maintain their dentition and oral health. However this can conflict with patients' perceptions of what they need and, consequently, what they demand.

The University of York's Department of Health has recently been commissioned by the BDA to undertake a survey of patients' perception of dentistry including dentists, funding and treatment. Some of the findings are surprising and Tracy Land, who conducted the research work, will address the meeting on the results obtained and look at the conclusions the profession can draw.

When patients' and dentists' opinions differ and things go wrong, the profession's indemnity organisations are there to help. Dr Rupert Hoppenbrouwers, head of the Medical Defence Union's Dental Division, is vastly experienced in these disputes and will help to put these difficult experiences into a perspective that the audience will find helpful.

## **The business of pain control**

After lunch, Professor Ian Benington, Dean of Belfast Dental School, will chair *The business of pain control*, one of three parallel sessions. Sponsored by Advil, this session will look at recent developments in pain control such as local anaesthesia, sedation, hypnosis and analgesia.

## **A better business**

Business guru Tom Edge will share his experience, strength and hope in the session *Build a better business*. He will explode the myth that entrepreneurs are born and not made. His advice will give encouragement to beat competition and prosper even in difficult times. The session will be sponsored by the BDA Private Practice Committee.

## **The business of orthodontics**

*The business of orthodontics* will be the third parallel session of the afternoon. Chaired by Chris Stephens from the Division of Child Dental Health, Bristol Dental School, the session will recognise that the

business of orthodontics is changing. Until recently the dentist has decided which patients receive orthodontic treatment and what form this takes. In the recent past, standards of orthodontic care in the GDS have been criticised.

However, as standards have improved through the increased use of fixed orthodontic appliances so there has been an inevitable increase in cost.

At the beginning of the new millennium the profession is faced with ever more demanding patients and purchasers who want available resources targeted appropriately and wish to be assured that they are getting value for money. Four speakers will outline how these pressures and the introduction of a specialist register for orthodontics may affect the general dental practitioner.

More information about the conference will be featured in forthcoming editions of the *BDJ*. Readers can also call the Conference Office on 0171 935 0875 ext 286 for full details and a registration form.

### **The Business of Dentistry (Friday April 30)**

09.00 - 10.15

*Introduction and welcome by the President*

The Business of Innovation — a Survival Issue

10.45 - 12.30

The Business of Preventing Clinical Problems

10.45 - 12.30

The Business of Patient Demands and Needs

#### **Lunch**

14.00 - 16.45

The Business of Pain Control

14.00 - 16.45

Build a Better Business

14.00 - 16.45

The Business of Orthodontics