

Top ten *BDJ* Collections 2022

The top ten most accessed *BDJ* Collections of 2022 were:

1. Top Tips: <https://www.nature.com/collections/dfcefdgbei>
2. Sustainable dentistry: <https://www.nature.com/collections/djidaaddgi>
3. Case Reports: <https://www.nature.com/collections/bbadeijagg>
4. Caries: <https://www.nature.com/collections/fhebfccafd>
5. Dental Materials: <https://www.nature.com/collections/ehjfafabh>
6. Minimum intervention dentistry: <https://www.nature.com/collections/yqbrnwbpyr>
7. Endodontics: <https://www.nature.com/collections/vnywzjfpdf>
8. *BDJ* CPD 2022: <https://www.nature.com/collections/cacjaachdf>
9. *BDJ* Letters: <https://www.nature.com/collections/cehebehaag>
10. Special care dentistry: <https://www.nature.com/collections/dbfbdfefe>

Top tips

The Top Tips series – which featured in all 24 issues of the *BDJ* in 2022, within the Upfront section – continues to be extremely popular with readers.

News Editor Kate Quinlan asked regular Top Tips contributor Ewen McColl, Director of Clinical Dentistry at Peninsula Dental School, to comment.

Q. Can you share the process of arranging and writing each Top Tips article?

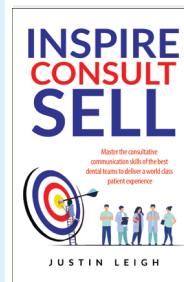
Ewen: Having qualified from Edinburgh University 30 years ago, I have been fortunate to work with a number of incredibly talented clinicians in primary care and secondary care. From each one of my co-authors I have picked up tips that have helped me with patient care. I often wished along the way that somebody had given me these tips when I was at dental school (excellent as my training was), and hopefully passing these tips on will help others as they have helped me.

When it comes to writing the articles, I draft some ideas for individual Top Tips then collaborate with colleagues from a wide range of disciplines and backgrounds, to come up with tips that can be passed on to a wider audience. We normally bounce ideas around for a good while, until we narrow things down with key tips and techniques that can impact directly on clinical care.

Q. Did you expect the collection to be so popular with readers?

Ewen: The main aim of the series was to help members of the dental team by passing knowledge and skills on from very experienced clinicians whom I have directly observed achieving optimal outcomes for their patients. I am of course delighted colleagues are reading the articles, and hopefully utilising the tips on their patients. I have learned a lot from the co-authors over the years, so if the tips help colleagues in any way then the articles will have achieved their aim.

BOOK REVIEW



INSPIRE, CONSULT, SELL: MASTER THE CONSULTATIVE COMMUNICATION SKILLS OF THE BEST DENTAL TEAMS TO DELIVER A WORLD CLASS PATIENT EXPERIENCE

Justin Leigh;
2022; Focus4growth Ltd; £12.99; pp. 256;
ISBN: 978-1-912713-45-5

Having started initially as a dental technician, and soon moving into the world of dental sales, the author has an impressive career as a business leader, accredited business coach, trainer, and advisor to some of the world's leading dental teams.

The cost to our patients of providing world-class service and how to communicate this is not part of our university education. Not every clinician is comfortable talking about money and how much their ideal treatment plan will cost. I have been guilty of that and have found myself apologetically suggesting the price range of different options. This book will help you to overcome these insecurities, to understand the psychology of communication, and to realise that to not be a blackbelt in the art of communication is in fact doing our patients a disservice.

To be able to communicate our vision of the ideal treatment option, and to be able to communicate this with a genuine passion, is our responsibility. This is not a book about selling or pitching, despite its title. It is a book about helping the clinician to realise their full potential, a manual of how to change and evolve, and how to communicate our vision and passion to our patients. This will undoubtedly lead to the clinician being very successful, and yes it teaches how to communicate and sell your services also, but that is a by-product of genuine interest and passion for what we do.

I have read practically every book and certainly every classic book on motivation, sales, personal development, and even those on the philosophy of these topics. This book really does combine all into one excellent read. The intended audience is dental professionals at any stage of their career or area of specialty practice/interest. I would and have recommended it, however, to non-dental friends and family. It is in fact one of the best communication and life coach-style books I have read in some years.

Each chapter takes the reader effortlessly through what feels like a personal coaching session on self-realisation and development. The fundamentals of goal setting, visualisation, self-belief and connecting with people are recurring themes throughout this book. Each chapter encourages reflection on various ideas and maxims, and encourages the reader to record their reflections and thoughts in their personal diary.

From first impressions and building a rapport, to managing a breakdown in relations, the chapters are laid out in a reader-friendly manner. Packed with pearls of wisdom and experience, this is a worthwhile, perhaps even essential, read for all clinicians who want to connect with people and provide a world-class experience.

Ian Toibin