BDJ TEAM

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The BDJ Upfront section includes editorials, letters, news, book reviews and interviews.

Please direct your correspondence to the News Editor, Kate Quinlan at the BDJ, The Macmillan Building, 4 Crinan Street, London, N1 9XW or by email to k.quinlan@nature.com

Press releases or articles may be edited, and should include a colour photograph if possible.

It is arresting to be reminded that the concept of the dental team is not a universally held one. While we in the UK have been familiar with the term and the reality of the arrangement for all of this century and the tail end of the previous one, there are countries where the idea is still alien and the actuality non-existent. Practitioners either manage single-handedly or the personnel they have to assist them are not regarded in the same light and with same status with which we now acknowledge our fellow dental professionals.

All this notwithstanding much has been changing in UK dentistry in the past decade or so within the team and the pace of change shows no signs of slowing; indeed quite the opposite. About 12 years ago, as the notion of a dental team was taking shape the thought was being floated at the *BDJ* that we should also be in the forefront of publishing for the emerging team members; professionals complementary to dentistry (PCDs) as they were then putatively named, subsequently dental care professionals (DCPs). Under Mike Grace, the previous Editor of the *BDJ*, a small group began putting together the beginnings of a publication with the working title *Vital* which then became a substantive publication called...*Vital*. The truth was that we felt the name said everything that it needed to at the time. It would be a vital read for emerging professionals at a time when they were moving towards registration with the General Dental Council (GDC) with all the co-responsibilities which that entails. It was designed to both address the dental team as a whole but also to respect the individual professional groupings within the team and their continuing need for self-expression

'The pace of change within the dental team shows no sign of slowing...'

and determination within their roles. It would also be a vital update for dentists as to the likely shape and feel of how practice was going to develop, a prescient objective given the skill mix now occurring in the NHS pilot schemes.

Initially, *Vital* was distributed quarterly with the *BDJ* with the intention that copies would be passed on to DCPs. Later, with the building of the DCP Register, we were able to purchase this from the GDC and were thus able to mail it directly to named professionals, delivering it to the target readership and enhancing its reach and value even more.

With time various factors have changed. The GDC abruptly ceased selling copies of registers, for reasons it has never publicly or fully explained, thus depriving registrants of being sent opportunities for education and continuing professional development (CPD), badly needed then as now by DCPs

in particular who often have problems acquiring and certainly funding CPD.

This has meant that it has become increasingly difficult to add readers to the mailing list. Added to which the global financial constraints of recent years have forced us, as many others, to analyse the best use of our resources and plan accordingly.

In concert with these and other developments has been the continuing desire to maintain good publishing practice for the *BDJ* portfolio of titles and hence later this month *Vital* will become *BDJ Team*.

BDJ Team will, thankfully, retain the services of Kate Quinlan as editor as well as the full backing of the BDA, *BDJ* and

Nature Publishing teams and will become an online only publication aimed as previously at all members of the dental team but with the added flexibility of reaching specific groups as appropriate in due course.

BDJ Team will continue to include all of the content that has proved so popular in *Vital*: advice on regulations and policy, information on practice management and clinical dentistry, and people stories focusing on the varied roles within the dental team. One major change will be the provision of free CPD, including CORE subjects, throughout the rest of this year, meaning that DCPs can gain ten hours of free CPD by signing up to the website and completing the CPD online. Please encourage your team members to email bdjteam@nature.com to register for this great opening offer.

The online version, delivered through a zmag format, will enable us to deliver ten issues a year compared with the previous four and mean that we can continually update it with news, DCP job adverts and appropriate research summaries and other content from the *BDJ* itself.

Over the coming months we will be announcing further exciting developments in the *BDJ* brand and portfolio. In the same way that dentistry continues to evolve so too does publishing. We believe that we owe it to our readers, authors, advertisers and other stakeholders to maintain and extend the high standards that we have established to date and the quality of content, presentation and modern delivery which is now, rightly, expected of us. Your respect is crucial to our continuing success and *BDJ Team* aims to spread that trust throughout the dental professional community in the UK and indeed worldwide

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