

NEWS IN BRIEF

East Midland AGM

The BDA East Midland Branch AGM will be held on 1 October at the Novotel, Long Eaton, at 7.30 pm prior to the usual dental meeting. Please email Julie Kirkby, on eastmidbdba@gmail.com with queries.

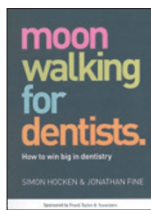
South Mercia AGM

The BDA South Mercia Branch AGM will take place on 14 October at 6.30 pm at Four Pillars Hotel, Sandford on Thames; all members are welcome. A Branch Council meeting followed by a meal will take place directly after the AGM. For further details contact Mike Gould.

Tim Lott

Timothy Lott died on 16 June 2014. He was a member of the BDA until he retired from general dental practice in 2007. Born in Whitstable on 7 March 1947, Tim graduated from Newcastle in 1971. After 18 months in hospital dentistry in Bristol, he was a GDP in the city until retirement. In 2008 he began to develop Progressive Supranuclear Palsy, and died from a complication of the condition in June.

BOOK REVIEW

**MOONWALKING FOR DENTISTS:
HOW TO WIN BIG IN DENTISTRY**

S. Hocken, J. Fine
Breathe Business
price £20.00; pp 153
ASIN B00INY119C

Moonwalking for dentists is a contemporary dental text written by business partners Simon Hocken, a dentally-qualified former practice principal; and Jonathan Fine, a marketing strategist with an impressive resume, who are the brains behind Breathe Business, a dental consultancy service.

The book itself comprises a hardback, ring-bound text, containing workbook-like contents. There are nine chapters that work through a journey of learning, self-discovery and action planning. Having space to fill in thoughts, dreams and plans allows the reader to progress through the different areas with an expected outcome of a defined action plan detailing how to achieve their aspirations. Along with exercise lines, the text is peppered with amusing illustrations and caricatures of the authors.

The first chapter looks at the authors' opinions of where we are with dentistry today and how these changes have come about – 'the 16 agents of change'. The following chapters focus on self-discovery and helping the reader to identify what they want from their profession and to evaluate their work-life balance through the 'wheel of life' exercise. The text details the different practice environments

currently available well, ranging from 'the easyJet model' to the 'premium boutique practice', allowing the reader to understand the patient groups associated with each and how best to provide services for them. The final chapters look to the future and how to encourage and monitor business growth, with the use of key performance indicators.

This text has a very specific target audience and it is difficult to imagine that those not interested in owning a practice would find it useful. However, it did highlight some valid points and some of the 'exercises' regarding work-life balance and core values were helpful generally. It also provides an introduction to Breathe Business, their style and possible services they could offer you with useful contact details included.

For readers looking to expand their dental knowledge I would suggest looking elsewhere but for the entrepreneurial, forward-thinking associate with a desire to acquire a partnership/practice, it could prove very useful indeed.

A. MURRAY

OMAN DENTAL COLLEGE GOES FROM STRENGTH TO STRENGTH

Oman Dental College (ODC), the first and only dental college in the Sultanate of Oman, recently conducted the final Bachelor of Dental Surgery (BDS) professional examination for its third cohort of students.

Forty-eight candidates – 39 female and nine male – sat the exam under the supervision of two international external examiners, Professor Nairn Wilson, immediate past Dean of King's College London Dental Institute, and Professor Finbarr Allen, immediate past Dean and Professor of Restorative Dentistry at Cork University Dental School and Hospital. Additional support to the ODC final professional examination was provided by Professor D. Y. D. Samarawickrama, Emeritus Professor of Dentistry at Barts and The London, School of Medicine and Dentistry, London, who is a consulting advisor to ODC.

Professor Allen said that 'the quality and standard of education provided at ODC is at par with other international dental schools and this is creditable to a relatively young institution. I am sure that the College and its graduates will go from strength to strength'.



(l-r) Dr Rahul Arora (ODC Dean), Professor Nairn Wilson, Professor Finbarr Allen and Dr Mohamed Al Ismaily (ODC Chairman)