

IDA MEMBERS ONLY



irish dental association



THE BUSINESS OF DENTISTRY

PRACTICE MANAGEMENT SEMINAR

CROKE PARK DUBLIN

SATURDAY 31.01.2015

CPD VERIFIABLE

SPONSORED BY





The biggest difficulty facing the dental profession in recent years is undoubtedly non-attendance of patients. This dedicated one-day seminar will focus on how the Irish Dental Association can assist the profession in enticing patients back into the dental clinic and

also how you can work on ways to communicate better with your patients on the importance of regular visits to the dentist. This seminar is exclusive to IDA members and is a must for any dentist working in private practice today.

9.00am

Registration

9.30am – 10.30am

GP Meeting



Address by Dr Dympna Kavanagh, National Oral Health Lead in the HSE and Chief Dental Officer

Dr Kavanagh will reveal the results of a major new needs assessment survey carried out in preparation for a new national oral health policy and the next steps in preparing this policy, including engaging with dentists.

Followed by Q & A – all welcome

11.00am – 11.30am

The IDA Mentoring Scheme Fintan Hourihan



The IDA is launching an exciting new professional mentoring programme for members.

Fintan will explain how mentoring works generally, the purpose of the IDA programme and how it will work, as well as the types of issues or areas which may be

involved in mentoring conversations.

11.30am – 1.30pm

Looking to the Future – New Models of Dental Practice



Dr Eddie Coyle, Head of Clinical Operations and Commissioning, Oasis – the dental people

Dr Ryan Hennessey, General Practitioner, Tipperary

Dr Keith Redmond, General Practitioner, Dublin

This session, chaired by Anton Savage, will explore different ways of running and operating a dental practice: singled-handed, multi-site practices and/or corporate groups. The session will hopefully generate some discussion on choices for change in the models and delivery of general practice over the next decade in Ireland.

1.30pm – 2.30pm **LUNCH**



2.30pm – 3.10pm

Career Milestones



**Dr Garry Heavey,
General Practitioner in Dublin**

Avoid turning exciting milestones into millstones. From associate to partner or practice owner, and on to retirement. What to plan for to make the transitions fruitful and effective.

3.10pm – 3.55pm

The Business of Dentistry – part I



Dr Raj Rattan

Raj will explore the ‘business’ of dentistry and explore the impact of ‘consumerism’ in general dental practice. He will review current business trends, explore the range of business drivers, and look at business risks from an ethical and commercial perspective. Raj will

also present some findings from key business publications and how they can be adapted for general dental practice to improve quality of care to patients. Drawing from his 25 years of business experience both as a multi-practice owner and independent consultant, he will also review effective business strategies and concepts including pricing strategies, the price/value equation, and key performance measures in the business of dentistry. The underlying theme of Raj’s presentation will be a reinforcement of his message that a focus on quality, value and ethical decision-making are the drivers behind any successful dental business.

3.55pm – 4.10pm TEA/COFFEE

4.10pm – 4.50pm

The Business of Dentistry – part II

Dr Raj Rattan

SATURDAY JANUARY 31, 2015 CROKE PARK, DUBLIN

PLEASE COMPLETE IN BLOCK CAPITALS

Name: _____

Dental Council number:

IDA membership number:

Address: _____



Email: _____

Telephone: _____

I wish to attend the GP meeting from 9.30-10.30am

PAYMENT

€75 to include lunch and refreshments.

  Cheque (enclosed)

Expiry date / CVV number

Amount to be debited: _____

Signature _____

Please return completed form to:
Dario Gioe, Irish Dental Association,
Unit 2, Leopardstown Office Park,
Sandyford, Dublin 18.



The many reasons for membership

Raising dentistry's profile

- ▶ Promoting dental visits to IDA members
- ▶ Mouth Cancer Awareness Day
- ▶ Promoting positive messages about Irish dentistry



Developing profitable practices

- ▶ Largest ever market research on patient behaviour and attitudes
- ▶ Helping practices to grow
- ▶ Mentoring scheme for dentists
- ▶ Guides and templates for Irish dentists
- ▶ Helping dentists to establish new practices
- ▶ Tax protection policy, legal helplines



Providing superb CPD events

- ▶ Exciting annual conference in Cork
- ▶ Practice management seminar in Croke Park
- ▶ HSE seminar
- ▶ CPD Roadshow for IDA members
- ▶ Branch ASMs, seminars and meetings
- ▶ Superb value – only for IDA members
- ▶ Training courses for dental team members
- ▶ Series of hands-on/practical courses



Advocating for better oral health

- ▶ Oral Health Forum
- ▶ Meetings with Ministers for Health and Social Protection, and other agencies
- ▶ Submissions on oral health and dentists' concerns
- ▶ Defending dentists against criticisms
- ▶ Highlighting the dangers of dental tourism
- ▶ Building relationships with new advocacy groups and partners
- ▶ EU and international lobbying



Providing advice and support

- ▶ In-house HR and management advice
- ▶ Best practice advice from our Quality and Patient Safety Committee
- ▶ New benefits and services for IDA members
- ▶ Discreet professional support in difficult times
- ▶ Friendly and professional advice from IDA House
- ▶ Support for local branches and committees



Communicating with members

- ▶ New features on new IDA website
- ▶ Regular advice and circulars to members
- ▶ Members only advice in the *Journal of the IDA*
- ▶ Facebook and Twitter updates
- ▶ Dail Digest keeping members informed

