

IDA MEMBERS ONLY



irish dental association

PUTTING GUMS ON SEATS

**PRACTICE
MANAGEMENT
SEMINAR**

**CONVENTION
CENTRE DUBLIN**

SATURDAY 01.02.2014



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** Get there early and, weather permitting, enjoy spectacular views of the city!



9.30am-10.30am

GP Meeting

This is the annual meeting of GP members, however, all members are welcome to attend. We are delighted to welcome National Oral Health Lead in the HSE and Chief Dental Officer, Dr Dympna Kavanagh who will address this meeting at 9.30am and discuss the future of the two state schemes.

11.00am – 11.45am
Research – the results



**John O'Mahony, Associate Director,
Behaviour & Attitudes**

Ireland's largest ever research into the behavior and attitudes of dental patients had been undertaken on behalf of the Irish Dental Association. The findings will be revealed exclusively to IDA members.

11.45am – 12.30pm
Where to now?



**John O'Mahony, Associate Director,
Behaviour & Attitudes**
Fintan Hourihan, Chief Executive

Following the extensive research conducted earlier in the year, this presentation will take a look at "where to from here". How we use these results to communicate with the public and encourage patients back into the dental chair.

12.30pm – 1.30pm **LUNCH**

1.30pm – 2.00pm
**How social media can help
your dental practice**



**Greg Fry,
Social Media Trainer**

Greg believes that in order to make social media work for your business you must have a clear business goal, a clearly defined strategy and make sure that everything you do is measurable.

2.00pm – 3.00pm
**My dental practice – the good,
the bad and the ugly**



*Neysan Chah
GDP, Galway*



*Nicola Zammit
GDP, Dublin*



*James Hiney
GDP, Mullingar*

A case study of three dental practitioners and what has and hasn't worked for them in developing and growing their dental practices.



Please note there is underground parking available at the CCD, however, they charge €15 per day for this facility. The CCD is on the Red Luas line and is convenient to Connolly Station and Bus Aras.

3.00pm – 3.45pm

Is your customer base in decay?



**Gary Brown, Executive Chairman,
Target McConnells**

This presentation will examine how to engage with your customers and build loyalty. How you can market effectively to patients and offer true value to patients.

3.45pm – 4.30pm

Ethical and profitable practice



**Kevin Lewis, Director,
Dental Protection**

How you operate a successful ethical and profitable dental practice, keeping patients happy and developing a plan that the entire dental team can understand.

**COUNTS TOWARDS UP TO 15%
DISCOUNT ON YOUR DLP MEMBERSHIP**

SATURDAY FEBRUARY 1, 2014 CONVENTION CENTRE, 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

- ▶ Radio advertising campaign
- ▶ 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 Kilkenny
- ▶ Practice management seminar in Convention Centre
- ▶ 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

