THE BUSINESS OF DENTISTRY
PRACTICE MANAGEMENT SEMINAR
CROKE PARK DUBLIN    SATURDAY 31.01.2015

CPD VERIFIABLE
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.
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
The many reasons for membership

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<thead>
<tr>
<th>Raising dentistry’s profile</th>
<th>Developing profitable practices</th>
<th>Providing superb CPD events</th>
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<tr>
<td>Promoting dental visits to IDA members</td>
<td>Largest ever market research on patient behaviour and attitudes</td>
<td>Exciting annual conference in Cork</td>
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<td>Mouth Cancer Awareness Day</td>
<td>Helping practices to grow</td>
<td>Practice management seminar in Croke Park</td>
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<td>Promoting positive messages about Irish dentistry</td>
<td>Mentoring scheme for dentists</td>
<td>HSE seminar</td>
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<td>Guides and templates for Irish dentists</td>
<td>CPD Roadshow for IDA members</td>
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<td>Helping dentists to establish new practices</td>
<td>Branch ASMs, seminars and meetings</td>
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<td>Tax protection policy, legal helplines</td>
<td>Superb value – only for IDA members</td>
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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