



West Sussex Local Dental Committee

**Meeting to be held on:
Wednesday 12th February at 6.30 pm
at the Roundabout Hotel, West Chiltington**

Attendees: Toby Hancock TH, Agi Tarnowski AT, Emmanuel Lazanakis EL, Sandra Creasey SC. Ashkan Pitchforth AP, Jo Clark JC, Mary Green MG, Simon Quelch, Anitha Diwaker AD, Parul Patel PP, Jane Harris JH.

Apologies: Matt Botha MB, Mark O'Hara MOH, Kellie Downie KD, George Billis GB, Jaina Patel, Roz Walker RW, David Bryan DB, Stephen Walsh SW, Ellie Taylor ET, James Grant JG, Christine Hallworth CH.

Welcome Guests:

Finn Ryan (Tic Tok) and Andy Holbrook (MECC, talk)

Minutes of previous meeting agreed with no objections.

Summary of presentation by Andy Holbrook MECC (Making Every Contact Count)

<https://www.makeeverycontactcount.co.uk/>

- Horsham Wellbeing
- Weight Management
- Intervention National Program

Andy Holbrook MECC West Sussex County Council

Making Every Contact Count (MECC) is an approach to behavior change that utilizes the millions of day to day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing.

MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations. The fundamental idea underpinning the MECC approach is simple. It recognises that staff across health, local authority and voluntary sectors, have thousands of contacts every day with individuals and are ideally placed to promote health and healthy lifestyles.

MECC (Making Every Contact Count) is working for Horsham Wellbeing helping out with the weight management courses throughout the district to help with general wellbeing. MECC is offering free lifestyle help. They are sowing the seeds for lifestyle changes, making every contact count.

Who are these contacts? Essentially anyone you are interacting with i.e. family members and anyone really who you meet. The 'Intervention National Program' has been in place to tackle and reduce the risks of diseases and chronic illnesses. It is a public National site with on-going support via email.

Taking advantage of opportunistic conversations around you is vital. Brief conversations to educate and show how in a short space of time you can get the right message across.

The MECC team offer training on these brief interventions to health care professional teams including dental teams,

AT – Suggestions:-

- Put MECC information online on the website
- Share contact details to enable MECC to deliver the training to Dental Practices such as within a lunchtime session
- CPD Day 15-20 Minute brief intervention workshops could be added to CPD Day Program

Dental check by 1 years old in Kent and Medway had a high number of children attending dental checks. MECC could it work with parents at early year settings? Currently focus isn't this.

Summary of presentation by Finn Ryan Tic Tok Book Keeping

<http://www.tictocbooks.co.uk/>

- Tic Tok USP
- The Formula of a successful bottom line

Finn Ryan Tic Tok Book Keeping

Tic Tok - What makes us different is the working relationship we have with our clients.

We work very closely with clients. Traditionally accountants work on a very transactional way but not us, we spend a lot of time to meet the clients and get to know how the business works and develop a good relationship with the clients and understand why the business was set up, where they want to take the business. We find out why are you are running the business and what your vision is and if the staff know the vision of the business know too.

By having a close personal relationship, we get to understand not only the business owner but also what they are trying to achieve in the business. All of us tend to get side-tracked by everyday events and a lot of the time we're either unwilling or unable to lift our heads above the parapet to take stock of what is going on around us or indeed where we are going! Our clients find the relationship invaluable as it allows them time to reflect and evaluate the business. Each month we produce detailed financial management reports allowing the business owner at a glance to review the financial performance of the business. Each quarter we sit down with our client and review the business performance and plan to move the business forward over the coming quarter. The

business owner will not only have up to date financial records but will also have an in-depth understanding of their financial situation allowing them to make better informed strategic decisions.

Baking cakes analogy – You are great at baking cakes but you have no idea how to do the other stuff needed to run a business i.e. Finance, team management and marketing so your business ultimately fails.

For example, if you were to hire an electrician you would expect them to be very good and up to speed with the latest legislation but if they are terrible at finance and their cashflow has poor management they won't be successful.

Imagine the skilled side of the business is at the base of the funnel, this is the operation of the business. Unless people can find you at the top of the funnel then no one will know you exist no matter how great you are.

So how do you get sufficient people to notice you? Marketing.
Convert the people at the top into paying clients.

In the past you bought a dentistry based on the NHS contract. Now that no longer is possible. The less systems in place the less valuable the business is.

Clients ask me to - Create profitability so let's increase everything by 10%.

Client has 4000 leads, let us look at conversion rate, which is 25%. Turnover is Number of clients by number of sales £200k. Profitability is £50k By increasing their lead conversion rate by 10% only will mean that your leads are now 4400 turning the conversion into 27.5%, hence the sales from £200k to £292k and the profit to £80525.50k by just tweaking the lead conversion by 10%!

Marketing – how to market? There are numerous ways to market. You should all be on a 40% margin.

If you would like to know more, please get in touch or click on link above.

April Elections (followed by officer elections)

TH - Voting has come around again so be prepared. Nominations have been handed out to be in by March. Elections for officers will be held after electing main committee,

Toby will be standing down as Chair.

DCOAP (AP)

- Suggested to Debra to set up a wellbeing page on the website
- NHS England – Putting in 6-month barrier does not help.
- More people will be doing the Charge equivalent work.
- A lot more sub-contract work is going on

Orthodontics procurement process has been stopped in the midlands. The PDS contract all come to an end but everyone should still be treated the same across the country unsure what the implication are for our area as procurement has already been completed.

Restructuring of the NHS is on-going. Local offices merging into a bigger region across the South East. DCQAP in future location still to be confirmed but likely to be central London and could also be on skype so everyone has the opportunity to join. Having an LDC involvement is critical especially when serious incidents are being discussed. Although there are still no confirmed decisions made about the location. The next one was due to be in Lewes.

PAG report (M O-H)

SQ - As Mark is not here Simon advised that it is busy and there are no changes.

Looking at concerns, complaints that arise. Most complaints are from patients that will go through the NHS. Less and less complaints from dentists.

The core principles are to safeguard the public. This should be a balanced and fair process. Historically the case has always been you are innocent until proven guilty but now this has turned on its head and you are guilty until you prove your innocence. It is open, transparent and there is always a right to appeal.

Conclusion is that Dentists must engage in the process. If Dentist does not engage then will be sent to PDLP.

Please see attached Presentation slide from AGM

PAG, PDLP & PASS?



Peer PASS and Peer
Review.pptx

PASS Scheme update

AT – Peer PASS and Peer Review group meeting arranged at the Roundabout Hotel. Date for diaries is Monday 24th Peer Review on Pass 6.30pm
To finalize and amend proposal in line with developments at LDC officials day 2019.

Case Assisted (TH)

TH wrote to PDLP in support of GDP who was applying to performer number (a no wrong-doing case) unfortunately the appeal was not successful.

CPD Day 2020 (AT)

Agreed with HEE

Venue Worthing Health Education Centre

Date 19/11/2020

Lectures:-

- Cross Infection
- Complaints
- Medical Emergencies
- Safeguarding
- LDC Update
- Restorative Dentistry
- Workshops PM, BSA, REGO, Financial



CPD Day flier
2020.docx

NHS England South / Dental Advisor Update (MB absent) Simon Quelch reported

SQ –Inspected some new providers and there seemed to be a lack of paperwork.

Complaints coming in about Orthodontists and people who are on waiting lists as well as people who have transferred in mid treatment.

Patient was in the system but then disappeared and could not find the patient on REGO.

JC - Systems are not identifying the patient and patients end up on two practices and then called up for both appointments. Transferred patients have insufficient info on the system as this is not transferred therefore Orthodontists don't know who to prioritise.

NHS England were assuming that data transfer would be more detailed.

Secretary's and MCN/LDN Reports

SCD MCN

Special Care under procurement – Open Market.

Procurement in special care has called for feedback which has been collated and fed back to NHS E. It is a worrying time for SCD. Enclosed below for information;



Local Dental
Committees of KSS f

LDN & MCN Reports.

LDN report enclosed below



LDN notes 16 Jan
2020.docx

Of special Interest RD MCN– Study Day - 21st May – Crowne Plaza -

- Martin Kellerher
- Salaeen Snazaad
- Rob Emanuel
- Peter Briggs
- Wendy Thompson

Newsletter in Development

Ortho MCN

JC – Orthodontic contract handed back in Kent. New Orthodontists facing problems with waiting list transfers and cases, decrease in referrals.

June – Training Day

Treasurer's Report (MB absent)

GDPG (TH)

Report available on web site

CHANNEL (AT/EL)

Report available on website

<http://www.wslcd.co.uk/channel-minutes/>

25th January – Emmanuel was elected new Chair of Channel , regional liaison Group

PASS Scheme spoken about, Kent had one customer going through system, our area has none and East Sussex has 3.

Patient sent back to referring dentist, but the patient died from the infection. Wife sent a copy of the death certificate and on the certificate, it mentioned that the death is likely to be from the infection. Risk of death from Sepsis or endocarditis. Confirmed that dentists are following the correct guidelines.

Kent put together a list of pharmacies that have the services of Hep b vaccinations and this is listed on their website.

Feedback on website - New website looks good – Charity photos needed.

EL - Next Channel meeting – Tuesday 28th April.

LDC

National LDC Conference is on 4th 5th June in Brighton

AT – What are you feeling passionate about and should we put up a motion? LDC member to contact Toby or Agi with ideas.

Any Other Business

Mary – Charity event , would be good to share photos with BDJ and feedback would be good on the website
AT & MG – BDA meeting – it would be great to work with the BDA in the Mid Sussex area to facilitate Peer Review. MG - To introduce Elise to Agi – Training Centre in Haywards Heath a possibility.
JC – Orthodontic contract handed back in Kent. New Orthodontists haven't received enough referrals and perhaps haven't networked enough to improve public awareness and develop relationship with local dental practices.

June – Training Day

DATE AND VENUE OF NEXT MEETINGS

All meetings will be held at the Roundabout Hotel, West Chilmington

Provisional Dates 2020

Wednesday 22nd April 2020

Wednesday 17th June 2020