LDC Officials Day
BDA update
27th November 2020

Eddie Crouch
Chair, Principal Executive Committee
British Dental Association
BDA priorities

• We have six strategic priorities in the current three-year plan (2018-21):
  – Local service offerings to members
  – Holistic CPD solutions for dentists and their teams
  – Explore professional indemnity provision for dentists
  – Provision of more focused and appropriate content
  – Re-design approaches to governance & representation
  – Continued close-monitoring of corporate dentistry

• The pandemic has put some of our work on hold
But we've pursued many of these priorities through the pandemic

- BDA Indemnity growing & going from strength to strength
- Local services: face-to-face on hold but growth in remote meetings and webinars
- 53 BDA webinars so far this year
  - 32 central webinars averaging c300 attendees
  - 21 local meetings c90 attendees per meeting
  - Over 11,000 delegates in total
- Governance and representation work: we paused triennial elections and will bring forward plans
- Shareena Illyas will talk about growing equality, diversity and inclusion activity
- Will come to web content shortly
Supporting the profession in the pandemic

- Our focus nearly all year supporting the profession
- Dave Cottam will tell you about the GDPC work and the contractual position
- We've updated dentists and teams
- We've lobbied for dentists and teams
- We’ve advised dentists and teams
- Going to cover these areas briefly
Updating dentists: Website use 2020

- Page views 6.5m (up 300%)
- Visits 2.8m (up 500%)
- Unique users 1.4m (up 400%)
- Live updates page views since March: 2,148,230
- FAQs pageviews: 469,089
Number of times the round-up videos were watched

82,063

- Coronavirus: dentists and patients must not be put at risk
- Coronavirus: A first hand account of working in an urgent dental centre in Northern Ireland
- Coronavirus: Five things you need to know about the future of dentistry
Lobbying for dentists

In the press

In the last 12 months

• 9,500 media hits

• 3,800 TV and radio appearances.

• 380 National and Major regional headlines

Dentistry an election issue
Spotting the mask shortage pre-lockdown
The return of a ‘skeleton service’
Advising and supporting dentists

• Pre-pandemic: launch of UDA value checker and associated guidance
• Pandemic FAQs and advice pages
• NHS payments dispute resolution
• Return to work toolkit now on version 6: 40,000 downloads
• Health Assured launched autumn last year
Other policy developments

- Brexit
- GDC and regulation
- Advancing Dental Care
- Commons Health and Social Care Committee
- Amalgam
- Prevention agenda: fluoridation and supervised toothbrushing