We’ve got you covered

IMPACT REPORT 2019-2020

Dr Michael Cheung, Monika Malik - Maple Orthodontics Slough
2020 has been a horrific year for our country, profession and those we love. The COVID-19 pandemic has meant our way of life has very rapidly shifted to an unfamiliar road, with lots of potholes and steep inclines.

For our members it has been a time of extreme worry and distress. Practice owners have fought to keep their business afloat, staff employed, and patients cared for. An unprecedented number of associates have found their previously secure job undermined and income slashed. For those dentists in training it has been a time of uncertainty and confusion.

In the face of such adversity and crisis, I am proud to have been President of the BDA, our association that has fought its hardest to advocate for dentistry. This year, we’ve worked to support members by petitioning the government on issues ranging from PPE availability, to the financial sustainability of dentistry. We pushed MPs and secured widespread media coverage on issues COVID-19 brought. Our campaign for private practices garnered cross-party support with 101 MPs signing our letter calling on the government to consider the plight of dentists.

We released our return to face-to-face care toolkit for members, which is continuously updated to ensure you have best practice advice during COVID-19, written to government officials and adapted our services to better support those who needed it.

For our members who have representative and leadership roles in the Association, the crisis has meant endless virtual engagement and meetings, so the profession’s voice has been heard in all four countries. Our staff have worked hard to ensure members and non-members alike are as up to date as possible and, when needed, there has always been someone on the end of a phone who understands and is on your side.

I am proud to have seen our members be involved in the setting up and working in urgent dental care centres, step up for redeployment in wider NHS areas and carry out procedures in very difficult circumstances.

I am also proud to say 2020 marked our first year providing BDA Indemnity; supporting our members through every step of their professional journey and reducing costs for policy holders when they needed it most during the pandemic. We are delighted to have had such positive policyholder feedback from our first year.

We reflect on our wins this year during such crisis with thankfulness, having met the challenge of COVID-19 head-on and the resulting impact of our work for all our members, as well as the profession as a whole, has been relevant and unrivalled. I look forward to what 2021 brings with hope and thank you for journeying with us. Together, we are stronger.
We’ve lobbied, we’ve negotiated and we’ve secured results from the start. Together, we’ve been making a difference.

COVID-19: TOGETHER, WE ARE STRONGER

Member advice, support and resources
Speaking up for the profession
Getting governments to listen

March
We demanded the Government confirm a financial support strategy for the dental sector.

Our advice team answered record numbers of member queries and we launched our Coronavirus web updates page.

April
We campaigned for the support of private practice, pushing and winning cross-party support with 101 MPs signing our letter to Government.

We developed tools for members, such as our furlough calculator, webinars covering financial issues and an extensive FAQ page in response to member questions.

May
We took action on business interruption cover by engaging a law firm for specialist advice on insurers not paying insurance claims made by dentists during the COVID-19 pandemic.

June
We launched our toolkit for returning to face-to-face care, to help our members re-open safely and efficiently. Over 6,000 members downloaded it in the first day for advice on issues such as social distancing in practice, PPE, fit-testing and employment issues.

July
Our continued efforts across the UK saw breakthrough for NI health services with 3-million pieces of PPE made available to practices, as did the Welsh Government announce funding of all PPE for practices with NHS contracts in the amber phase.

Recognising the unprecedented times and financial pressures our members face, we’re pleased to have been able to freeze all BDA Indemnity premiums this year while providing the quality cover and peace of mind our members need.

August
We asked for clarity on public health provision, after the announcement that Public Health England is to be replaced. We wrote to the Secretary of State for Health and Social Care, Matt Hancock, to stress that oral health inequalities will likely widen as a result of the COVID-19 pandemic.

Our new PPE course has now supported over 7,000 dentists and DCPs to use PPE with confidence in the dental practice. The course provides clarity on the PPE required for AGPs during the COVID-19 pandemic and how to correctly don and doff PPE.

September
We have spoken up for the profession over 6,500 times during the pandemic - 2,500 of those have been on TV and radio.

bda.org/coronavirus
FIGHTING FOR YOU

Launch of our UDA value checker

We understand that getting to grips with the financial details of the NHS dental contract in England can be a challenging task, so we developed a tool to assist associates and practice owners.

We took the time to analyse data from the NHS Business Services Authority to provide our members with an estimated UDA value - for their contract and the practice where they work. Our tool shows how that figure compares to the local and national averages, as well as data on clawback in each NHS area in England.

[link]

Annual retention fee reduced by quarter

We fought hard against the hike in 2014, when fee levels jumped from £576 to £890. We felt dentists were being made to pay for the mismanagement at the GDC, and we took them to the High Court.

Those projected increases never materialised, and we have constantly maintained that the fees must come down – until finally, in October 2019, they did.

[link]

The only recognised body fighting for dentists

We had over 100 meetings with Chief Dental Officers, Government officials and civil servants as we fought your corner during the early stages of lockdown.

We got NHS remuneration guaranteed and for those payments to be passed to associates and the team. We fought hard for private practitioners with many letters to the Treasury and together, we collectively put pressure on MPs.

[link]
The COVID-19 pandemic may have dominated our lives recently, but as always, we continue to work hard to support our members and provide resources and information when needed the most.

Many times, that has meant our advisory teams working long hours to make sure we can advise on time-sensitive issues faced by our members; other times it has seen us garner wide media coverage and attention to highlight and change the plight of dentistry; as well as focusing on getting governments to listen to us.

As the months progress and the world hopefully shifts to some kind of normalcy and stability, we will continue to push the envelope to get the very best for the profession and our members.

We are here to support you and make your voice heard. We won't let dentistry be left by the wayside.

“…The BDA rose to the challenge at lockdown, refocusing all its efforts in the face of a unique threat. As a community, we must mobilise to meet challenges head on.”
Indemnity designed with you in mind

This year we celebrated one year since the launch of BDA Indemnity. We re-wrote the rule book, challenged many assumptions made by the insurance industry and the mutual defence organisations and turned the traditional model of professional indemnity on its head.

In our first year, we’ve supported members in ways we could never have anticipated. During unprecedented times, the policy stepped up to reflect members’ change in hours – reducing premiums accordingly, supporting members the moment they went back to work during the pandemic, and covered PPE fit-testing and chairside antibody testing for dental patients.

Choosing your professional indemnity arrangement is one of the most important decisions you will make in your professional life. In fact, it could make the difference between continuing to practice as a dentist, or not.

“I felt that my previous indemnity provider did not have my best interests at heart. This was coupled with the ever-increasing fees with only the possibility of cover at their discretion.” – A Towlerton

“The BDA provided everything that my previous indemnity organisation did but at a much more reasonable cost.” – G Bureau

BDA Indemnity offers a level of cover that satisfies dentists, patients and now meets better the regulators mandate. The BDA Indemnity small print stands up to the scrutiny the ‘big 3’ are not able to match.”

– A Pradgan
91% switched from a traditional mutual defence organisation.

They switched because:

- The nature of the cover is occurrence-based and not discretionary
- It includes things they expect without hidden or additional costs
- Of the BDA’s reputation.

For more information and full policy details visit:

The BDA is owned and run by its members. We are a not-for-profit organisation – all our income is reinvested for the benefit of the profession.

The policy is arranged by the British Dental Association and underwritten by Royal & Sun Alliance. The British Dental Association is an appointed representative of Lloyd & Whyte Ltd. Lloyd & Whyte Ltd is authorised and regulated by the Financial Conduct Authority (FCA). The FCA does not regulate the advice you receive with regards to Advisory, Case Management and Indemnity Support provided by the BDA. Registered office 64 Wimpole Street London W1G 8YS. Limited by guarantee (14161) England.

020 7935 0875 | enquiries@bda.org | bda.org | For more information on policy cover and exclusions, please visit bda.org/indemnity
ADVICE

Our expert advisors have always supported members on the issues that matter – from data protection and inspection preparation, to contract checking and return-to-work. Our advisors work hard to help members save time, stress and money.

Supporting your practice to reopen

40,000 downloads of our return-to-work toolkit

450,000 views of our coronavirus FAQs

Updates at your fingertips

3 million visits to our website providing you with breaking news and live updates

8,000 views each week of our CEO Martin Woodrow’s video messages

Personalised advice to support you

9,131 telephone calls for advice were made before lockdown in March

17,730 emails from members were replied to between March and July

Counselling anytime anywhere

Many members come to us with complicated legal issues. It is not uncommon for cases to take a number of weeks or even months to resolve. One recent case, required my attention daily for a little over 6 weeks. There was lengthy and wide-ranging communications between the member and me, including 3 phone calls, each over an hour long, and 37 emails, addressing various aspects of the case. We work hard to be sure we are giving our members the best possible advice.

– Claire Bennett, BDA Practice Management Consultant

bda.org/healthassured
More learning than ever before

The learning landscape has never looked so different; with face-to-face training no longer an option, we’ve adapted to provide the same invaluable content and expert speakers to you, online.

We've provided webinars and online CPD to help you with this new way of learning and are proud to have reached many new dentists to support them in their career development.

When the learning is lectured-based, I think that webinars are very useful to reduce travel and carbon footprint."

Expansion in our range of online courses to meet new needs

1,000
BDA members have taken our Principles of Risk Assessment e-learning course (since 1 July)

7,253
dental professionals have taken our ‘Using PPE Safely’ e-learning course (since 1 June)

64,773
CPD activities completed in the Hub this year (since 1st Jan 2020)

840%
increase in access and attendance to our events since moving online between May and September

This course is excellent and joins-up with the BDA Toolkit. It gives clear, concise information without creating more rigid guidelines."

– Principles of Risk Assessment elearning course

This course was wonderful. Now I’m not afraid to go back to work because I know what to expect. Thank you very much."
GET INVOLVED

The BDA is a not-for-profit organisation, owned and run by our members whom are at the heart of everything we do. We invite you to get involved:

Visit our live updates webpage to stay up-to-date and find out how we’re helping you:

bda.org/coronavirus

Join a branch event online to meet other dentists, learn new things and socialise:

bda.org/bse

Stand for election to represent your region or area of dentistry:

bda.org/elections

Nominate a colleague for an award:

bda.org/honoursawards

Sign up to our mailing lists to receive updates about issues that matter to you:

bda.org/mybda

Follow us online and share our content with your networks:

TheBDA
British Dental Association
British Dental Association
britishdentalassociation

Our members are at the heart of everything we do. Together, we are stronger.”
With COVID-19 still very much with us, it makes the task of looking ahead even more challenging than usual.

What we can reasonably predict is that there will continue to be a vital role for the BDA in representing the interests of dentists on an individual and collective basis into 2021. The past six months have demonstrated the importance across the four UK nations of our representatives and staff discussing and negotiating over contract and pay issues.

During the next year, that work will continue as we react to new circumstances and constraints, seeking to ensure that NHS contractual frameworks are fit for purpose and trying to secure improvements on contracts that are no longer working for dentists or patients. We are likely to see some dramatic changes in a relatively short period of time. We will be there to represent your interests and some positives may come out of these tough times.

The pandemic has also highlighted the distinct vulnerabilities for dentists relying on private income and again one of the challenges for us into 2021 will be to continue to do what we can to support the interests of private dentistry in what are likely to be ongoing uncertain times.

Whilst we begin the process next year of developing a new three-year strategy for the BDA, one of our ongoing priorities is making sure that our representation structures are fit for purpose. We’ve started a new strand of work looking at equality, diversity and inclusion issues across the dental profession, including under-represented groups within BDA structures.

In the early part of 2020, we were looking to build our member educational and events offering, providing more support at a local level. Again, that local engagement and delivery has been hit hard by recent limitations. We have adapted, providing a wider range of online learning and will seek to reinvigorate local activity over the coming months. We will further develop local (as well as national) online provision and, where the circumstances allow, again support members getting together face-to-face.

Dentistry can be an isolating profession, especially during this pandemic period, so please do get involved and enjoy the benefits of membership.

Martin Woodrow
Chief Executive, British Dental Association
Our members are at the heart of everything we do.

"In difficult and distressing circumstances, it is so good to have someone who understands the issues, listens to what you want, offers advice and then fights hard on your behalf."

- Employed member, England