



BDJ

PORTFOLIO

Media kit 2021

British Dental Journal
BDJ In Practice
BDJ Open
BDJ Student
BDJ Team
Evidence-Based Dentistry



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AUDIENCE & REACH

- About Us
- British Dental Journal Audience
- Our Publications



ABOUT US

At Springer Nature, we publish six dentistry journals on behalf of the **British Dental Association** (BDA). The BDA is a professional association and trade union for dentists in the United Kingdom, with a mission to advance the science, arts and ethics of dentistry; and improve the nation's oral health.



Our six journals, known as the **British Dental Journal** (BDJ) Portfolio, reach nearly **17,000 BDA members*** every fortnight. Our publications provide you with unrivalled reach to the UK dental market, with dental professionals accessing our content and services throughout their entire professional careers.

The BDJ Portfolio journals:

BDJ
British Dental Journal

BDJ **InPractice**

BDJ **Open**

EBD
Evidence-Based Dentistry

BDJ **Student**

BDJ **Team**

**Supporting dental professionals
at all levels including:**

DENTISTS/SPECIALISTS
DENTAL STUDENTS
NURSES/TECHNICIANS
HYGIENISTS
PRACTICE MANAGERS



BRITISH DENTAL JOURNAL AUDIENCE



16,931 circulation to BDA Members 100% home delivered to dentists*



75% of readers are dentists/specialists**



60,460 readers per issue^



86% of readers consider the product information***
very/quite useful





69% of readers take an action after viewing a product information ad**

Five reasons to
advertise with the
British Dental Journal



OUR PUBLICATIONS

						
PLATFORM	PRINT & ONLINE	PRINT & ONLINE	PRINT & ONLINE	ONLINE ONLY	PRINT & ONLINE	ONLINE ONLY
EDITORIAL CONTENT	<p>Flagship journal of BDA</p> <ul style="list-style-type: none">> Original research> Clinical reviews> Features> Letters> Product news	<ul style="list-style-type: none">> Dental industry news> Editorials on hot topics> Best Practice advice> Dentist-to-dentist referrals	<ul style="list-style-type: none">> News and views> Editorials> Features> Educational reviews> Career advice> Training> Forums	<p>Primary research on dental and oral health</p>	<p>Best available evidence on the latest developments in oral health</p>	<ul style="list-style-type: none">> Interviews> Core CPD topics> Clinical research> Advice> Letters> Dental products news
TARGET AUDIENCE	<p>100% home delivered to:</p> <ul style="list-style-type: none">> BDA members> International institutional subscribers	<p>100% home delivered to:</p> <ul style="list-style-type: none">> Exclusively to BDA members	<p>Delivered to:</p> <ul style="list-style-type: none">> BDA student members (includes undergrads)	<ul style="list-style-type: none">> Oral health researchers> Medical and dental clinicians> Decision-makers	<p>Delivered to:</p> <ul style="list-style-type: none">> BDA members> International institutional and personal subscribers	<ul style="list-style-type: none">> Practice managers> Nurses> Hygienists> Technicians
MARKET POSITION*			<ul style="list-style-type: none">> The only publication targeting dental students	<ul style="list-style-type: none">> Open Access	<p>Inbound into BDJ</p>	<ul style="list-style-type: none">> Free publication> Includes economic CPD alternatives

JOURNALS

- British Dental Journal
- BDJ In Practice
- BDJ Student
- BDJ Team
- BDJ Open
- Evidence-Based Dentistry
- 2021 Calendar



British Dental Journal

The flagship journal of the British Dental Association (BDA)

The British Dental Journal (BDJ) is delivered 24 times a year to all BDA members and international institutional subscribers. The BDJ reaches the vast majority of the dental professional market in the UK.

Editorial Content

- > Original research
- > Clinical reviews
- > Features
- > Letters
- > Product news

PRINT REACH*

24 issues a year

16,931 print circulation

100% home delivered

60,460 readership^

Print Audience Breakdown

East Midlands	5%	Scotland	10%
East of England	6%	South East	13%
London/		South West	8%
Greater London	7%	Wales	5%
North East	4%	West Midlands	7%
North West	12%	Yorkshire and	
Northern Ireland	5%	the Humber	8%

MONTHLY WEB REACH**

341,549 page views

184,264 users

230,473 sessions

Online Audience Breakdown

UK/Europe	32%
Americas	32%
Asia/ROW	36%

Ask us about regional targeting for print inserts

EMAIL REACH***

17,138 alert subscribers



BDJ AUDIENCE

PRODUCTS PURCHASED*	
Workwear (including PPE)	89%
Practice materials (including bonding, impressions materials, etc.)	86%
Equipment (including handpieces, drills, etc.)	74%
Oral health products	70%
Computer hardware and/or software	53%
Affiliated dental services (e.g. Dental printing, waste management, etc.)	53%

SERVICES READERS PERFORM*			
Crowns	94%	Restorative	94%
Bridges	92%	Whitening	91%
Endodontics	90%	Veneers	85%
Periodontics	84%	Orthodontics	54%
Implants	47%		

WHAT READERS SAY ABOUT BDJ^:

“Not only does it educate me with the articles, it provides me with information on new products, what’s news in dentistry and opinions on others.”

“Excellent in keeping up with CPD.”

“Has been more useful than ever with the COVID-19 pandemic as a way of distilling out the noise to give clearer instruction & reflection on events.”

69% of readers state they have taken action after seeing an advertisement or article in the BDJ

*BDJ Publications and Services Survey 2020 | ^Signet AdProbe™ report for BDJ, July 2020



BDJ InPractice

Keeping dentists up-to-date and well informed

BDJ In Practice covers business issues and practice management advice as well as focusing on practical elements of personal and team development. Taking a broader remit and a lighter tone, BDJ In Practice provides essential reading for well-informed dentists and dental teams.

Editorial Content

- > Dental industry news
- > Editorials on political hot topics
- > BDA membership updates
- > Financial/economic data
- > Practical practice advice
- > Dentist-to-dentist referral

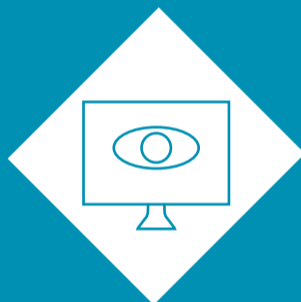
WHAT READERS SAY ABOUT BDJ IN PRACTICE^:



PRINT REACH*

12 issues a year
16,938 print circulation
100% home delivered

49,644 readership^



MONTHLY WEB REACH**

6,066 page views
2,735 users
2,511 sessions

Online Audience Breakdown

UK/Europe:	58%
Americas:	19%
Asia/RoW:	23%



EMAIL REACH***

1,637 alert subscribers

“Practical day to day advice for treatments and equipment.”

“I am a principle dentist and find it very useful to point to and reinforce non clinical issues that are important to know for the demanding task of running a practice.”

“Useful to see what products are out there. It is a window on what my other colleagues are doing.”



BDJ **Student**

BDA's official magazine for their dental student members

BDJ Student offers invaluable information and advice for tomorrow's dentists and aims to prepare readers for their future working lives.

A lively and accessible magazine, the content includes:

Editorial content

- > BDA student updates
- > News and views
- > Opinions
- > Editorials and features
- > Educational reviews
- > Training
- > Forums
- > Career development advice



PRINT REACH*

3 issues a year

5,601 print circulation

100% home delivered



MONTHLY WEB REACH**

3,676 page views

1,440 users

1,238 sessions

Online Audience Breakdown

UK/Europe: **67%**

Americas: **13%**

Asia/RoW: **20%**



EMAIL REACH***

2,147 alert subscribers

Establish your brand early with future dentists including:

- > Dentistry students
- > Undergraduates: year 1-5
- > First year post graduates



BDJ Team

A free online publication for the whole dental team

BDJ Team supports dental care professionals (DCPs) in their working lives through inspirational stories, news and reviews, advice articles, dental product information, and relevant clinical research. *BDJ Team* also provides verifiable continuing professional development (CPD) as required for General Dental Council (GDC) registration, as well as economic CPD alternatives to courses and conferences.

Editorial content

- > Interviews
- > Core CPD topics recommended by the GDC
- > Clinical research
- > Advice
- > Letters
- > News and reviews

Read by:

- > Practice managers
- > Nurses
- > Hygienists
- > Technicians



MONTHLY WEB REACH*

37,695 page views
26,111 users
28,916 sessions

Online Audience Breakdown

UK/Europe: **43%**
Americas: **29%**
Asia/RoW: **28%**



EMAIL REACH**

4,383 alert subscribers

*Google Analytics, January-June 2020 | **SAP Hybris, August 2020



BDJ Open

Peer reviewed open access research on dental and oral health

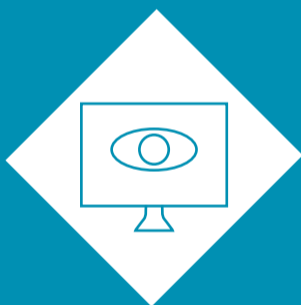
BDJ Open publishes technically sound, scientifically valid dental and oral health primary research.

Research topics include:

- > Dental materials science
- > Public health
- > Restorative dentistry
- > Periodontology
- > Endodontology
- > Oral surgery
- > Paediatric dentistry
- > Management of dental disease
- > Prosthodontics
- > Orthodontics
- > Oral biology

Read by:

- > Oral health researchers
- > Medical and dental clinicians
- > Decision-makers



MONTHLY WEB REACH*

5,604 page views
3,382 users
3,287 sessions

Online Audience Breakdown

UK/Europe: **24%**
Americas: **33%**
Asia/RoW: **43%**



EMAIL REACH**

3,933 alert subscribers

*Google Analytics, January-June 2020 | **SAP Hybris, August 2020



EBD

Evidence-Based Dentistry

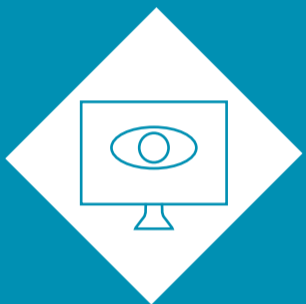
A central resource for the latest and best evidence-based approach in oral health care

Evidence-Based Dentistry (EBD) filters out all cutting edge evidence from a wide range of sources condensed into digestible summaries, drawing attention to the current methods and findings.



PRINT REACH*

4 issues a year
17,505 print circulation
51,356 readership^
Inbound into BDJ
100% home delivered



MONTHLY WEB REACH**

18,228 page views
9,791 users
11,134 sessions

Online Audience Breakdown

UK/Europe:	29%
Americas:	34%
Asia/RoW:	37%



EMAIL REACH***

14,848 alert subscribers



BDJ PORTFOLIO PUBLICATION CALENDAR 2021

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	AD CLOSE	MATERIALS DUE
BDJ	8-Jan	12-Jan			10-Dec	17-Dec	21-Dec
BDJ in Practice	January	12-Jan			04-Dec	11-Dec	15-Dec
BDJ	22-Jan	26-Jan			04-Jan	11-Jan	13-Jan
BDJ Student	Winter	26-Jan		BDIA Dental Showcase	14-Dec	21-Dec	23-Dec
BDJ	12-Feb	16-Feb			25-Jan	01-Feb	03-Feb
BDJ in Practice	February	16-Feb			19-Jan	26-Jan	28-Jan
BDJ	26-Feb	02-Mar	Reader Feedback Survey*		08-Feb	15-Feb	17-Feb
BDJ	12-Mar	16-Mar		BDIA Dental Showcase	23-Feb	01-Mar	03-Mar
BDJ in Practice	March	16-Mar		BDIA Dental Showcase	16-Feb	23-Feb	25-Feb
BDJ	26-Mar	30-Mar	Evidence Based Dentistry		08-Mar	15-Mar	17-Mar
EBD	March	Inbound in BDJ		British Dental Conference and Dentistry Show BDIA Dental Showcase	-	-	-
BDJ	9-Apr	13-Apr			18-Mar	25-Mar	29-Mar
BDJ in Practice	April	14-Apr			15-Mar	22-Mar	24-Mar
BDJ	23-Apr	27-Apr	Dentistry Show Preview		05-Apr	12-Apr	14-Apr
BDJ Student	Spring	29-Apr		British Dental Conference and Dentistry Show	24-Mar	31-Mar	06-Apr
BDJ	14-May	18-May		British Dental Conference and Dentistry Show	23-Apr	30-Apr	05-May
BDJ in Practice	May	18-May		British Dental Conference and Dentistry Show	19-Apr	26-Apr	28-Apr
BDJ	28-May	02-Jun			10-May	17-May	19-May
BDJ	11-Jun	15-Jun			21-May	28-May	02-Jun
BDJ in Practice	June	15-Jun	Reader Feedback Survey*		17-May	24-May	26-May
BDJ	25-Jun	29-Jun	Evidence Based Dentistry		07-Jun	14-Jun	16-Jun
EBD	June	Inbound in BDJ			-	-	-



BDJ PORTFOLIO PUBLICATION CALENDAR 2021

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	AD CLOSE	MATERIALS DUE
BDJ	9-Jul	13-Jul			21-Jun	28-Jun	30-Jun
BDJ in Practice	July	13-Jul			15-Jun	22-Jun	24-Jun
BDJ	23-Jul	27-Jul	Reader Feedback Survey*		05-Jul	12-Jul	14-Jul
BDJ	13-Aug	17-Aug			26-Jul	02-Aug	04-Aug
BDJ in Practice	August	17-Aug			20-Jul	27-Jul	29-Jul
BDJ	27-Aug	01-Sep			09-Aug	16-Aug	18-Aug
BDJ Student	Autumn	08-Sep			28-Jul	04-Aug	06-Aug
BDJ	10-Sep	14-Sep	BDIA Conference Preview		20-Aug	27-Aug	01-Sep
BDJ in Practice	September	14-Sep			16-Aug	23-Aug	25-Aug
BDJ	24-Sep	28-Sep	Evidence Based Dentistry		06-Sep	13-Sep	15-Sep
EBD	September	Inbound in BDJ			-	-	-
BDJ	8-Oct	12-Oct			20-Sep	27-Sep	29-Sep
BDJ in Practice	October	12-Oct			14-Sep	21-Sep	23-Sep
BDJ	22-Oct	26-Oct	Reader Feedback Survey*		04-Oct	11-Oct	13-Oct
BDJ	12-Nov	16-Nov			25-Oct	01-Nov	03-Nov
BDJ in Practice	November	16-Nov			19-Oct	26-Oct	28-Oct
BDJ	26-Nov	30-Nov			08-Nov	15-Nov	17-Nov
BDJ	10-Dec	14-Dec			22-Nov	29-Nov	01-Dec
BDJ in Practice	December	14-Dec			16-Nov	23-Nov	25-Nov
BDJ	17-Dec	21-Dec	Evidence Based Dentistry		29-Nov	06-Dec	08-Dec
EBD	December	Inbound in BDJ			-	-	-

MARKETING SOLUTIONS

- Achieving Your Objectives
- Digital Advertising
- Print Advertising
- Branded Content
- Application Note
- Inside View
- Webcasts
- Email Marketing & E-alerts Advertising



ACHIEVING YOUR OBJECTIVES

Whether your objective is top, middle, or bottom of the marketing funnel – focused on driving awareness, engagement, or leads – we can help you find the right marketing mix and set KPIs.



YOUR OBJECTIVES	OUR SOLUTIONS	HOW DO YOU MEASURE SUCCESS?
 AWARENESS	Looking to increase awareness of your brand, product, or event? Run DIGITAL, PRINT, and E-ALERT ADVERTISING	IMPRESSIONS TIME IN VIEW REACH PAGEVIEWS
 INTEREST	Want to engage an audience with your solution and position your brand as a thought leader? Create BRANDED CONTENT	SCROLL DEPTH TIME ON SITE SOCIAL REACTIONS & SHARES
 EVALUATION	Ready to convert prospects into leads? Choose our WEBCASTS, EMAIL MARKETING and COVER TIP ONS/ BOUND OUTSERTS	CLICKS REGISTRATIONS QUALIFIED LEADS

Dedicated teams across **Project Management, Editorial** and **Marketing** work together to support your campaign throughout the **planning, real time optimizing,** and **post campaign** periods.



DIGITAL ADVERTISING

Precisely target your banner ads using our three complementary targeting approaches. Geographical targeting is available for all three options.



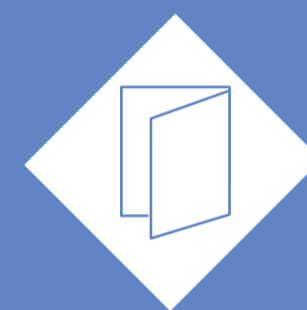
TARGET BY AUDIENCE SPECIALITY

Our readers are grouped into audiences based on their online behaviour – so you can target users consuming content in your field.



TARGET ARTICLES BY KEYWORD

Display your banners on articles with matching keywords – from specific gene IDs to product names. Send us a website or whitepaper and we will create a keyword profile for your unique audience.



TARGET SPECIFIC JOURNALS

Target a journal or group of journals from our 3000+ journals.



Examples of targeting by audience, keywords, and journals:



Dentistry

Bone density, Oral surgery

*British Dental Journal,
BDJ In Practice*



DIGITAL ADVERTISING

Banner positions on our BDJ Portfolio websites

Leaderboard banner slot

BDJ

Search Q Login

Explore our content Journal information

nature > british dental journal > clinical > article

Clinical | Published: 11 September 2020

Conservative management of juvenile spongiotic gingivitis: a series of ten cases

Michaela DeSeta, David Baldwin, Dania Siddik, Esther Hullah, Nurharnani Harun, Ruixiang Yee, Abgeena Khan & Richard Cook

British Dental Journal 229, 287–291(2020) | Cite this article

351 Accesses | 2 Altmetric | Metrics

Abstract

Introduction This case series highlights the condition juvenile spongiotic gingivitis; how to recognise it, where it lies in a list of differential diagnoses and why conservative management is the authors' recommended treatment.

Case series The authors present ten cases that were successfully managed conservatively on the Joint Oral Medicine Paediatric Dentistry Clinic at Guy's and St Thomas' NHS Foundation Trust over a six-year period. Follow-ups reached up to 5 years and 11 months to date, with no adverse outcomes observed in any of the cases.

Conclusion The pathogenesis of this benign condition and its ideal management is not well understood. Recurrence can occur after surgical treatment and the condition is likely to spontaneously resolve or regress with age. Therefore, particularly in asymptomatic cases, conservative management is recommended.

Access options

Rent or Buy

Subscribe to

Access through your institution

Buy or subscribe

Associated Content

Collection

BDJ CPD 2020

Sections

Figures

References

Abstract

References

Acknowledgements

Author information

Ethics declarations

Rights and permissions

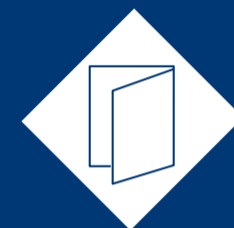
About this article

MPU banner slot

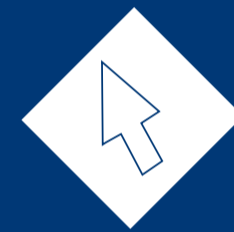
Skyscraper banners are also available for the wider Springer Nature dentistry audience.

Dentistry audience across Springer Nature

As a leading global publisher, Springer Nature publishes over 3000 medical, scientific and professional journals – so our dental audience extends beyond the BDJ Portfolio. By advertising across Springer Nature, you can target a much larger dentistry audience, comprising of:



37
Journals



978k
Monthly Pageviews*

345K
Monthly Sessions*

GEOGRAPHIC REACH*



UK/Europe	28%
Americas	30%
Asia/ROW	42%



DIGITAL ADVERTISING

Rich Media Banners

Increase viewer engagement and response.

Adaptive Billboard

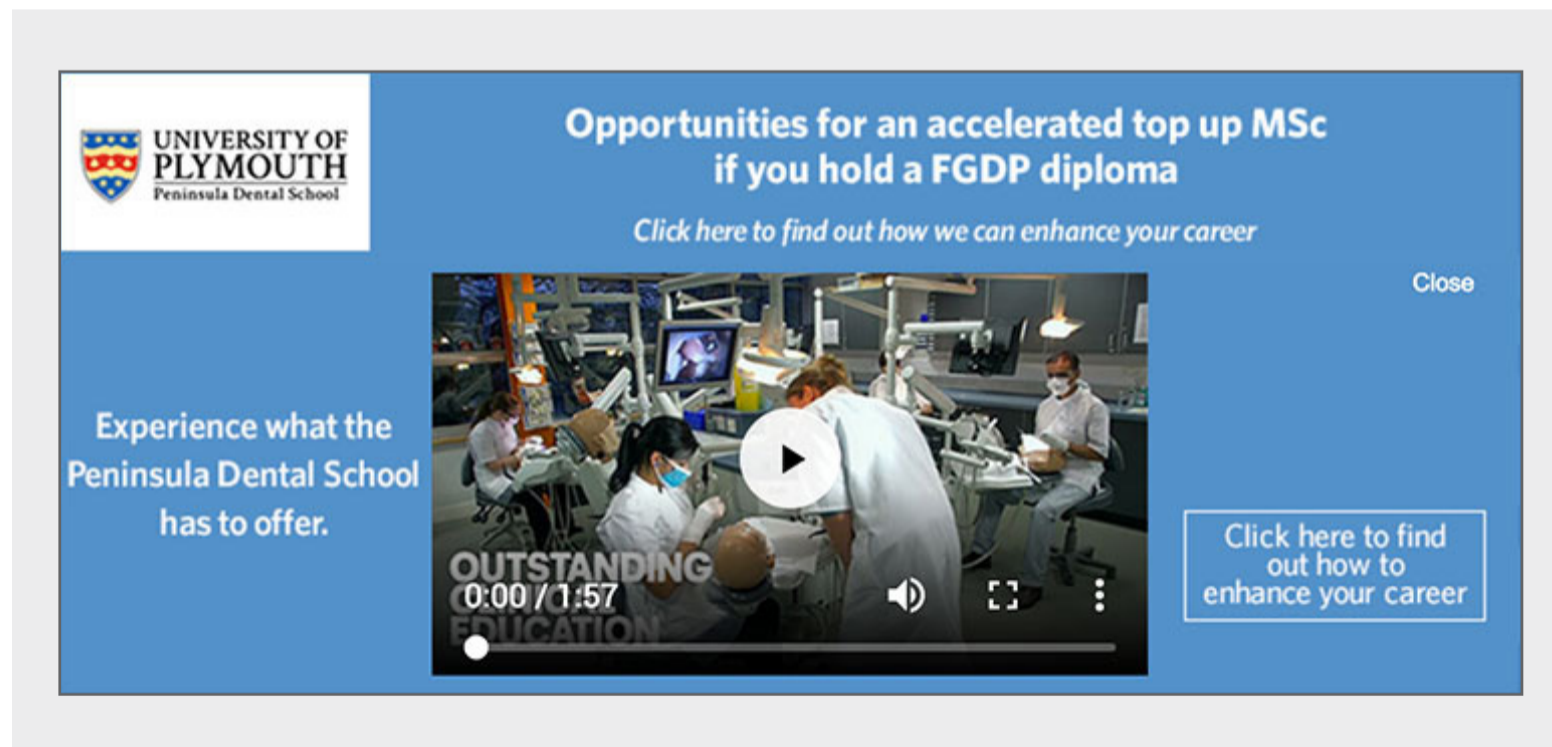
Ensure high impact messaging with an eye catching banner that runs immediately below the search bar, and adjusts to the screen size whether you're viewing on a desktop, tablet, or phone.

Video Banner

An ideal option for quickly explaining product features and benefits. Video can be combined with expanding panels.

Expandable Banner

Add extra space to any banners running on standard ad positions to better promote your brand and message.



Video Banner Example

Specs and other info ➤



PRINT ADVERTISING

In addition to traditional print advertisements, *BDJ* and *BDJ In Practice* also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal.



Cover tip-on



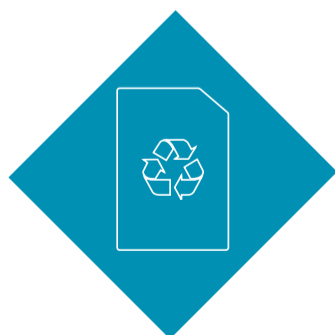
Cover
product
sample



Barn door cover



Bound
outsert



**We're going green in 2021 – our journals are now delivered in paper envelopes.
Ask us about branding opportunities for the envelopes.**



PRINT ADVERTISING

Free Reader Feedback Survey

Advertise in select BDJ and BDJ In Practice issues to receive a free ad study report. Get feedback on your ad’s exposure and our reader’s impression towards your ad and brand. We can help you get concise and valuable feedback on your messaging and benchmark against your competitors in an insightful report.



Make comparisons with other ads and companies using measurement scores and effectiveness rates



Find new ways to better communicate with your audience



Maximise the return of investment with your media buy

Reader Feedback Survey Calendar

Journal Title	Issue Date	Studies:
BDJ	26-February	Ad Impact
BDJ in Practice	June	Ad Appeal
BDJ	23-July	Ad Study
BDJ	22-October	Ad Probe



BRANDED CONTENT

Engaging Formats

Drive awareness of your commitment to dentistry or highlight a research breakthrough with an article hosted on the BDJ website alongside our own news and research content, prominently featuring your organization as a trusted partner.

Our award winning custom media team will work with you to adapt your message into an engaging article that our marketing team will promote to your target audience.



PEOPLE

Interview or profile of a key member of your organization.



PLACES

Editorial showcasing your big infrastructure investments.



IDEAS

Research summaries and trend/opinion articles, complete with infographics and embedded video.



Targeted marketing activities ensure your branded content reaches your desired audience.



NATIVE ADS



BANNER ADS



SOCIAL POSTS



APPLICATION NOTE

Highlight the features and benefits of your new products and communicate innovative applications to dental professionals in a technical essay format.

We publish a maximum of two application notes per issue, making this a highly visible channel for reaching the BDJ audience.

- Distributed in print within the pages of the BDJ
- Available in print and online
- Available online indefinitely
- 100 free copies of reprints provided
- Listed in BDJ e-alert

See the Application Note article online ➤



INSIDE VIEW

Showcase your company's most interesting and accomplished personalities to the BDJ audience in an engaging interview format, written by an independent feature writer handpicked by the BDJ editorial team.

Format:

- > Double-page spread including a full page of advertising space beside the feature
- > Available in print and online
- > 100 free copies of reprints provided

[**insideview**]

ADVERTISEMENT FEATURE

TIME TO CHANGE: WHAT WILL THE NEW NHS CONTRACT MEAN?

A conversation with **ROGER MATTHEWS**, Honorary Life President, Simplyhealth Professionals

The current National Health Service (NHS) dental contract came into force in England in 2006. Previously, dentists were paid for each item of treatment they provided; now they are reimbursed per course of treatment, measured as units of dental activity (UDAs). Whereas the original contract rewarded dentists for overtreatment, the 2006 contract changed the dynamic, and dentists struggled to accommodate all their NHS patients with their allocation of treatment courses. In 2009, the influential Steele Review recommended a 'blended contract' with an increased focus on preventive dentistry. The Department of Health held some pilot trials of the new programme, and since 2015 has been testing a prototype remuneration model. Roger Matthews, previously the chief dental officer at dental payment plan provider Denplan, now Simplyhealth Professionals, gives his thoughts on the new contract and how its rollout could affect both dentists and patients.

What are the issues with the current contract?

The 2006 contract resulted in constricted funding, a commoditisation of dentistry, a drop in care quality and a reduced focus on preventive care. It put pressure on dentists and practices, and virtually forced dentists to move to a combination of NHS and private practice in order to meet the needs of their patients under the UDA-based system. This led to less care for those who were most in need.

In order to improve the quality of dental care, maintain access for patients and provide a fair service, the contract had to change. Patients wanted a change too. They want continuity of care, so that they can develop trust and confidence in their dentist. They want quality of care. And they want good communication, and clear indications of what is available on the NHS (and what isn't), and what they need to pay.

What was the impact of the initial pilot programme?

For dentists who had worked under the 2006 contract — with UDAs, key performance indicators (KPIs) and intensive contracts — the pilot programme came as a breath of fresh air. It provided them with more

freedom, and allowed them to focus more on preventive care. The practice teams liked it and the patients liked it, but the problem was it decimated access.

Next came two prototype models, were they as successful?

The dentists who were working under the 2006 contract saw the prototypes as an improvement with more of an emphasis on preventive care. Those who had been involved in the pilot, however, saw the prototypes as a retrograde step, with too much reliance on multiple targets: capitation — payment per registered and regularly-attending patient — and UDAs and KPIs. The prototypes require a lot of additional administration.

Over my career as a dentist, which began in the early 1970s, the demographic of patients has changed. Then, most patients needed a moderate amount of treatment, and only a few needed little or no treatment, or indeed highly complex interventions. Now many need little or no treatment other than advice or self-care, and an increasing number need complex treatment. I don't think the prototypes really reflect this reversal.

DENTISTS NEED TO LOOK CAREFULLY AT THEIR BUSINESS PLAN.

When will the new contract be introduced?

The new contract will be rolled out from April 2020, according to recent predictions. But before then, final decisions need to be taken about the model, and then the legislation must get through parliament. This doesn't leave a lot of time for evaluation of the prototypes and for making changes based on the evidence collected.

There are still a lot of questions to be answered. Is the patient charge regime appropriate? How will we pay associates under the new regime? If the contract is rolled out rather than put in place everywhere at the same time, how will the initial practices be chosen? And how will payments and patient fees be managed if the 2006 and 2020 contracts are in place at the same time in different localities and practices?

Another concern is that the latest NHS 10-year plan, which announced increases in funding over the five years beginning 2019/2020, doesn't mention dental care.

Good oral care improves cardiovascular, diabetic and renal outcomes, and should be part of overall healthcare.

What should dentists do?

Dentists who are struggling to work under the current NHS contract need to look carefully at their business plan and how they want to work in the future. This doesn't necessarily mean stepping away from NHS work — you can stay in the NHS and work creatively, for example by getting children and families engaged in preventive care. Another approach could be moving towards a mixed practice, combining both NHS and private work. Changing how the practice operates requires inspiration — and support from expert and trusted advisors who can counsel and coach.

Simplyhealth
Professionals

Time to dive into a better direction for you and your practice?

If you are battling against a current of missed targets or endless NHS admin, it might be time to change your perspective.

Making that transition — whether partial or total — is made so much easier with a trusted specialist by your side.

Simplyhealth Professionals will help you get the best out of your practice for your patients, your team and you.

Our Fresh Look events, specially designed for non-members, provide the inspiration you need to find a new direction for your practice.

Featuring Catherine Rutland, Head of Professional Support Services, who will be speaking on current issues in NHS dentistry. Plus, you'll discover how your own bespoke payment plans can work simply and in harmony within a mixed NHS practice.

13th and 14th March

Spinnaker Tower,
Portsmouth

3rd and 4th April

The Historic Dockyard,
Chatham

24th and 25th April

Hotel Indigo at the Cube,
Birmingham

CPD
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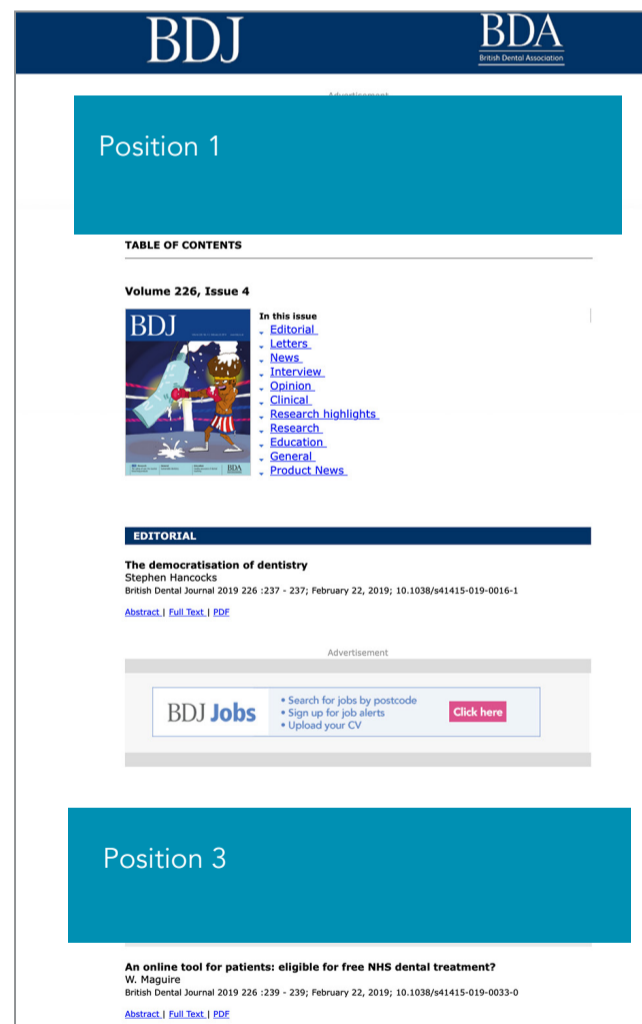
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British Dental Association

Position 1

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BDJ

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EDITORIAL

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Stephen Hancock
British Dental Journal 2019 226 :237 - 237; February 22, 2019; 10.1038/s41415-019-0016-1
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W. Maguire
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- Dental Recruitment & Classifieds



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Susan Graves
Exhibition Sales and Sponsorship
Executive, BDA
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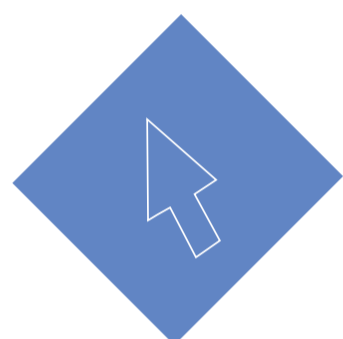


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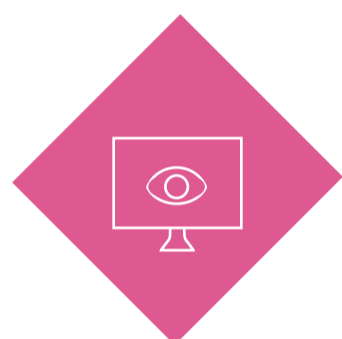
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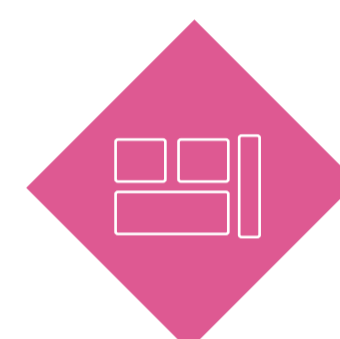
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988,326
number of
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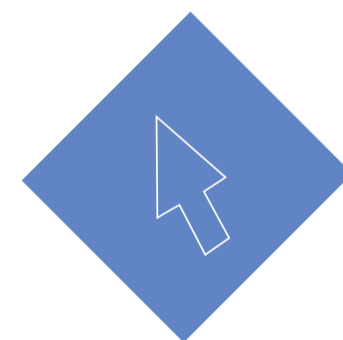


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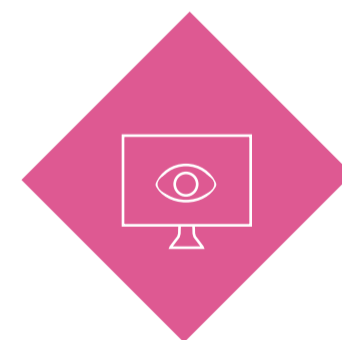


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