



BDJ

PORTFOLIO

Media Kit 2024

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



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- BDA Events
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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 **15,500 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



15,514 circulation to BDA Members 100% home delivered to dentists*



75% of readers are dentists/specialists**



55,386 readers per issue^



87% of readers consider the product information***
very/quite useful


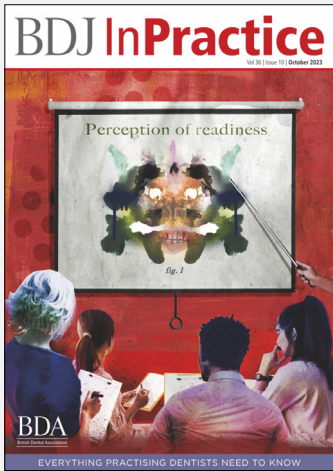



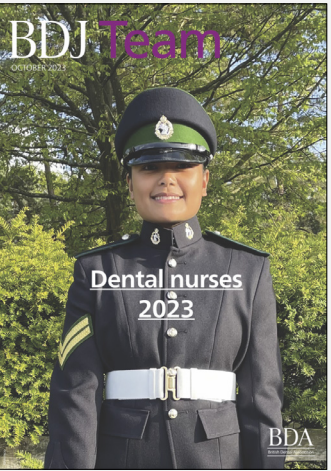


69% of readers take an action after viewing a product information ad**

Five reasons to
advertise with the
British Dental Journal



OUR PUBLICATIONS

						
PLATFORM	JOURNAL & ONLINE	JOURNAL & ONLINE	JOURNAL & ONLINE	ONLINE ONLY	ONLINE ONLY	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	<p>Best available evidence on the latest developments in oral health</p>	<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>	<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 members> International institutional and personal subscribers	<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	<ul style="list-style-type: none">> Practice managers> Nurses> Hygienists> Technicians
MARKET POSITION*	<p>UK's #1 subscription based dentistry journal</p>	<p>UK's #1 subscription based dental practice journal</p>	<p>Inbound into BDJ four times a year</p>	<ul style="list-style-type: none">> The only publication targeting dental students	<ul style="list-style-type: none">> Open Access	<ul style="list-style-type: none">> Free publication> Includes economic CPD alternatives

JOURNALS

- [BDJ](#)
- [BDJ In Practice](#)
- [Evidence-Based Dentistry](#)
- [BDJ Student](#)
- [BDJ Team](#)
- [BDJ Open](#)
- [2024 Calendar](#)



British Dental Journal

The flagship journal of the British Dental Association (BDA)

The British Dental Journal (BDJ) is home 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.

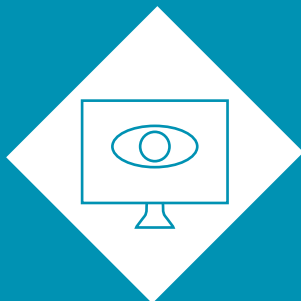
Editorial Content

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



JOURNAL REACH*

24 issues a year
15,514 print circulation
100% home delivered
55,386 readership^



MONTHLY WEB REACH**

220,697 page views
116,385 users
149,088 sessions

Online Audience Breakdown

UK/Europe	33%
Americas	34%
Asia/ROW	33%



EMAIL REACH***

6,400 GDC registered, practicing UK dentists
16,756 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^:

“Quick way to update on evidence base and keep up with dental news in the UK. Also update on new products.”

“Good for relevant CPD and to keep up to date with new developments.”

“I found the journal useful, particularly during covid where it was able to keep up abreast of what was happening on the ground. I read this every month.”

71% of readers state they have taken action after seeing an advertisement or article in the BDJ^

*BDJ Publications and Services Survey 2020 | ^Signet AdAppeal™ report for BDJ, May 2022



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.

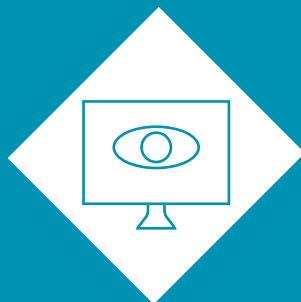
Editorial Content

- > 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[†]:



JOURNAL REACH*
12 issues a year
15,162 print circulation
100% home delivered
44,426 readership[^]



MONTHLY WEB REACH**
6,961 page views
4,024 users
4,088 sessions

Online Audience Breakdown

UK/Europe:	46%
Americas:	26%
Asia/RoW:	28%



EMAIL REACH***
3,620 alert subscribers

"I rely on it to find out about new compulsory things like guidelines which don't seem to be communicated to practices by any other routes."

"Use it to keep up to date with recent advances and as inspiration of new things to research and read further on."

"I feel BDJ In Practice is one of the most useful journals I have read. And it is so relevant in today's practice and keeps us abreast of the technological and practical advances in dentistry."



EBD

Evidence-Based Dentistry

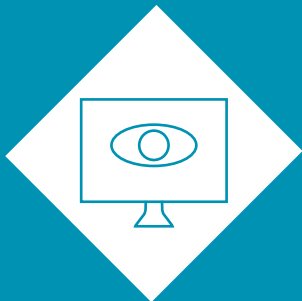
A central resource for the latest and best evidence-based approach in oral health care

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.



JOURNAL REACH*

4 issues a year
15,605 print circulation
45,724 readership^
Inbound into BDJ
100% home delivered

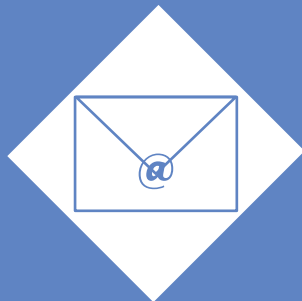


MONTHLY WEB REACH**

16,533 page views
8,919 users
10,185 sessions

Online Audience Breakdown

UK/Europe:	26%
Americas:	37%
Asia/RoW:	37%



EMAIL REACH***

14,948 alert subscribers



BDJ **Student**

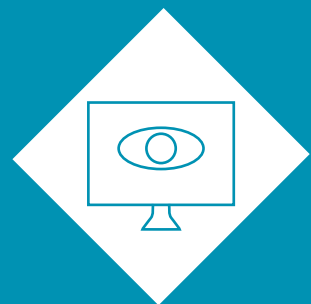
BDA's official online magazine for their dental student members

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



MONTHLY WEB REACH*

4,655 page views

2,542 users

2,468 sessions

Online Audience Breakdown

UK/Europe: **38%**

Americas: **25%**

Asia/RoW: **37%**



EMAIL REACH**

4,627 alert subscribers

Establish your brand early with future dentists including:

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



BDJTeam

A free online publication for the whole dental team

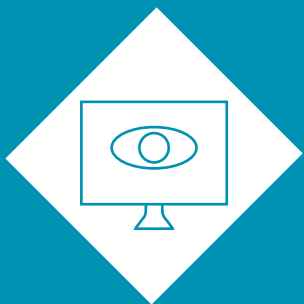
BDJ Team supports dental care professionals (DCPs) in their working lives through inspirational stories, news and reviews, advice articles, dental product information, and relevant clinical research. *BDJ Team* also provides verifiable continuing professional development (CPD) as required for General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

21,187 page views
14,365 users
16,058 sessions

Online Audience Breakdown

UK/Europe: **38%**
Americas: **36%**
Asia/RoW: **26%**



EMAIL REACH**

4,100 DCPs

*Google Analytics, September 2022-August 2023 | **SAP Hybris, August 2023



BDJ Open

Peer reviewed open access research on dental and oral health

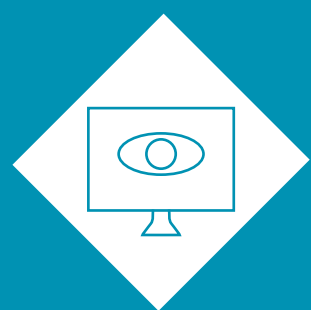
BDJ Open publishes technically sound, scientifically valid dental and oral health primary research.

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*

10,539 page views

5,979 users

6,283 sessions

Online Audience Breakdown

UK/Europe: **21%**

Americas: **37%**

Asia/RoW: **42%**



EMAIL REACH**

5,687 alert subscribers



BDJ PORTFOLIO PUBLICATION CALENDAR 2024

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	BOOKING DEADLINE	COPY DUE
BDJ	12-Jan	16-Jan			15-Dec	22-Dec	3-Jan
BDJ in Practice	January	16-Jan			11-Dec	18-Dec	20-Dec
BDJ	26-Jan	30-Jan			8-Jan	15-Jan	17-Jan
BDJ	9-Feb	13-Feb			22-Jan	29-Jan	31-Jan
BDJ in Practice	February	13-Feb			16-Jan	23-Jan	25-Jan
BDJ	23-Feb	27-Feb	BDIA Conference Preview Signet Survey: Ad Brand Themed Issue: Oral Medicine		5-Feb	12-Feb	14-Feb
BDJ	8-Mar	12-Mar		BDIA Dental Showcase	19-Feb	26-Feb	28-Feb
BDJ in Practice	March	12-Mar		BDIA Dental Showcase	13-Feb	20-Feb	22-Feb
BDJ	22-Mar	26-Mar	Evidence-Based Dentistry		4-Mar	11-Mar	13-Mar
BDJ	12-Apr	16-Apr			21-Mar	28-Mar	3-Apr
BDJ in Practice	April	16-Apr		British Dental Conference and Dentistry Show	15-Mar	22-Mar	26-Mar
BDJ	26-Apr	30-Apr	Dentistry Show Preview		8-Apr	15-Apr	17-Apr
BDJ	10-May	14-May		British Dental Conference and Dentistry Show	19-Apr	26-Apr	30-Apr
BDJ in Practice	May	14-May			15-Apr	22-Apr	24-Apr
BDJ	24-May	29-May	Signet Survey: Ad Probe Themed Issue: Implant Maintenance		6-May	13-May	15-May
BDJ	14-Jun	18-Jun			27-May	3-Jun	5-Jun
BDJ in Practice	June	18-Jun			21-May	28-May	30-May

*Surveys conducted independently by Signet Research, Inc.

Contact us



BDJ PORTFOLIO PUBLICATION CALENDAR 2024

PUBLICATION	ISSUE DATE	DELIVERY DATE	SPECIAL FEATURES	CONFERENCE BONUS DISTRIBUTION	PR CLOSE	BOOKING DEADLINE	COPY DUE
BDJ	28-Jun	2-Jul	Evidence-Based Dentistry		10-Jun	17-Jun	19-Jun
BDJ	12-Jul	16-Jul			24-Jun	1-Jul	3-Jul
BDJ in Practice	July	16-Jul			18-Jun	25-Jun	27-Jun
BDJ	26-Jul	30-Jul	Signet Survey: Ad Impact		8-Jul	15-Jul	17-Jul
BDJ	9-Aug	13-Aug			22-Jul	29-Jul	31-Jul
BDJ in Practice	August	13-Aug			16-Jul	23-Jul	25-Jul
BDJ	23-Aug	28-Aug	Themed Issue: Orthodontic Interface		5-Aug	12-Aug	14-Aug
BDJ	13-Sep	17-Sep			26-Aug	2-Sep	4-Sep
BDJ in Practice	September	17-Sep			20-Aug	27-Aug	29-Aug
BDJ	27-Sep	1-Oct	Evidence-Based Dentistry		9-Sep	16-Sep	18-Sep
BDJ	11-Oct	15-Oct			23-Sep	30-Sep	2-Oct
BDJ in Practice	October	15-Oct			17-Sep	24-Sep	26-Sep
BDJ	25-Oct	29-Oct	Signet Survey: Ad Appeal		7-Oct	14-Oct	16-Oct
BDJ	8-Nov	12-Nov			21-Oct	28-Oct	30-Oct
BDJ in Practice	November	12-Nov			15-Oct	22-Oct	24-Oct
BDJ	22-Nov	26-Nov			4-Nov	11-Nov	13-Nov
BDJ	13-Dec	17-Dec			25-Nov	2-Dec	4-Dec
BDJ in Practice	December	17-Dec			19-Nov	26-Nov	28-Nov
BDJ	20-Dec	24-Dec	Evidence-Based Dentistry		2-Dec	9-Dec	11-Dec

*Surveys conducted independently by Signet Research, Inc.

Contact us

MARKETING SOLUTIONS

- Achieving Your Objectives
- Journal Advertising
- BDJ Advertorials
- Application Note
- Inside View
- Digital Advertising
- Email Marketing
- British Dental Association
E-shots
- BDJ Videos
- Branded Content



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, JOURNAL and EALERT 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.



JOURNAL ADVERTISING

In addition to traditional journal advertisements, *BDJ* and *BDJ In Practice* also accommodate printed outserts that are packaged with the journal.



Cover tip-on



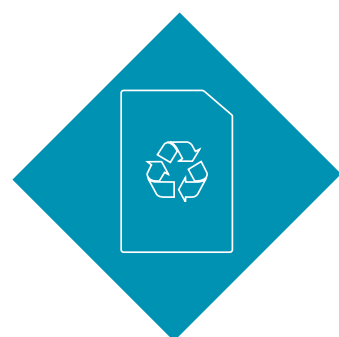
Cover
product
sample



Barn door cover



Bound
outsert



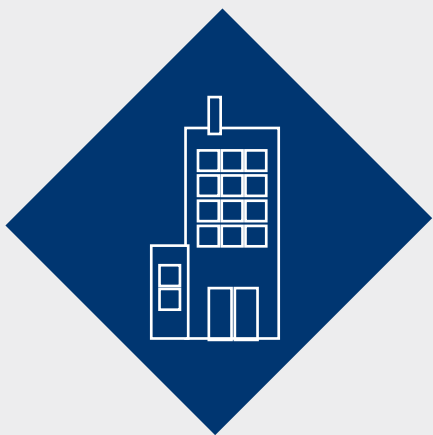
**Our journals are now delivered in paper envelopes.
Ask us about branding opportunities for the envelopes.**



JOURNAL ADVERTISING

Free Reader Feedback Survey

Place your advert in select issues of The BDJ and get feedback on the extent of your ad’s exposure, and readers’ impression of your ad and of your brand. Specifically, you’ll learn if your ads were noticed, read, and acted upon. Ads will be rated for their effectiveness as well as how they’re perceived.



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	23-February	Ad Brand
BDJ	24-May	Ad Probe
BDJ	26-July	Ad Impact
BDJ	25-October	Ad Appeal



BDJ ADVERTORIALS

Talk directly to the BDJ audience to promote your products and services with an advertorial published within the display section of BDJ.

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

- Published as a Double Page Spread
- You set the narrative – product testimonials, case studies, processes, and more
- Approximately 1,000-1,200 words along with images

ADVERTORIAL

SureSmile® | Dentsply Sirona

THE CASE FOR CLEAR ALIGNERS



Clear aligners are one of the fastest-growing areas in dentistry. Boosted by public demand for discreet braces and supported by advanced technology, clear aligners are paving a new way for orthodontic treatment.

As the UK orthodontic market continues to recover to its pre-pandemic position, reports suggest a significant uplift in orthodontic revenues in the next five years¹. Driven by the 'zoom boom'² and public demand for straighter teeth, and fuelled by two years of COVID-imposed restrictions, the global shift towards treatment uptake has coincided with technological and material advances that have created more options than ever for patients to straighten their teeth.

Now, as NHS dentistry faces continued challenges, more practices are re-evaluating the options and many are searching for treatment options that provide the care and attention patients deserve, as well as helping secure their route to private practice. In this scenario, clear aligners are a perfect candidate. With patient demand showing no sign of abeyance, clear aligners are a desirable, accessible treatment likely to play a significant role in dentistry in the coming years.

Ultimately, the advantages of clear aligners are not only in sync with patients' wants and needs but are also naturally intertwined with practice prosperity. Suitable for a wide variety of cases and driven by digital technology that is accessible to both general dentists and orthodontic specialists it is easier than ever to plan effective orthodontic treatment using tried and tested clear aligner systems.

According to Dr James Taylor, principal dentist and clear aligner advocate, "My satisfied patients have spread the word, and we all know there's no better source for new patients than personal recommendation, so it's been great for business!"

ADVERTISER RETAINS SOLE RESPONSIBILITY FOR CONTENT

ADVERTORIAL

- **Improved oral health** – studies show that treatment with clear aligners reduces the chances of periodontal disease and the hypomineralisation that can be an issue with fixed appliances³
- **Predictable** – because treatment is planned digitally, it is possible to see the case evolve virtually, enabling tweaks and refinements to be made to the treatment plan. This provides a predictable framework and takes the guesswork out of treatment planning
- **Elimination of bonding and potential for enamel damage** – clear aligners eliminate the need for bonding and removal of bands and brackets, thereby saving time and reducing the possibility of enamel damage during the removal process
- **Greater clinician control** – a digital workflow is fast, efficient and is completely within the control of the clinician, who designs and executes the treatment plan

A new way with SureSmile®

The SureSmile Clear Aligner System by Dentsply Sirona harnesses all the advancements in clear aligner technology to offer an enhanced experience for both patients and dentists. Crucially, this system enables general dentists, as well as specialists, to offer clear aligner treatment, backed up by substantial customer support, training and mentoring opportunities.

SureSmile is a scan-only system, which uses the speed, efficiency and accuracy of a full digital workflow. This is the backbone of its predictability and accessibility, resulting in 50% fewer refinements compared to other clear aligner systems⁴. In the words of Dr Tif Qureshi, founder and Clinical Director of The IAS Academy, "I think scan only is a genius move from Dentsply Sirona and looking back at my cases it's absolutely clear that because it's scan only, SureSmile has been the most predictable system I have ever used."

An enhanced digital workflow

Using the SureSmile Aligner Treatment Planning Software, dentists can upload intraloral scans from PrimeScan[®] (or a similar scanner) and combine them with X-rays and photos from almost any source. SureSmile is an 'open' platform, which is intuitive to use and browser-based so can be accessed anytime, anywhere.

Once the plan is submitted to the SureSmile Digital Lab it goes through a planning and inspection process to ensure the proposal that is returned to the clinician for approval has taken into account all the requests and is clinically sound. Once approved the SureSmile aligners are fabricated and delivered, ready for treatment to start.

SureSmile – materially different

One of the key patient benefits of clear aligners is that when in the mouth they are virtually invisible. SureSmile is made from Essix[®] plastic, an advanced material that is transparent, durable and evenly distributes the forces required in orthodontics. The SureSmile platform also accommodates customisable trimlines in either scalloped or straight edges, according to the clinician's preference. Slits in the aligner allow for the insertion of intermaxillary elastics and access to attachments, which may be necessary for the treatment of more complex cases.

Dr Alison Simpson is Director and Principal at Trinity Dental in Rothwell and uses SureSmile as her clear aligner of choice; "I find that I don't need to make as many refinements with SureSmile, as the treatment design is more accurate and predictable. I have no issues with compliance, as my patients find the aligners comfortable, and they love the clear Essix material which is so transparent it's almost impossible to tell they're wearing them. It's lovely to see positive outcomes at the end of treatment as a result."

Reliability and control

This combination of the best clinical advancements in materials and technology enables clinicians to feel confident in recommending and using SureSmile.

Dr Nina Shafie, Specialist Orthodontist, is confident in SureSmile's reliability; "I decided to start slowly with simple Class I cases and then with each case I increased the complexity just to see how the system would work and the results that I could achieve. And I found the one common factor across all of them was predictability. I had finally found a clear aligner system that actually gave me back full control as an orthodontist."

To find out more about SureSmile by Dentsply Sirona or to book a no-obligation 1:1 consultation with a SureSmile Specialist, please visit:
www.dentsplysirona.com/en-gb/categories/orthodontics/suresmile-aligner.html



1. <https://www.fortunebusinessinsights.com/uk-orthodontics-market-105048>
2. <https://www.dental-nursing.co.uk/news/covid-19-and-cosmetic-dentistry-the-zoom-boom>
3. <https://www.dental-nursing.co.uk/news/covid-19-and-cosmetic-dentistry-the-zoom-boom>
4. <https://www.dentsplysirona.com/en-gb/categories/orthodontics/suresmile-aligner.html>

ADVERTISER RETAINS SOLE RESPONSIBILITY FOR CONTENT



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 the journal pages of the BDJ
- Listed in BDJ e-alert

See the Application Note article online ➤





INSIDE VIEW

Showcase your company's industry key opinion leader to the BDJ audience in an engaging interview format, written by an independent journalist handpicked by the BDJ editorial team.

Format:

- > Double-page spread in the journal edition including a full page of advertising space beside the feature
- > Available online

[**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.

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.

DENTISTS NEED TO LOOK CAREFULLY AT THEIR BUSINESS PLAN.
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.

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

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The environmental impact of community caries prevention - part 1: fluoride varnish application

Alexandra Lyne, Paul Ashley, Mark Johnstone & Brett Duane

British Dental Journal 233, 287–294 (2022) | Cite this article

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Abstract

Background Healthcare is a significant contributor to climate change and planetary health. Prevention of oral disease, such as caries, is an important part of any mechanism to improve sustainability. Caries prevention includes community schemes such as water fluoridation, toothbrushing, or fluoride varnish (FV) application. The aim of this study was to quantify the environmental impact of FV application.

Materials and methods A comparative life cycle assessment (LCA) was conducted to quantify the environmental impact of a five-year-old child receiving two FV applications in a one-year period in schools and in dental practice.

Results FV application in dental practice during an existing appointment had the lowest environmental impact in all 16 categories, followed by FV application in schools. FV application at a separate dental practice appointment had the highest impact in all categories, with a majority of the impact resulting from the patient travel into dental practice.

Discussion FV application while a child is already attending dental practice (for example, at routine recall) is the most sustainable way to deliver FV. School FV programmes are an alternative, equitable way to reach all children who may not access routine care in dental practice.

Key points

- This paper is the first in a three-part series looking at the environmental impact of different community-level caries prevention programmes.

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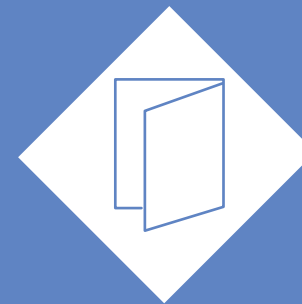
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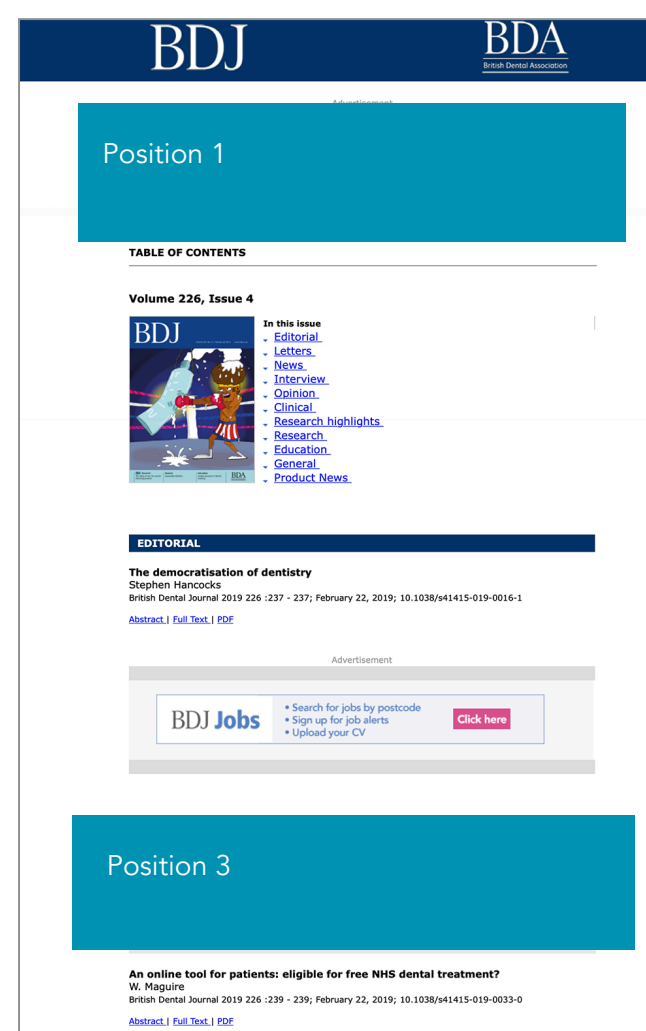


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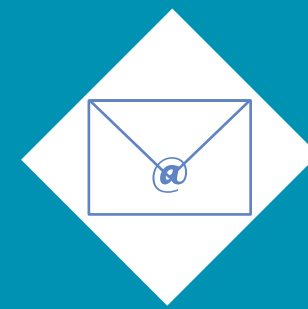
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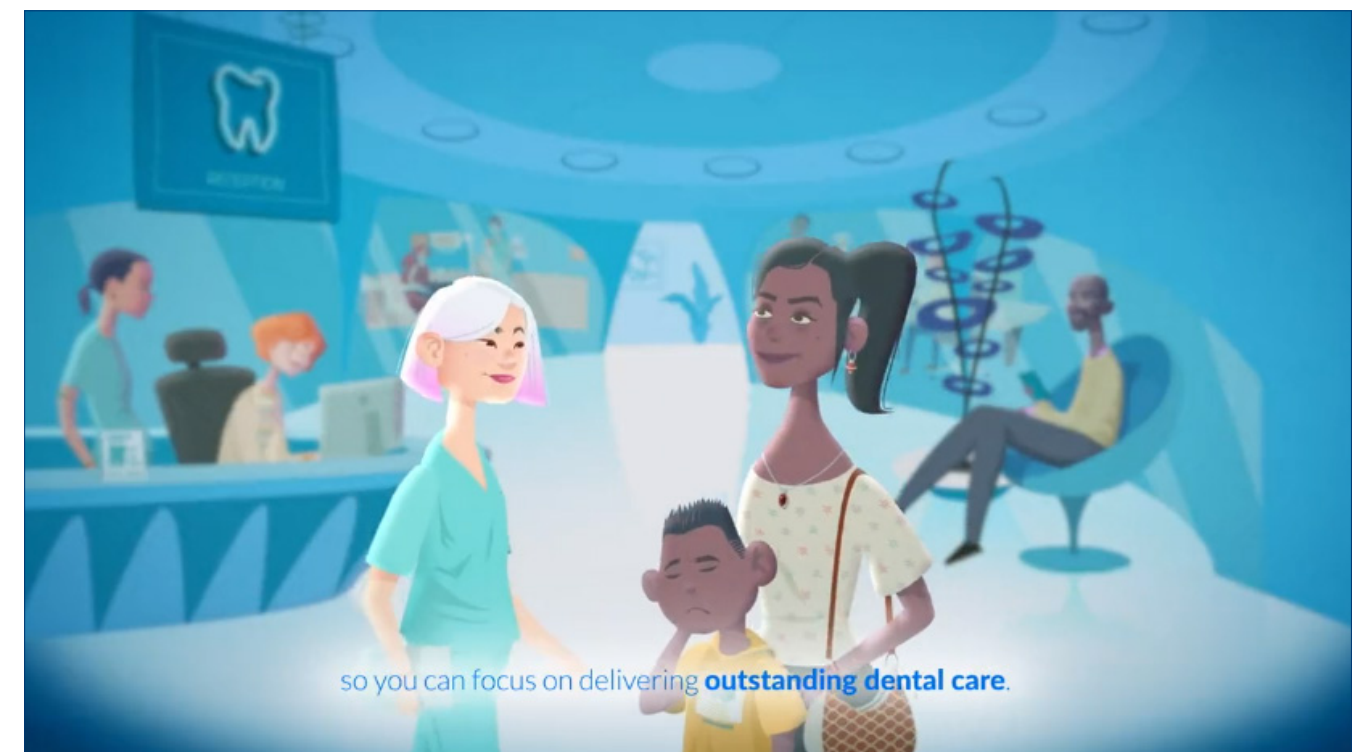
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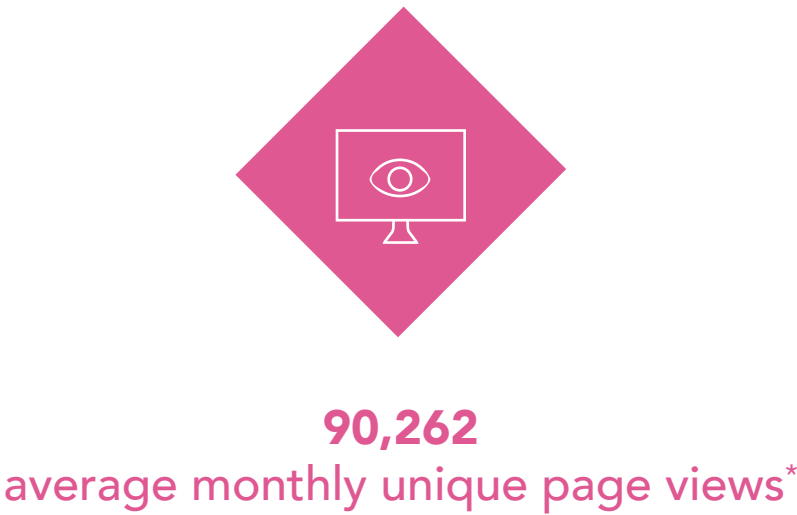
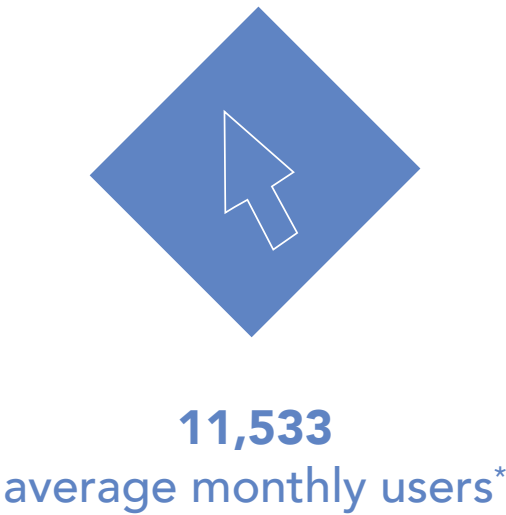


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*Google Analytics, September 2022-August 2023 | **Madgex report, September 2022-August 2023 | ***Madgex report, September 2023 | ^BDJ Publications and Services Survey 2020



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