

Manchester Medical Society
Section of Odontology

**Manchester Dental Education Centre
(MANDEC)
Higher Cambridge Street,
Manchester M15 6FH**

Wednesday 2nd November 2011

**Symposium
"Complaints and
Communication"**

*Joint symposium with the NW Branches of the BDA Hospitals
Group & Faculty of General Dental Practice (UK)*

Symposium “Complaints and Communication”

1.30 pm Registration and Coffee

1.55 pm Annual General Meeting of the Section of Odontology
(see overleaf for Agenda)

Chaired by — Mr John Brady

2.00 pm “How to talk so patients listen and listen so they talk”

Dr Catherine McDade (Consultant Orthodontist, Tameside Hospital NHS Foundation Trust and the University of Manchester Dental Hospital) **and**
Dr Gerard McDade (Consultant Psychiatrist, Tameside Hospital NHS Foundation Trust)

The presentation will be in the form of one joint presentation, with the opportunity for questions during and afterwards. The following topics will be covered:

- The evidence base which shows that communication skills can be learnt. Doing it badly leads to poorer outcomes and higher levels of litigation.
- Body language, posture and personal space
- Active listening skills and how to learn them
- Our unconscious barriers to communicating with patients
- Motivation to change and getting patients to change their behaviour
- Robust evidence shows that when clinicians use communication skills effectively, both they and their patients benefit. Their patients are more satisfied with their care, and staff have greater job satisfaction and less work stress. Litigation is reduced; at present 70% of all litigation claims relate to the “poor attitude” of the clinician.
- Finally, clinicians with good communication skills earn more.

3.30 pm Tea Break

Symposium “Complaints and Communication”

4.00 pm “Now that shouldn’t have happened—can I phone a friend!”
Complaints handling/legal and ethical issues

Dr Mike Clarke (Senior Dento-Legal Adviser,
Dental Protection)

- In the last few years dental practice has gone through an enormous amount of change. We all try hard to please our patients but naturally this is not always possible. New techniques and modern dental materials have made high quality dentistry more practical for the dental team and affordable for patients. Unfortunately it has also had the effect of making certain patients more demanding and raised their expectations. Not surprisingly then when things go wrong, complaints inevitable follow.
- For the clinician and the dental team as a whole, a simple patient complaint can be devastating. What started off then as a model patient suddenly becomes the practice ogre. But how do you recognise the potential complainant. Perhaps more importantly how do you deal with them when they’ve arrived at the practice? Is it really true that the clinician and the practice team are often their own worse enemy in this respect?
- Dental Risk management is all about awareness, control and containment of potential areas of jeopardy. Successfully implemented, it should ensure that a dental practice remains happy, successful and profitable. Using examples from the extensive Dental Protection case file, Mike Clarke, will demonstrate key areas in the recognition and handling of complaints and other dento legal problems, and provide strategies to ensure that the entire practice team remains safe.

4.45 pm CLOSE

Programme—Annual General Meeting

The Annual General Meeting of the Section of Odontology of the Manchester Medical Society will take place prior to the half-day symposium at 1.55 pm

AGENDA

1. Apologies for absence.
2. Formal election of new Office-bearers and members of Council for 2011/2012. The following nominations have been made by the retiring Council.

PRESIDENT-ELECT

Nicholas John A Grey

ORDINARY MEMBERS OF COUNCIL

Benjamin Fielding Fraser Atkins

Richard Mark Graham

Ravi Sher Singh

David Thomas Waring

FC WILKINSON ADVISORY COMMITTEE

Hugh Devlin

3. Any other business.

(Nominations for these positions closes on the 29th July 2011)

Dr R Yar

Honorary Secretary

Section of Odontology

Directions

DIRECTIONS & PARKING MANDEC

Located within the Manchester University Campus, the Dental Education Centre is just minutes away from Manchester City Centre and British Rail mainline stations. All approach routes are clearly sign-posted Universities.

By Road

From the North (M6):

Leave M6 via M61 and continue to M60. Join M60 and travel anti-clockwise to junction 12 and join M602. Join A57 Regent Road to A57(M) Mancunian Way. Coming up the underpass, indicate left from Chester A5103. At the first roundabout take the 2nd exit. At the next roundabout take the 3rd exit onto Cambridge Street (which becomes higher Cambridge Street). Turn left at the traffic lights into Booth Street West. Take first right into Booth Street West car park.

From M62:

Leave the M62 at junction 12 and join M602 Salford. Follow the directions as above from M602.

From the South (M6):

Leave M6 at junction 19 and onto the A556 for 3 miles. Join M56 at junction 8 heading towards Manchester Airport. Continue along M56 (which continues as A5103 Princess Road). Turn right into B5219 (Moss Lane East) by the Brewery. At the traffic lights, turn left onto Lloyd Street North, which continues onto Higher Cambridge Street. At the traffic lights, turn right onto Booth Street West and the car park is the first exit on the right.

Please note: CAR PARKING is available in the paid public car parks at both the multi-storey car park on Booth Street West and the Manchester Aquatics Centre multi-storey on Booth Street East.

By Air

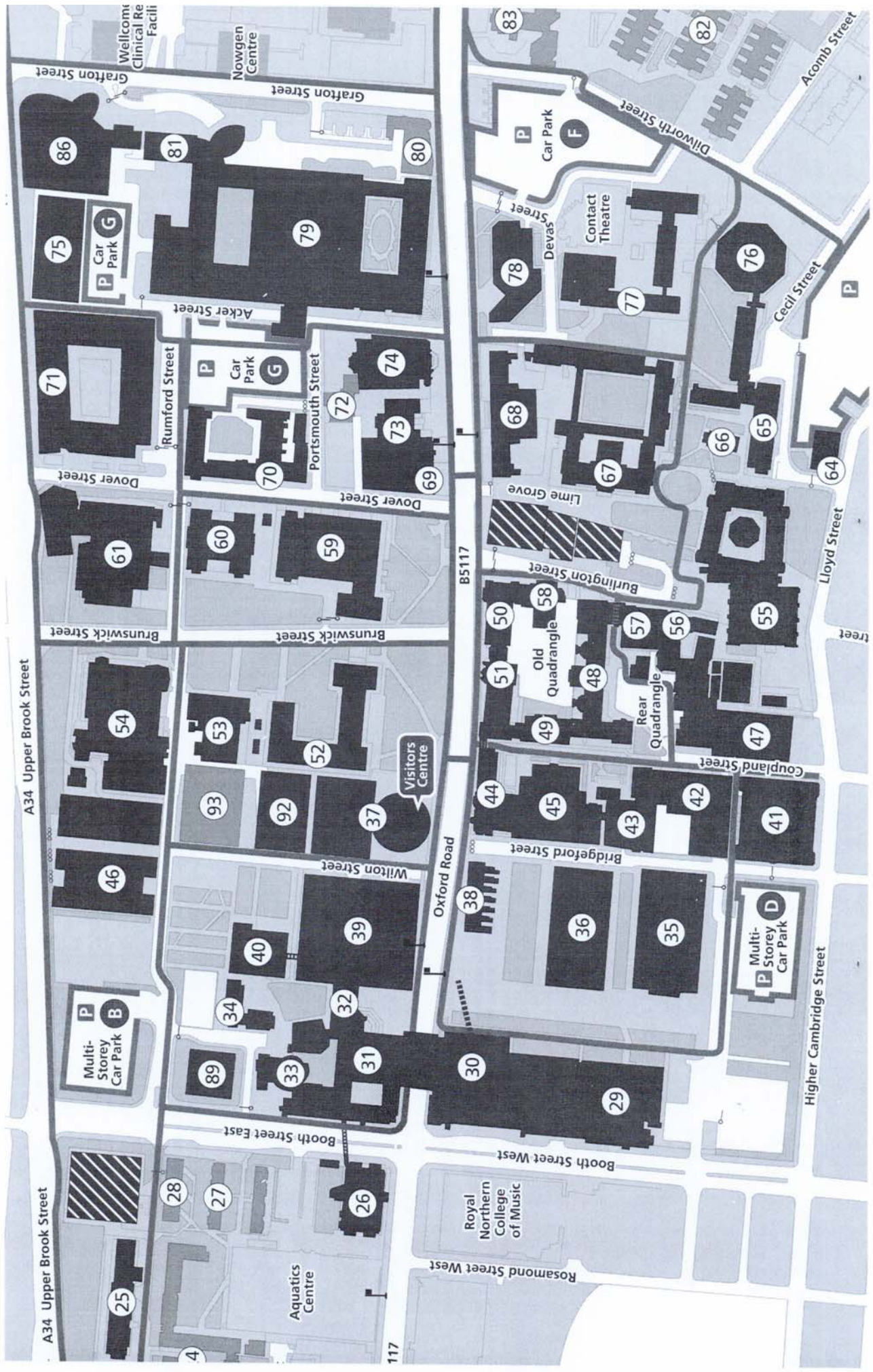
Manchester International Airport is within easy reach of MANDEC (20 minutes by car or taxi). There is also a direct rail link to Piccadilly and Oxford Road railway stations.

By Rail

There are three train stations in Manchester – Piccadilly, Victoria and Oxford Road. The nearest station to MANDEC is Oxford Road. Trains run between Piccadilly and Oxford Road every few minutes. There is no convenient direct link between Victoria and Oxford Road. However, there are good taxi services from all three stations.

MANDEC is built on the roof of the Dental Hospital and has its OWN ENTRANCE in Bridgeford Street. PLEASE NOTE: Access is NOT available through the Dental Hospital Patient Entrance. On entering the building take the lift or stairs to the 3rd floor.

MANDEC is Building No41 on the map overleaf.



REGISTRATION FORM

Section of Odontology Symposium, Wednesday 2nd November 2011

Please complete one form for each delegate

DELEGATE INFORMATION

<i>Title: Professor / Dr / Mr / Mrs / Ms</i>	
<i>Forename(s):</i>	<i>Surname:</i>
<i>Job Title:</i>	<i>Place of Work:</i>
<i>Address:</i>	<i>Telephone:</i>
<i>Postcode:</i>	<i>E-mail:</i>

Please select appropriate rate:

- Manchester Medical Society (FREE)
- Dental Student (FREE) (please use your student email address)
- Non-Member £30.00

PAYMENT

I enclose a cheque for £.....made payable to *Manchester Medical Society*

Please return this form (& payment where applicable) to:

Manchester Medical Society, c/o John Rylands University Library, Oxford Road, Manchester, M13 9PP,
Telephone 0161 273 6048, Fax 0161 272 8046, or email admin@mms.org.uk

Registration for the meeting will be possible at the venue on the day of the meeting, subject to availability.

