

We've got you covered

ANNUAL IMPACT REPORT 2023

BDA
British Dental Association

Dear members and supporters,

As I write this it's a pleasure to reflect on another year at the BDA. We're here to be your voice and your reliable support, and I believe this year is no different in terms of the way our teams have stepped up with the unanimous goal of standing up for dentists and dental students across the UK.

Our mission is clear: we're here for all dentists, whether you work in a practice, in hospitals, in research, or anywhere in the field. We represent your interests, provide the resources you need, and work together to ensure your success.

In our annual impact report, you'll see some of the work we've done over the past year to support you and improve dentistry.

As we move into 2024, our focus is set on supporting members whether your focus is NHS or private dentistry. That means influencing NHS contractual change, with contract reform processes across the four nations in different stages of development. We will continue to support engagement with governments and to build on our successes in raising the profile of the crisis in NHS dentistry over recent years. But it also means ensuring our support is there for members focused on private care and we will look to further enhance our offering for private dentistry in 2024.

If you haven't already, take a moment to explore our new website at bda.org, which has been recently redesigned and optimised for mobile use. You can search for advice, browse learning and development opportunities, and see how we're actively representing members to governments and in the media.

Soon, we'll be asking members how we can develop our services to support you. We're keen to find out what advice and guidance you need and how you'd like to access it. Our new site demonstrates how so much of our advice cuts across NHS and private dentistry. Regardless of how your patient care and treatments are organised, we can support you in practice.

Thank you for your trust and support. Join us in celebrating our accomplishments, understanding our challenges, and looking forward to a brighter future for dentistry.

Sincerely,



John Milne
President, British Dental Association

A SERVICE ON THE BRINK

We ensured MPs, MSs, MSPs and the media have woken up to the growing exodus of dentists from the NHS. Off the back of damning evidence from our members, MPs completed an inquiry, calling on Government to make a decisive break from a failed contract. We lifted the lid on record levels of clawback and saved hundreds of practices from unsustainable levels of clawback by securing a reduction in thresholds. We've mobilised our members working in hospitals for historic industrial action for full pay restoration – and our campaigning has already secured a pay boost for senior hospital dental trainees worth £14,000.

THE ACCESS CRISIS

The year saw the return of DIY dentistry and queues outside practices. We ensured these scenes were not going unnoticed. NHS dentistry has become an issue on the doorstep at election time, and we've been working across the political divide to secure real commitments. In Stormont, Holyrood, Cardiff and Westminster we've been relentless in making the case for urgent and ambitious change.

BUSTING MYTHS

We separated the facts from the fiction on dentistry. We've not allowed ministers to get away with pedalling myths on the success of sticking plaster policies, and desperate plans to tie-in newly qualified dentists to a broken system; showing how Government has used charge hikes to cover for cuts. Whether misleading lines are coming from TV hosts or the top of Government, we set the record straight.

PROTECTING PUBLIC HEALTH

With oral health inequality widening, we led, and continue to lead calls for change. We worked across the political spectrum to secure commitments on tried and tested policies like supervised brushing. Week in week out we continued to shine a light on the boom in dental tourism, and the risks facing patients tempted by cut-price treatment.

“ We ensured MPs, MSs, MSPs and the media have woken up to the growing exodus of dentists from the NHS

CAMPAIGNING

In 2023, we worked to secure the highest profile for dentistry in a generation. Speaking out on the issues that matter to you, we took evidence from the frontline straight to UK parliaments and the front pages.



1,261
appearances in
broadcast media



8,236
mentions of the BDA
in the media



683
headlines in national
and regional papers

In Scotland

NHS dental services faced the most significant changes in a generation, with a new payment system that came in from 1 November. It's not root and branch reform, but we secured needed improvements. Throughout the negotiations we fought to secure the best possible outcome for dentists.

In Northern Ireland

We hosted our 'Life beyond the SDR' event which provided practical assistance to empower practitioners who wish to be less reliant on a failing NHS business model.

In Wales

We made a huge effort to drive GDS contract reform in the right direction, reining in the worst excesses of clawback, while continuing negotiations with Welsh Government for a new GDS contract.



ADVICE AND SUPPORT

Our teams received over 8,000 phone calls, responded to over 10,000 emails requesting support from our industry experts and supported our members through mediations. Our core values mean we share our collective knowledge and expertise and support members through their professional lives.

“Michael has been so valuable in helping me with a HR issue; as a member it’s invaluable to know there’s an expert at the end of the phone with all the help, advice and clear guidance on the rules, regulations and he helped me step by step and even helped with templates and wording of letters and emails to ensure we did everything we should!” Member

NEW WEBSITE AND ONLINE RESOURCES

With well over 1.5 million views of our website in 2023, we prioritised the development and launch of our new site; streamlining your experience and creating a visually engaging platform for members to access resources and advice. The new site is optimised for mobile and should help users find what they need with ease. Take a look at our new site: bda.org

LEARNING AND DEVELOPMENT

Our events portfolio covers a broad spectrum of topics delivered through interactive training days, lecture-based seminars, practical hands-on workshops, multi-speaker conferences, and live evening webinars. Over the year we continued to provide the whole dental team with the knowledge and CPD needed to keep up to date with 217 events delivered in person and online. 136 of these were local events across the UK hosted by branches and sections.



“We prioritised the development and launch of our new site; streamlining your experience and creating a visually engaging platform for members”

OUR CORE VALUES

We believe, as a membership organisation, our duty is to serve the needs of our members. As a trade union, our fundamental belief is that together, we can achieve more than we could individually.

Members are at the heart of everything we do

TOGETHER, WE ARE STRONGER.

Using these core values to guide the organisation over the next year, we will continue to:

- Be inclusive
- Support our members throughout their professional lives
- Use our influence for the benefit of members, the dental profession and patients
- Share our collective knowledge and expertise.

“It was a pleasant surprise to again come across a course where I actually learned something completely new and of concepts I was unfamiliar with and how to apply them in practice. These points were not only of benefit for worn dentition, but also in treatment of other problems as well in dentistry. I found of particular interest the principles of opening the vertical height of occlusion.”

Member, Contemporary treatment of the worn dentition seminar, 23 June 2023

Our library expanded its resources and increased accessibility: we extended our postal loans service to students allowing them to access titles unavailable electronically. We added an A to Z Journal Finder to streamline searches, added eight new packages of systematic reviews, and increased our ebook offer from 10 to 60 hours CPD.

Our museum mounted a temporary exhibition and website to explore the work of Maurice Porter (1909-1986) and the challenge of the perfect embouchure. Maurice Porter understood the importance of a player’s dentition and facial muscles and devised pioneering appliances to help restore musicians embouchure. 2023 also saw the launch of our necktie archive website with over 200 neckties from dental institutions and dental companies across the world.

We launched four new online courses, providing dentists with the latest information and training:

- Learning disability and autism: Oliver McGowan mandatory training
- Understanding and confronting sexual harassment at work
- Understanding associate agreements
- Inclusion essentials (BDA Good Practice managers).

BDJ PORTFOLIO



2,954,047
unique website visitors
(across Portfolio)
(for the year)



1,272
BDJ articles
published



14,899
applications made
on BDJ Jobs

BDA INDEMNITY

Our cover provides you with a professional shield against legal and regulatory challenges. We already fight hard for our members and dentists alike and believe that our insurance simplifies your dental experience; giving you the peace of mind you deserve.

“I can’t thank you enough for both the very professional and effective help you provided me and also your kind and calming collegial words of support. I’m glad that this saga is coming to an end and I can concentrate on dentistry which is actually my main job.”

BDA Indemnity member



44%
of all our policy
holders are using our
implant cover



6
national consultations relating
to dentistry contributed to by
the Indemnity team



815
delegates attended
talks from our
Dento-Legal advisors