



BDA Executive Update 31.08.13

NHS Choices editorial rights granted

Dentists can now request the facility to edit their practice profiles and respond to patient feedback on the NHS Choices website direct by contacting the NHS Choices central helpdesk. Over the coming weeks NHS Choices will be contacting practices that do not already have a registered web editor with information about how to access, edit and manage their profiles.

The facility has been provided following lengthy engagement from the BDA that has stressed the importance of practices being able to update information and counter any inaccurate postings. Previously practices had to apply to NHS commissioners for editing rights, which created an extra hurdle for them.

The BDA has published [guidance](#) for dentists wishing to edit their profile. More than 200,000 visits are made to the NHS Choices website every month, with some patients using it to compare services and make their choice of practice. It is therefore important that profiles are fully up to date and the BDA is encouraging members to take advantage of this facility.

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Bookings for DFT/VT scheme visits coming in fast

Since the announcement earlier this month of the new format for DFT/VT visits, twenty-two schemes have asked to visit the BDA during the 2013-14 training year, which equates to 33 per cent of the schemes in England and Wales. Several are hoping to combine their half-day session at the BDA with a visit to Dental Protection Ltd, whilst others have made arrangements to visit other organisations such as the Dental Defence Union. A number of schemes have also expressed a keen interest in having local BDA involvement due to reduced deanery funding for travel.

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Illegal whitening reporting website launched

A new website that provides a convenient mechanism for reporting cases of illegal tooth whitening has been launched by a coalition of dental stakeholders of which the BDA is a member.

The site, [Safe Tooth Whitening](#), aims to educate the public about the importance of safe tooth whitening and explain the illegality of treatment being provided by non-dental professionals. It also provides information about what whitening treatment involves and the results it can achieve.

The BDA has led a long [campaign for safer tooth whitening](#) that saw the law on the supply of whitening products change in October 2012. It has also produced a poster for dental practices to display in waiting areas that explains whitening and reinforces the importance of treatments being provided by dental professionals.

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