

Association of Dental Groups

Strategic Plan 2019/20

Who are we?

The Association of Dental Groups (ADG) is the trade association for dental groups in the UK. Our members include 19 of the largest groups of dental practices in the country, representing over 10,000 clinicians delivering NHS and private dentistry to more than 10 million patients every year.

Purpose

The Association of Dental Groups (ADG) will work with and on behalf of our members towards improving the working environment for groups of dental providers of oral health care.

We will work towards sector improvements for dental groups, including sharing good business models and consistent best practice, supporting innovation, and encouraging the investment and skills development of all dental professionals.

Our purpose is to:

- Work with our members and represent their views objectively and equally in current debates on oral health
- Proactively influence policy and take a solution focussed approach to creating the most supportive environment for dental groups to provide the highest quality dental care.
- Ensure policy makers make evidence-based decisions
- Disseminate knowledge across the dental group sector.

Vision

The ADG's vision is to be the main representative for dental groups and corporate providers. We will use our collective knowledge and expertise to drive change and support appropriate decision-making by government and public agencies for the ultimate benefits of patients and all dental professionals in the UK.

Objectives

The ADG has identified four main objectives:

Prevention

- The work of the ADG will promote and encourage preventative oral healthcare
 - The ADG will support and promote the Government's Prevention agenda, in particular how dentistry can contribute to reducing costs via helping to indicate key diseases such as diabetes, obesity, oral cancer
- We will be engaging in key policy areas that will influence and help promote preventive dentistry. Focus will be placed on the importance of contract reform to allow prevention to be delivered effectively

Workforce and training

- Help identify key actions/strategies to improve recruitment and retention of dental professionals from the UK and abroad
- We will help develop a future proof model for workforce training where a high calibre of dental professionals is assured, and work with key stakeholders to influence undergraduate training and foundation training.
- The ADG will campaign for more dentists to be trained in the UK and for the recruitment and onboarding of dentists from around the world to be made easier to ensure more patients have access to leading clinicians.

Commissioning

- Work with commissioners and key stakeholders to promote flexible commissioning in the interest of patients
- Represent the views of members regarding contract reform and work with the Department of Health and Social Care to ensure any new contract supports the two goals of a) increasing access to high-quality dental care and b) improves clinician engagement.
- Work to ensure equitable treatment of all organisations and associations by Government and policy-makers to ensure as wide a range of views are heard as possible. For example, we will seek to contribute evidence to groups such as the Review Body on Doctors' and Dentists Remuneration (DDRB)

Sustainability

- The work of the ADG will promote sustainability of both the NHS and the dental professional, whilst ensuring the whole dental profession is valued
- The ADG aim to be influential in key areas to ensure private and NHS dentistry is developed in a sustainable way

Priorities for 2019/20

Some of our key goals that sit alongside our 'business as usual' activities include:

Policy and Parliament

- Responding to consultations and submitting evidence to key inquiries
- Producing policy papers and position statements on current dental affairs, especially those that affect dental groups
- Engaging with key stakeholders and decision makers in the dental policy field
- Increasing our political involvement, to produce campaigns around our main objectives.

Sharing, Learning and Networking

- Working closely with the Independent Health Providers Network (IHPN) to share resources and learn from each other
- Building stronger working relationships with other bodies and key stakeholders and to be seen as the main representative for dental groups providers
- Attending workshops, conferences and meetings where we can learn and share information and intelligence with the public, dental professionals and relevant stakeholders

Communications and Branding

- Improving our social media presence and regularly updating our website
- Engaging with members regularly through newsletters and providing ad hoc briefings and updates

Membership

The Association of Dental Groups (ADG) is the trade association for large dental providers in the UK. Our members include 19 of the largest groups of dental practices in the country, representing over 10,000 clinicians delivering NHS and private dentistry to more than 10 million patients every year.

Member services

ADG members can expect to receive support, information and regular updates to:

- Assist their efforts to deliver consistent quality outcomes for patients in a sustainable manner
- Make their voices heard with Government and other decision-makers on how to improve access to high quality dental care
- Represent their interests with regulators and commissioners to ensure that regulation supports and responds to the changing needs of the sector
- Adopt, maintain and share best practice across all practices
- Promote preventative dentistry
- Modernise working practices and maximise the roles of all dental professionals in dentistry
- Promote members interests to the public, policy makers, politicians and the media.
- Represent members' interests in consultation submissions and wider policy development activity
- Stay up-to-date with the latest industry and policy news through regular member communications

ADG members

ADG currently has 19 members across England, Scotland and Wales:

- Alpha Dental Group
- Bupa Dental Care
- Centre for Dentistry
- Colosseum Dental Group
- Community Dental Services
- Damira Dental Studios
- The Dental Care Group
- Dental Partners
- Dentex
- Genix Healthcare
- Gensmile Dental
- {my}dentist
- Nationwide Healthcare Providers Limited
- Obex dental
- Portman Dental Care
- Rodericks Limited
- SimplyHealth
- Smile Dental Care
- 543 Dental

The ADG Board 2019/20

The Board meets 4 times a year and is currently made up of the following members:

Neil Carmichael – Chair of ADG

Gabriela Pueyo – Director

Sam Waley-Cohen - Director

Ian Gordon – Director

Chris Groombridge – Director

Shalin Mehra – Director

Alison Reid - Director

Tom Riall – Director

The ADG Team 2019/20

Richard Ablett – Clinical Advisor

Gordon Bell – Board Secretary

Lewis Ross – Accountant

Teju Sogbetun – Policy and Business Manger