

BDA UPDATE

British Dental Association (the 'Company')
(Registered in England and Wales with company number 14161)
Annual General Meeting

NOTICE IS HEREBY GIVEN that the Annual General Meeting of the British Dental Association will be held remotely at 19:30 on Tuesday 21 May 2024, for transaction of the following business:

1. To receive and consider the audited accounts for the financial year ended 30 September 2023 including the Directors' and auditors' reports, as made available on the BDA website
2. To reappoint BDO Stoy Hayward, LLP ('BDO') as the company's auditors to hold office until the next Annual General Meeting and to authorise the Directors to fix their remuneration
3. To consider and, if thought fit, approve, as a special resolution of the members of the Company, the adoption of the draft articles of association posted on the BDA website as the articles of association of the Company with immediate effect in substitution for and to the entire exclusion of the existing articles of association
4. To elect David Cottam as President of the Association for 2025–2026
5. To confirm the date and venue for the Annual General Meeting in 2025 as determined by the Principal Executive Committee.

All documents are available to view on the BDA website <https://www.bda.org/learning-and-development/courses-and-events/bda-agm-2024/> along with details regarding proxy voting.

DATED 26 April 2024

BY ORDER OF THE PRINCIPAL EXECUTIVE COMMITTEE

Registered office:
64 Wimpole Street
London W1G 8YS

BDA AGMs



The BDA Wessex Branch AGM will be held on Friday 17 May 2024 between 9 am and 4 pm at Hanger Farm Arts Centre, Aikman Lane, Totton, Southampton, SO40 8FT.

The Wessex Branch Study Day will cover two topics: the morning lectures with Neil Wilson will look at the challenge of whether to replace lost teeth and the afternoon lectures with Trevor Burke will address the final demise of dental amalgam. The AGM will take place at 12:15–12:30 and all BDA members are welcome. For further information and to book please visit: <https://www.bda.org/learning-and-development/courses-and-events/wessex-branch-study-day/> (or www.bda.org and enter 'Wessex' in the search bar).

Culture vultures



Shaun Sellars continues his series on ethical dilemmas in dentistry which appears in every second issue of the *BDJ*.

The business axiom 'culture eats strategy for breakfast' may not appear particularly relevant in the dental world. Yet, I've heard it in two separate contexts within the space of a week, which serves as a potent reminder that a company's culture, not just its strategies, drives its success. In fact, given the current issues of employee retention and recruitment and patients shopping around for treatment more than ever, I'd argue that culture dwarfs strategy.

Culture is the set of shared values, beliefs, attitudes, and behaviours that define a group or organisation. It's what makes a company unique and distinguishes it from others. Culture encompasses everything from how people communicate to how we make decisions. It's the glue that holds a company together and gives it a sense of purpose and direction. Cultivating a cohesive and positive organisational culture profoundly influences operational efficacy, patient experience, and long-term success.

Imagine this: you walk into a dental practice. The reception area's clean, the staff are smiling, and there's a feeling that everyone's pulling together in the same direction. That's the power of culture. It's not about the fancy equipment or the latest techniques (though those are important, too). It's about the atmosphere, the values, and how we do things. Culture sets the tone for everything else. It's the glue that holds everything together.

In dentistry, culture also plays a crucial role in the quality of patient care. The people we treat are not just looking for someone who can fix their teeth; they are looking for a dentist they can trust and who cares about their well-being. A practice with a strong culture ensures that everyone is aligned around this shared goal of delivering exceptional patient care; that everyone works together to provide a positive patient experience. This means that both patients and employees stay with the business.

Developing a good culture isn't easy or predictable. Culture comes from the top and is driven by example. You may feel that codified values and mission statements are pointless wastes of time, but they act as vital touchstones to instil company culture. Over time, the old professional culture 'tilts' towards the new, but this change may leave some behind. While this may lead to a short-term recruitment problem, it will also lead to a reputation for excellence and attracts others who are a better fit to fill the void.

So, next time you're thinking about ways to improve your dental practice, don't just focus on the technical stuff. Take a good look at your culture. Ask yourself, is this a place where patients feel welcome? Where team members feel valued? Where we're all working towards the same goal? If the answers are yes, then you're halfway there. If not, it might be time to roll up your sleeves and start building that culture from the ground up.