

# DENTAL INSIGHTS

The Magazine of the Australian Dental Association, South Australian Branch Inc.



*This month*

**ADASA Riverland Conference**

**Dental Rescue Day**

**and much more**

October 2020 | Volume 33, Issue 9



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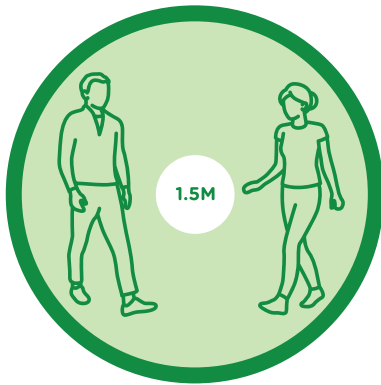
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Australian Government

We are making some simple steps to **help stop the spread.**



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CAPACITY LIMITS



COVIDSAFE APP

**BE COVIDSAFE**

For more information about Coronavirus (COVID-19), please visit [health.gov.au](https://www.health.gov.au)



# From the President

I often measure the pace of the year by the speed at which the President's Report for the Dental Insights publication comes around and it certainly is racing by, as we near the end of my 2020 term as President.

## Moving on with COVID-19

The South Australian Government continues to act on health advice on the road to recovery ensuring the health and safety of the community remains the priority.

As of Wednesday 23 September 2020, the border restrictions with New South Wales were lifted.

This means those entering South Australia from New South Wales will no longer need to quarantine for 14 days. Victoria border restrictions still apply and include all travellers other than approved categories of Essential Travellers, Victorian border communities; cross-border community members on the SA/Victoria border are now permitted to enter South Australia if they reside within 40 km of the border for essential purposes only. If you are entering from Victoria you cannot travel further than 40 km over the border into South Australia.

On a promising note Victoria has announced its recovery roadmap and has lifted COVID-19 dental practice restrictions to level 1 as of Monday 28 September 2020.

As we become accustomed to living with COVID-19 and maintain some level of normal life, so it is that ADASA continues to focus on moving forward with many outstanding matters and advocacy.

The regular interviews held by Sonya Feldhoff on ABC 891 Radio provide a platform where key messages related to oral health matters are raised. The opportunity for ADASA to communicate and raise awareness on many areas of community interest related to oral health reinforces the Association as the first point of contact and authority on such matters.

Currently in South Australia, the programs available to address the oral health needs of older South Australians are being overhauled with the cessation of the small but highly successful Residential Aged Care Facility Dental Scheme and Domiciliary Care and replaced with the SADS Residential Aged Care Emergency Scheme (RACE) as proposed by SADS.

Public dismay in relation to the Residential Aged Care Emergency Scheme (RACE) proposal by SADS was raised on Wednesday 9 September 2020 in an interview on ABC Radio 891 with David Bevan. This involved real-life case studies from residential aged care facilities revealing their concerns and supporting comments of the adverse impact of RACE by Jane Mussared of Council of the Aged (COTA). Kristy Nixon SADS Oral Health Promoter elaborated on the justification for such a proposal and on behalf of ADASA, I confirmed and expanded on the ADASA position as documented in previous editions of Dental Insights.



**Dr Angelo Papageorgiou**  
ADASA President

The SADS RACE program is now underway and whilst it is not the answer to adequately addressing the gap in the unmet oral health care needs of the elderly, it does bring to light the importance of oral health care in the **Aged Care sector** and that further work needs to be done in this domain.

With the Royal Commission into Aged Care Quality and Safety recommendations due to be released by 26 February 2021, this is an opportunity for ADASA to lead the way and provide advice, collaborate and consult with Government and public sector, the private sector and aged care facilities to find a sustainable and effective model for the provision of dental services for the elderly in RACFs. Watch this space!

Other areas of action relate to the ADASA focus with **Rural and Remote Dentistry** and **Government and Organisational strategies to reduce sugar consumption** and its harmful effects.

*'The only reason for time is so that everything doesn't happen at once'*

**Albert Einstein**

ADASA is keen to maintain its connection, support and work with the **University of Adelaide and Faculty of Health and Medical Sciences** to ensure a strong and sustainable future for the University and the dental profession in this state. This has been addressed during my presidency with a number of meetings with Dean and Head of School Prof. Richard Logan and most recently Executive Dean Faculty of Health and Medical Sciences Prof. Benjamin Kile. Maintaining a robust educational model approach outside the existing and necessary business model for the University of Adelaide would allow for both long term sustainability and high quality dental teaching and research the Dental School is known for.

### **Australian Labor Party Policy ADASA Consultation**

Recently Mr Peter Malinauskas MP, leader of the South Australian Branch of the Australian Labor Party and Leader of the Opposition, confirmed interest in the Australian Dental Association SA Branch for the opportunity to provide input into the Labour policy development as part of his vision of Job, Education and the Environment, as the key themes driving the labor policies for the South Australian election in March 2022.

ADASA provided a detailed response outlining some of the main areas concerning dentistry in this state and primarily the access and delivery of oral health care to the South Australian community and ensure any challenges related to oral health are addressed. These included Dental Funding, Aged Care and Oral Health, Government and Organisational Sugar Strategies including ADA Sugar Policy and Sugar Tax and Tertiary Education – University sector.

ADASA reinforced that it is happy to liaise, consult and collaborate with any government party, on policy issues that arise and ensure sound policy development in relation to dentistry and the access and delivery of oral health care in South Australia.

***ADASA does not endorse any government party but only endorses sound government policies.***

### **Australian Health Practitioner Regulation Agency (Ahpra)**

#### **Ahpra to conduct audits on advertising compliance**

Auditing to check health practitioner compliance with advertising requirements will be conducted by the Australian Health Practitioner Regulation Agency (Ahpra). The audit has been modelled on the well-established approach to auditing compliance with core registration standards and involves adding an extra declaration about advertising compliance when applying for renewal

of registration in 2020.

When applying to renew their registration, health practitioners will be required to complete a declaration about their advertising compliance. The wording of the declaration reminds practitioners of their obligations when advertising their services. The audit process will not delay a decision on an application for renewal.

The [Advertising Compliance and Enforcement Strategy](#) for the National Scheme was launched in April 2017, to support improved compliance with the National Law<sup>1</sup> advertising requirements through a risk-based enforcement and educative approach.

A revised strategy, along with updated [Guidelines for advertising a regulated health service](#) to help health practitioners understand their obligations when they are advertising a regulated health service will be released soon. National Boards determined that the renewal declaration and audit are an effective approach to determine overall advertising and non-compliance rates following an advertising audit pilot in 2019. Auditing will support improved compliance with advertising obligations across the entire registrant population, not just those who have had an advertising complaint. It will also provide opportunities to become more proactive in preventing non-compliant advertising by registered health practitioners.

Auditing will be carried out by Ahpra's Advertising Compliance Team from February 2021 and will involve health practitioners who renewed their registration in 2020.

Practitioners who are renewing non-practising registration and those who have contacted Ahpra in response to a complaint about their advertising in the past 12 months will not be included in the audit sample. Nor will those with provisional or limited registration as pharmacists or with provisional registration as medical radiation practitioners.

When applying to renew their registration, health practitioners will be required to complete a declaration in response to the following statement:

***I confirm that if I advertise my services or my business as a <health practitioner> that advertising complies with section 133 of the National Law and the Board's advertising guidelines as it:***

- is not false, misleading or deceptive or likely to be misleading or deceptive
- does not offer a gift, discount or other inducement without stating the terms and conditions of the offer
- does not use testimonials or purported testimonials about the service or business
- does not create an unreasonable expectation of

- beneficial treatment, and
- does not directly or indirectly encourage the indiscriminate or unnecessary use of my services.

For information about your advertising obligations see the advertising resources page at [www.ahpra.gov.au/Publications/Advertising-resources.aspx](http://www.ahpra.gov.au/Publications/Advertising-resources.aspx).

<sup>1</sup>The Health Practitioner Regulation National Law, as in force in each state and territory (the National Law)

### Targeted Phone Calls

The ADASA meeting held on 12 August 2020 is one of our regular meetings covering matters of interest relating to Ahpra and its activities including Registration and Notification Updates, Intake and Assessment Updates, and Tribunal Matters. One area that was raised for members to consider is that Ahpra are streamlining their management of notifications and reducing the bureaucracy and time involved by trialling targeted phone calls to members particularly for those identified with notifications deemed as low risk or with no significant notification history.

Members should not be alarmed should a phone call from Ahpra be received seeking clarification on a matter in response to a notification. This process is planned for an efficient and effective means of managing notifications to reduce time frames and practitioner stress and seek prompt outcome and resolution of such matters. Should a member dentist be a recipient of such a targeted phone call, please be advised to co-operate by responding and engaging with honest communication and consideration for reflection of any issue put forward.

### Welcome to the Profession Webinar

On Saturday 26 September 2020, I had the pleasure of presenting at the 'Welcome to the Profession' webinar. This was the first time that I was involved with such a presentation as both ADASA President and a member of the Association.

This event was led by Dr Laura Smith, Chair, Recent Graduates Committee as MC and accompanied by a group of high-quality speakers

- Dr Sophie Roberts who spoke on 'Interviewing Tips'
- Dr Cindy Dennis on 'Rural Dentistry'
- Drs Saloni Singh and Vaibhav Garg on 'Public versus Private Dentistry'

and presentations by the BOQ Specialist Darren Tomlinson and Jo St Clair of Guild Insurance.

Sitting amongst the speakers in the Alexander Room of the ADASA Branch office it was both comforting and inspiring to know the Association has the continued and dedicated support of members providing a wealth of experience and knowledge

which is most relevant and for the benefit of those graduating students and potential future members of Association.

ADASA is very appreciative of the efforts of our Recent Graduates Committee and the younger members of our profession who contribute greatly to the promising future of the Association.

***'Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.'***  
**Benjamin Franklin**

### Renewal Membership Subscription

With respect to membership subscriptions for the 2020/2021 financial year, please be reminded that 1 October 2020 was the payment due date for members who have opted for the three month deferral payment option as part of the ADASA COVID-19 relief measures.

Should you have an outstanding amount, I advise you to contact ADASA office and make prompt payment or discuss any other arrangements.

For those members who failed to pay their subscriptions as agreed, ADASA will be contacting you to address the matter of any outstanding dues.





# Riverland Conference

To be held at The Renmark Club, 160 Murray Ave, Renmark, South Australia, this unique event spans two days and will offer those attending approximately nine hours of CPD.

**Day One** - Friday 16 October 2020, commences with lunch allowing delegates to arrive in the morning or the night before, followed by an afternoon session. At the conclusion of Friday's session you are invited to stay for welcome drinks.

**Day Two** - Saturday 17 October 2020, offers a full day, followed by dinner at 23rd Street Distillery, Renmark (at your own cost). A free bus to and from the dinner venue will be provided.

Plus a trade display will be provided by our conference sponsors.

## Dental dilemmas and debilitated dentitions - managing the everyday challenges of general practice dentistry

- Risk assessment and controlling the oral environment
- Tooth hypersensitivity and managing cervical lesions
- Restoration of the deep interproximal lesion in posterior teeth
- Curing lights and curing composites - getting the light right
- Conservative restoration of the worn dentition – optimising aesthetic and functional outcomes
- Fibre reinforced adhesive bridges for conservative replacement of missing teeth
- The end is nigh – minimally invasive management of cracked and compromised teeth
- Ageing patients and the ageing dentitions – where herodontics becomes an option

**Second Speaker** - Dr Jim Ball, Community Relations Officer, ADASA  
The role of the Community Relations Officer

- Dispute resolution
- Employment skills
- Communication



**KEYNOTE SPEAKER**

**PROFESSOR IAN MEYERS**

OAM, BDS, FICD, FADI, FPFA, FRADS

*Keynote Speaker sponsored by*



### Cost to attend

- \$430pp - ADA member dentist
- \$320pp - Staff (non-dentist) of ADA member dentist
- \$980pp - Non members

Register at [www.adasa.asn.au](http://www.adasa.asn.au)

Queries contact Sally Queale:

08 8272 8111

[events@adasa.asn.au](mailto:events@adasa.asn.au)

**GOLD sponsor**



ADASA would also like to acknowledge our sponsors for this year's event and their continued support of the Association

**Bronze sponsors**





# Riverland Conference registration form

(1 person per form)

Please send completed form to [events@adasa.asn.au](mailto:events@adasa.asn.au) or fax to 08 8272 4357

Name of attendee.....

Phone ..... Email.....

Postal address.....

ADA member dentist if you are staff of an ADA member dentist.....

Do you have a food allergy?.....

I am a (please tick applicable)

- Dentist
- Therapist / Oral Health Therapist / Hygienist
- Dental Assistant
- Practice Manager
- Other.....

**Registration Fee** (please tick applicable)

- \$430pp - ADA member dentist
- \$320pp - Staff (non dentist) of ADA member dentist
- \$980pp - Non ADA members

**Welcome drinks** - Friday 16 October - commences at the conclusion of Friday's session.

No cost to attend (included in your registration).

**Conference dinner** - 23rd Street Distillery - Saturday 17 October, 6pm - 10pm

(4 hour package includes tour, gin tasting, food and drinks), free shuttle bus provided. Places limited.

I wish to attend the dinner.

- 1 person @ \$95
- 2 people @ \$190 Name of second person.....

**DAY ONE Friday 16 October 2020**  
11.30am - Registration and lunch  
12.30pm - Speaker sessions  
5pm - Close then welcome drinks  
A trade display from event sponsors will be held during the conference

**DAY TWO Saturday 17 October 2020**  
9am - Speaker sessions  
4pm - Close  
7pm - Conference Dinner (for those who have booked to attend).

**A more detailed program will be available at the conference.**

**Don't forget to book your own accommodation**  
See ADASA website for details

## Payment details

I wish to pay (total) \$.....  credit card  cheque (enclosed)

VISA  MASTERCARD Expiry date...../..... CVW number.....

Card number.....

Name on card.....

Card holders signature.....

**Registration will close 9 October 2020**

## Study Club #4

# Sleep Disordered Breathing and Obstructive Sleep Apnoea: The Dental Perspective



The Recent Graduates Committee hosted our fourth study club for the year on Tuesday the 8th of September. Experienced general dentist, Dr Paul Toumazos, shared some insights on the dental perspective of 'Sleep Disordered Breathing and Obstructive Sleep Apnoea'.

Sleep disordered breathing occurs due to restrictions of the upper airway. Working in the mouth, we, as dentists, are able to easily incorporate an assessment of patients' throats, tonsils and airways as part of our routine examination. Furthermore, we typically see our patients on a 6-12 monthly basis. This puts us in a unique position to really get-to-know our patients and monitor them over short or long periods of time.

Dr Toumazos recommends asking patients some questions about their sleep, as it may be having a direct relation to other dental issues such as tooth wear, but also may be leading to issues with their general health. We all know how bad we feel when we haven't had a good sleep, imagine if you never woke up feeling refreshed! For some people, this may be a physiological issue, and it may be something that we as dentists, can pick up.

Things to look out for include the following signs/symptoms:

- Extra-oral – facial/postural
- Intra-oral – signs of tooth wear, fractured teeth etc
- Sleep questions – verbal or written questionnaires
- Pathology/soft tissue enlargement on 3D imaging – CBCT
- Pain (headaches, TMD, neck aches)
- Behavioural indications (tired, difficulty concentrating, reduced performance etc...)

The importance of picking things up early was emphasised by Dr Toumazos – keeping an eye on our young patients as soon as they come to see us. Asking parents about their children's sleeping habits and breathing issues – after all if a child isn't breathing well, they won't sleep well and it can then have a snowball effect not only on overall development but also behaviour and school performance.

Once we have established an issue with sleep disordered breathing – what are we going to do about it? Dr Toumazos briefly mentioned some oral devices that are available for mandibular advancement, but recommended considering some conservative treatments first such as saline rinses and nasal sprays - to rule out allergies as the cause of the obstruction. He emphasised the importance of getting some further education and training before prescribing/fabricating these devices for our patients.

An alternative, simple device to try may be a nasal mute – this works to open up the nose and increase airflow.

In some cases it may be worthwhile to refer to a professional. There are many different specialists that may be involved including: general medical practitioners, sleep physicians, ENTs, allergists, myofunctional therapists, physical therapists, dieticians...the list goes on. Dr Toumazos recommended establishing a referral network, often starting with a GP, sleep physician or ENT.

The Recent Graduates Committee would like to thank Dr Toumazos for sharing just some of his bounty of knowledge with us. You certainly inspired us all to be more curious about our patients' quality and quantity of sleep – it is something that if picked up and managed - can make a big difference in our patients' lives.



***As new graduates, there is lots to learn. But the good thing is, the only way is up! You can only keep getting better.”***

Paul Toumazos

It has recently come to my attention that many recent graduates don't know about our upcoming events – please read the ADASA membership emails, glance over the most recent 'Dental Insights' or look up the ADASA events page on the website to see what is coming up!

Each year we host six different study clubs of varying topics. These are in the form of a 1-1.5 hour lecture, with the opportunity for questions and discussion afterwards. A great way to get

some CPD and meet some of your fellow colleagues.

You can choose to attend in person – in the Alexander Room at ADASA – or join us for a webinar online from home. From time to time we will hold a study club at a special location – so keep an eye out for those!

The first Study Club each year is usually in January/February, and are held every two months until November/December. This year we have decided to rotate the nights – to help those who work late nights (many of us!) attend throughout the year. Our last Study Club was on a Tuesday night, the next will be as follows:

- Study Club #5: Wednesday the 21st of October
- Study Club #6: Thursday the 3rd of December

Our study clubs are suitable for both recent grads (within 10 years of graduation) or students alike. Please don't hesitate to share these details with your friends – we look forward to seeing some new recent grads at our next event!

**By: Dr Sophie Roberts**  
Recent Graduates Committee



**O**n Friday 28 September, ADASA in conjunction with 3M held a full day workshop - Onlays, overlays and partial crowns: “It’s about time” presented by Dr Ben Sellick (Prosthodontist). These annual workshops are very popular, and this year was no exception.

The workshop consisted of a didactic presentation followed by a hands-on exposure to the full flow of bonded indirect conservative restorations.

Ben also covered the principles of preparation, provisionalisation, and cementation and examined the indirect restorative options that should be part of everyday treatment planning. Those attending received demonstrations, instruction, and practical tips from Ben while using handpieces and materials

to replicate what they would use in the surgery. ADASA was very pleased the workshop could proceed while complying with restrictions currently in place.

We are very appreciative of 3M’s support and in particular Leone Mackenzie and we look forward to holding similar workshops again next year.

**By: Sally Queale  
Events Coordinator**

## Onlays, overlays and partial crowns: “It’s about time”



# Trivia for Timor

Trivia for Timor was back again this year (11th September) and we are pleased to say that it was a success and pleasantly surprised that the turnout was comparable to previous years despite the ongoing COVID pandemic.

We are proud of the efforts put in by the team to reach out to the community and were excited to welcome around 100 guests at Thebarton Community Centre. Many changes were put in place during the event to comply with COVID regulations such as doing the trivia quiz online, guests being seated 1.5m apart etc, but it was heart-warming to see all the guests enjoying themselves thoroughly, with lots of laughter and enthusiasm throughout the night despite the 1.5m regulation that was in place!

Last but not least, without the immense support from our sponsors, Trivia for Timor will not have been possible. We would like to extend our appreciation and gratitude to our sponsors for attending and supporting the event. We will also likely to thank the kind generosity of the following businesses listed below for all the donations which we have received.

It was impressive to have raised more than \$3000 through the activities of the night, and all proceeds will be fully donated to support the Rotary/Lions East Timor Dental Project. These funds will be utilised

to support dental services in East Timor by training and mentoring local nurses and providing essential equipment and materials. We hope to see many familiar faces again next year!

**By: Derek Li Kwok Cheong**  
**2020 AUDSS Community Aid Executive Officer**



## Thank you to our sponsors



# Pandemic exposes high demand for emergency relief



**AUSTRALIAN  
DENTAL HEALTH FOUNDATION**

ADVANCING AUSTRALIA'S ORAL HEALTH

**C**oronavirus has presented challenging times for South Australians, especially those who seek support from the charity and not for profit sectors.

Dentistry has not been immune; public waiting lists have extended due to closures and accessing an emergency relief of pain appointment at the South Australian Dental Service (SADS) is being strictly triaged, limiting access for acute pain which has resulted from unmet oral health needs.

The Australian Dental Health Foundation (ADHF), of which ADA is the trustee, is experiencing extraordinary demand for assistance and there is no sign of the growth in demand slowing. ADASA President Dr Angelo Papageorgiou has issued a plea to South Australian Dentists to consider donating 30 minutes to treat a patient who is experiencing pain.

"ADHF needs the assistance of Dentists now more than ever," said Dr Papageorgiou. "There is no better time than the current pandemic to make us realise the importance of showing kindness and generosity to those less fortunate," he said.

Chairperson of the ADHF is Dr Joshua Tirrell. He says being involved with the volunteer dental programs is both fulfilling and rewarding.

"It is a way for the profession to be able to directly assist those in less fortunate circumstances," said Dr Tirrell.

The treatments provided to ADHF patients is wide and varied, such as examinations, scale and clean, direct and indirect restorations, endodontic

treatment, extractions, full clearances, partial dentures, full upper and lower dentures.

The Foundation is seeking assistance from our dental network to assist community members in need.

Among the ways volunteers can help are:

- Single relief of pain appointment
- Adopting a patient for a series of appointments
- Dental Rescue Day, involving seeing three or more patients at a session
- Rebuilding Smiles Program, treatment of a person effected by Domestic Violence

To find out more about the ADHF volunteer programs and how to become involved please contact the State Coordinator Dianne Travers on [admins@adhf.org.au](mailto:admins@adhf.org.au) or mobile 0408 505 948.

## *Volunteering makes a world of difference*

Dr Laura Huxtable, of Beach Road Dental at Christies Beach, became a volunteer at the beginning of 2020.

Dr Huxtable is currently treating a 24 year old woman, who was referred by Centacare to the Australian Dental Health Foundation (ADHF) in March 2020, to receive support for dental pain as she was unable to attend to her oral health having experienced hardship due to an unstable family environment and homelessness.

Dr Huxtable is providing a series of restorative and preventative treatments to the patient, which

commenced prior to the pandemic clinic closures in April and continued as restrictions have eased.

As part of the treatment plan, Dr Janet Scott, a regular volunteer for ADHF removed wisdom teeth.

“It has made such a difference to my ability to eat and benefited my everyday living,” said the patient.

“I am thankful for the time the dentist has spent on my teeth and feel lucky they gave me the time.”

“I have now made my oral health a priority as I know how to do it. It has been life changing. I feel more confident. I will get regular check-ups.”

Dr Huxtable said the volunteering experience is overwhelmingly positive.

“Volunteering gives you a good feeling, helping someone in need, but it’s all the other dentists, specialists and support teams that contribute that inspire me too,” said Dr Huxtable.

“Feeling part of a community keen to lend a helping hand is heart-warming.”

“I am just wrapping up a treatment plan for a young female patient who was a victim of domestic abuse,” she said.

“I have provided simple restorative treatment and endodontic therapy, and my hygienist has helped the patient with scale and cleans and offered advice on how to improve her oral hygiene.”

She says that witnessing the levels of patient satisfaction, the positive feedback and seeing the patient build a level of trust as well as gaining a better understanding of oral health hygiene are gratifying.

***“I would recommend all Dentists offer any level of contribution to volunteering, as it can make a massive difference to another person’s life. Volunteering leaves you and your team feeling uplifted and thankful to have a positive impact on a patient,”***

***Dr Huxtable.***

Pictured: Dr Laura Huxtable and team



Advertorial

# Dental start-up sees consistent 900% ROI from HealthEngine.

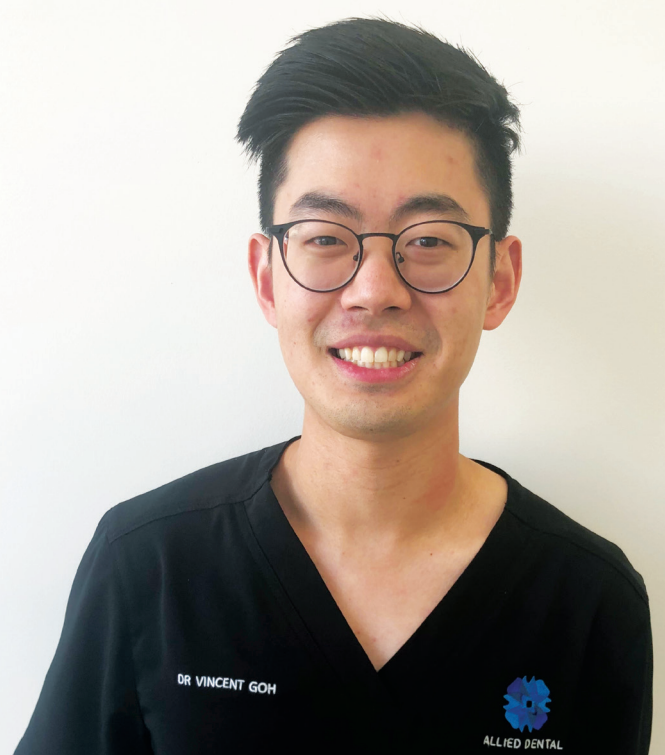
In a little over a year since opening his practice and HealthEngine account, Dr Vincent Goh of Allied Dental Centre Port Coogee in Perth, Western Australia, has grown his patient pool consistently. He has expanded his team of associate dentists to three and his practice from one chair to two, with plans to add a third. And all this despite the disruption of the COVID crisis.

It was around May 2019, and four years into his career as an associate dentist, that Dr Goh decided to make the bold leap into practice ownership and management. He opened Allied Dental Centre Port Coogee with one chair and a good mix in his dental marketing plan. He started with some traditional dental advertising, including local print ads and a mailbox flyer drop, plus a little social media, some basic SEO, Google Ads and a listing on HealthEngine.

“We’d seen other practices have success with HealthEngine and heard rave reviews about how well it integrated with Praktika - the practice management software we’re using. That gave us more confidence in HealthEngine than competitor platforms.

We’re achieving about the same with our Google Ads now, but we don’t really need to look at or change anything on HealthEngine. So in terms of overall investment of time, effort and money, HealthEngine is our top performing marketing tool.”

Like many start-up practices, Dr Goh manages the marketing himself, which made HealthEngine’s seamless integration and time-saving dental marketing tools two major drawcards.



## Stats snapshot



**900% ROI**

Consistent growth from new HealthEngine patients



Matches Google Ads for ROI but much less work (time-saving)



**30-35%**

Patient bookings through HealthEngine every month



Instant returns and new patients from day one for start-up practice

“HealthEngine instantly got our practice name and available appointments in front of their extensive network of active local patients, so from day one we were getting bookings and patients coming through the door.”

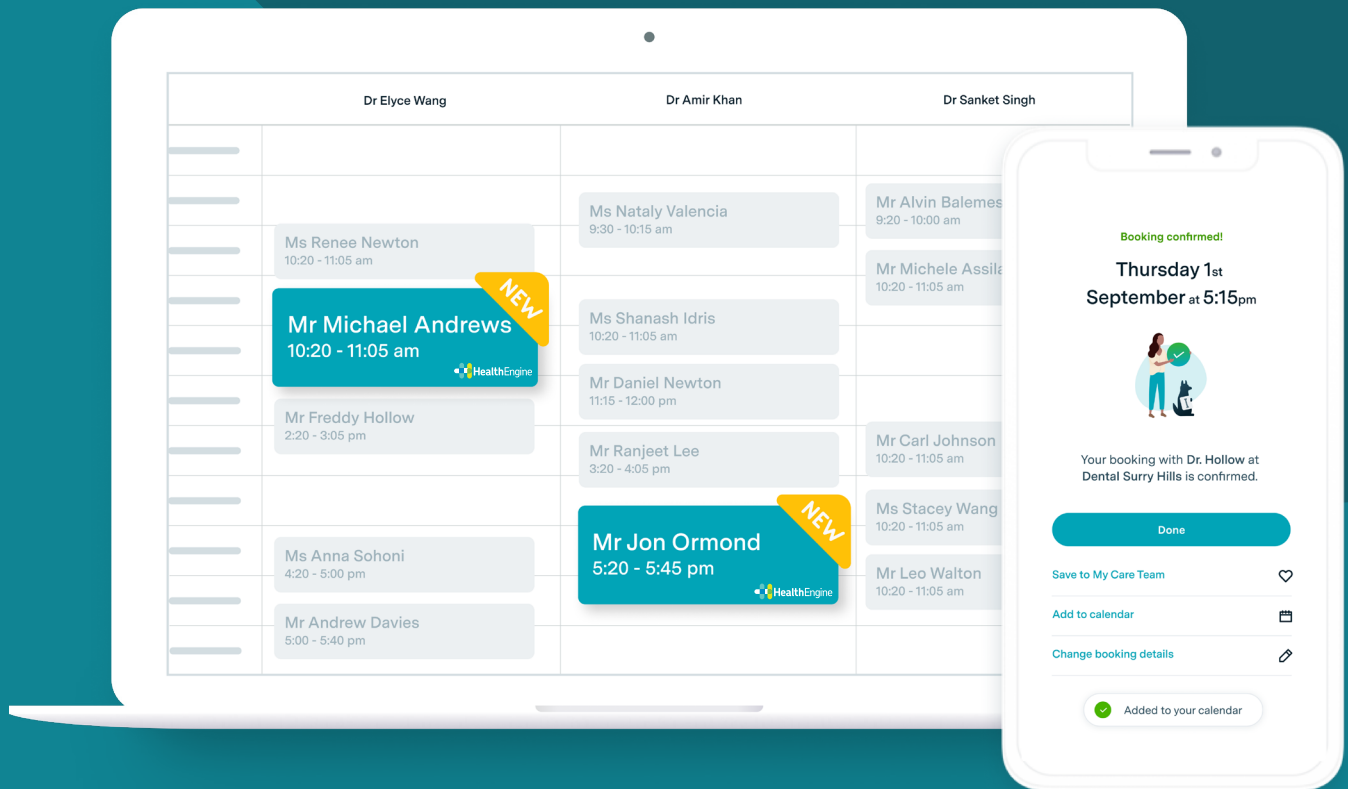
Dr Vincent Goh  
Allied Dental Centre Port Coogee

Ready to grow your practice?

Visit [practices.healthengine.com.au](https://practices.healthengine.com.au)

to get in touch.





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HealthEngine offers a powerful dental marketing platform that instantly connects you to Australia's largest patient network. It grows your practice from the get-go.

Ready to fill your books? Visit [practices.healthengine.com.au](https://practices.healthengine.com.au)

# Dental Rescue Day 2020

**D**ental Rescue Days are held throughout the year by various dental practices that volunteer with The Australian Dental Health Foundation (ADHF). Rose Park Dental recently held their annual Dental Rescue Day, supporting community members who are having a difficult time.

One of them, a woman in her 30s, smiled as she was led through to the treatment room.

***“It’s been so long, and I’ve had a few issues, I’m so grateful to these guys,” she said.***

“We find that some of the people referred to us haven’t seen a dentist in a while, or for some they’ve never seen one, and they’re nervous about that,” said Dr Joshua Tirrell, who along with Dr William South volunteer as part of the ADHF the program.

“For those patients that need further treatment, we can continue to see them as part of the ‘Adopt a Patient’ program if we chose to. This allows us to get to know them and build a rapport. That builds

trust so that hopefully, the patient continues their treatment,” said Dr Tirrell.

For this Dental Rescue Day, the Rose Park Dental Practice booked out the afternoon to treat their new patients, with two dentists, two hygienists and front office staff on hand to care for them. All treatment is provided free of charge to patients.

***“It is such a rewarding feeling being able to help these patients and it is a program I would encourage other dentists to become a part of”.***

There’s an Increased demand for services like these and the ADHF is seeking more volunteers to build its programs.



There are three major programs run by the ADHF:

### Dental Rescue Day

Dental practitioners and their staff provide pro bono treatment to a group of patients within their practice. Patients are referred by local charities and not-for-profit organisations.

### Adopt a Patient

Volunteer dentists are paired with one patient in need of more complex dental care and the practice will 'adopt' the patient to complete a course of treatment.

### Rebuilding Smiles®

This program assists individuals who have experienced domestic violence and who may have immediate dental trauma or ongoing oral health problems related to a lack of dental treatment over time.

In the April-June quarter, across the nation, and despite the pandemic, volunteer dentists delivered \$118,357 in dental care to disadvantaged Australians. During the quarter, 47 general dentists and specialists provided pro bono services to patients.

Additionally, many of their staff were involved with coordinating appointments, assisting in surgery and providing oral hygiene and education to patients.

Over the last five years, the Foundation has enabled the delivery of over \$4,300,000 of oral health care to disadvantaged Australians who cannot easily access or afford dental treatment. In this final quarter of the 2020 financial year, the Foundation coordinated 5 Dental Rescue Days around Australia, providing 26 pro bono appointments. Under the Dental Rescue Program, volunteer practices treat four or more patients in a single day, with a number of these patients returning for further ongoing treatment. 101 appointments were attended by patients under the Adopt a Patient program. Under this program, individual patients attend a practice to receive a comprehensive general oral check-up and usually require a number of appointments to address their often more complex oral health issues.

Chairman of the Australian Dental Health Foundation, Dr Rick Olive AM RFD, in the Foundation's latest quarterly report said the

total value of services provided by ADHF volunteers has reduced on previous and corresponding periods in recent years but the value of services provided is admirable considering the amount of time dentists were working under restrictions.

Currently in South Australia, six dentists are providing volunteer hours to the ADHF. Clearly there's a need for more volunteers. If you would like to help, even if it's only a few hours please contact

**Dianne Travers**  
[admins@adhf.org.au](mailto:admins@adhf.org.au)

***“Our mission is to address the inequality between those Australians who can access the dental care they need, and those who can’t.***

***Our vision is an Australia where no disadvantaged member of our community falls through the cracks and needlessly suffers from a lack of access to dignified professional oral health care. Through the work that we do, we deliver better access to quality oral health care for all Australians regardless of their financial, geographical or social situation.***

***From men and women who have overcome addiction, who are enduring long-term economic hardship or suffering from mental and physical health challenges; to women establishing their independence after domestic violence has stolen their freedom and the homeless whose needless dental suffering no longer compounds their more basic struggles; we're there to provide life changing oral health treatment wherever we can help.”***

**Dr Rick Olive AM RFD**

# Helping Staff through a Patient Complaint or Negative Review

**T**he importance of managing a patient complaint or negative review within a practice cannot be overstated. Moreover, helping staff both directly and indirectly affected by a negative customer complaint is paramount to the trust and morale amongst staff within any business.

This article will set out best practice ways to help staff through a patient complaint or negative review.

## Why customer complaints and negative reviews are not always a bad thing

Receiving a patient complaint or a negative review can often be seen as a challenging issue to deal with, however, listening to and managing such complaints is beneficial to the growth of any practice. In this respect, it is imperative to be efficient, effective and supportive when it comes to helping staff through these situations.

Contrary to initial reactions, a customer complaint can actually benefit a practice as it can show where the practice may be falling short of customer expectations, where the practice may need improvement, or where staff may require further support or development.

## Supporting staff through a customer complaint or a negative review

It is important to not only listen to the customer in what they are complaining about (the golden rule still stands that the customer is always right), but

moreover what the employee involved takes the situation to be. For example, if a customer complains that something took too long, it may be a matter that staff are feeling overwhelmed with their workload, that there was an underlying issue with technology, or that they are lacking confidence in their ability to service patients – all issues that can be dealt with to maximise patient satisfaction in the future.

The most important thing is to offer support to your staff when they receive a customer complaint or a negative review. Some complaints are completely warranted – if this is the case then acknowledge so, provide support to your staff in resolving the issue, and move on.

If you can deal with a complaint in a positive and constructive manner, it will be beneficial to the working environment for your staff and to the growth of your practice in the long run.

## Have a complaints handling policy

Employees will often feel demoralised when they read, hear, or receive a complaint about themselves or even about one of their colleagues. Whilst this is a perfectly normal reaction, it is important that staff learn from complaints rather than taking them personally. If you do not already have one, it is recommended that practices develop and implement a complaint handling policy that staff feel confident relying upon when they receive a complaint or a negative review. Having such a policy to address patient complaints more promptly

will also minimise any damage that may be had and will prevent a complaint from escalating.

A complaint handling policy should inform staff what they need to do when a complaint is received – it should identify the steps that need to be taken to discuss, address, and resolve a complaint.

A strong complaint handling policy will typically address protocols such as thanking the customer for raising their feedback, apologising for any inconvenience caused, taking detailed information concerning the complaint, investigating the complaint (where appropriate) or escalating the complaint to management, and providing a resolution.

It is imperative that staff are trained to follow this procedure so that complaints can be resolved promptly, effectively and with the required support for staff.

### **Social media and customer complaints**

It is common knowledge that when a customer has a complaint, they will often not complain to you directly but will complain to others, and with advancements in technology, customers have more power than ever. Practices today have the added pressures of social media to navigate, and whilst a positive promotional tool, social media can also be a platform where customers may raise their negative comments and concerns in a very public way. Staff who are the subject to these complaints and who read them may very easily become demoralised.

Handling such complaints with staff should be no different to any other complaint, however, we would recommend that you do not engage with the complaint online other than perhaps acknowledging that you have received it. It is best to take negative commentary offline as you do not want this kind of feedback on a public forum nor do you want to create more anxiety within the staff that the complaint relates to.

If you consider it appropriate to do so, ask if the employee feels comfortable addressing the complaint themselves in a less public forum. The complaint will be resolved far more quickly, and often with greater customer satisfaction, if the customer is able to raise their concerns to and receive a response directly from the employee.

This will not only be the most efficient way of solving the problem, but it will also instil trust in your employee that you support them and that you are confident in their ability to interact with customers and manage a complaint or negative review.

### **Acknowledge employee compliments**

Lastly, it is so important to share any compliments or positive feedback you receive about an employee or group of employees. Whilst there is no getting around customer complaints, sharing customers more positive experiences and feedback gives a more balanced perspective to the practice and its employees of how customers view the practice, practice staff and the patients overtime experience.

**For further information or assistance in relation to helping employees through a customer complaint or negative review, please do not hesitate to contact the ADA HR Advisory Service on 1300 232 462.**





# WELCOME TO THE PROFESSION

The transition from student to dentist and entering the work force can have its challenges.

To help with this process, ADASA and the Recent Graduates Committee presented our annual Welcome to the Profession morning on Saturday, 26 September. The preferred format this year was for a webinar which allowed the final year students to watch online no matter where they were.

The webinar was hosted by Dr Laura Smith, Chair of the Recent Graduates Committee. This year we had 7 presenters covering a wide range of relevant topics:

- Dr Sophie Roberts – Interviewing Tips
- Dr Angelo Papageorgiou – The ADA
- Dr Cindy Dennis – Rural dentistry – “what’s all the hype”
- Dr Saloni Singh and Dr Vaibhav Garg – Private V’s Public Dentistry and Corporate Dentistry
- Mr Darren Tomlinson – BOQ Specialist presentation
- Ms Jo St Clair – Guild Insurance presentation

Our thanks to ADASA business partners and sponsors for the event: Guild Insurance and BOQ Specialist.

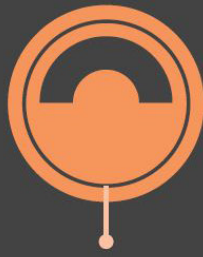
ADASA is very appreciative of the speakers, giving their time and experience and the also the members of the Recent Graduates Committee.

## 04. FINAL REMINDERS



### PLAN

Brainstorm  
Write down ideas



### PRACTICE

Find a trusted friend or  
mirror  
Elevator pitch  
STAR stories



### INTERVIEW

Be on time  
Don't rush  
~2 mins per answer  
Be yourself!



### RESULT

Reflect on what went well  
and what you could  
improve on  
GOOD LUCK!

## WHAT ARE THE ODDS?



Facing the  
stress of a  
claim?

**10:1**



## SCOPE OF PRACTICE (GENERAL DENTIST)

### PUBLIC

- Removable Prosthodontics
- Caries / Perio management
- Extractions
- Fixed Pros
- RCT
- ✗ Implants/ Implant retained prostheses
- ✗ Cosmetic Dentistry

### PRIVATE/CORPORATE

Option to pursue a broad range of treatments *as long as it is within your capability i.e. you have undertaken training*

- Implants, fixed prosthodontics
- Cosmetic dentistry e.g. Veneers, Bleaching
- FMR
- Orthodontics



**Lisa Hickey+**  
Business Advisory



**Adrian Zoppa\***  
Financial Planning



**Mark Mullins\***  
Risk Insurance



**Heang Lay+**  
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**Matt Book**  
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**For a second opinion on the fiscal fitness of your practice or your personal finances, email our Health team on [adasa@hoodsweeney.com.au](mailto:adasa@hoodsweeney.com.au) or call 1300 764 200.**

\*Lisa Hickey and Heang Lay are Representatives of Hood Sweeney Accounting & Business Advisory AFSL 485569

\*Adrian Zoppa and Mark Mullins are Representatives of Hood Sweeney Securities Pty Ltd AFSL No. 220897



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Practice Managers Network Seminar

## Psychological risk in the workplace

Wednesday 14 October 2020



*This presentation will provide business owners and practice managers with information and take home resources to help identify, assess and manage risks to work-related psychological health and safety within their teams.*

*The session will further outline what it means to create a positive mentally healthy workplace.*

**Speaker: Kylie Cocks - Health Workers Adviser, Peak Bodies and Associations, Business SA**

*This event will be held as both a seminar and webinar.*

**Where:** The Alexander Room, 62 King William Road, Goodwood, SA

**Time:** 6.30pm.

**Cost to attend:** No cost to attend.

This presentation is for members of the Practice Managers Network. ADASA dentist members are welcome to attend.

If you are a practice manager and would like to be part of the network please contact Sally Queale.

Queries contact Sally Queale on 08 8272 8111 or email [events@adasa.asn.au](mailto:events@adasa.asn.au)

### Study Club #5

Wednesday 21 October 2020  
6.30pm

Crown and Bridge 101  
"back to basics" part 2

**For full details on this presentation and to register please visit: [www.adasa.asn.au](http://www.adasa.asn.au)**

This is an ADASA member only event and you must be registered to attend.

The Study Club will be delivered as both a seminar and webinar.

Choose your preferred option when registering.

Queries contact Sally at [events@adasa.asn.au](mailto:events@adasa.asn.au)



Thursday 5 November 2020  
12.30pm - 1.30pm

Learn about the new changes for dental record-keeping that come into effect 1 October.

Dental records, consent and sound decision-making are essential for each and every patient appointment. On 1 October 2020, the Dental Board of Australia will retire the Guidelines on Dental Records.

In its place, new support documents will be released to help practitioners to meet record-keeping requirements.

For more information and to register your attendance for this webinar visit the ADASA website: [www.adasa.asn.au](http://www.adasa.asn.au) or email Sally Queale at [events@adasa.asn.au](mailto:events@adasa.asn.au)

# Riverland Conference

16 - 17 October 2020

**REGISTRATION OPEN!**

ADASA invites you to attend this rural CPD event to be held in Renmark, in the picturesque Riverland region of South Australia.

**Keynote Speaker: Professor Ian Meyers**  
**Presentation: Dental dilemmas and debilitated dentitions managing the everyday challenges of general practice dentistry.**

See ADASA website for full program and cost to attend [www.adasa.asn.au](http://www.adasa.asn.au) **Queries contact [events@adasa.asn.au](mailto:events@adasa.asn.au)**



# 2020 AGM

Annual General Meeting

**SAVE THE DATE**

**Wednesday 25 November 2020**

**Annual General Meeting**

**For full details on this meeting and to register please visit: [www.adasa.asn.au](http://www.adasa.asn.au)**

More details to be announced soon  
Queries contact Sally  
[events@adasa.asn.au](mailto:events@adasa.asn.au)



## 2020 ADASA - BOQ SPECIALIST



### GOLF DAY

We invite you to a round of golf with your friends and colleagues. Both handicapped and non-handicapped players are welcome.

Due to the current restrictions and uncertainty there is no dinner at this years event. (Players will be notified if this changes).

Refreshments will be served and trophies awarded at the conclusion of play.

**Location** Kooyonga Golf Club

**Date** Friday, 20 November 2020 | Tee off at 1pm

**Cost** ADASA Kooyonga Members \$55 | ADASA Members: \$ 145 | Non Members: \$225

**We are pleased to announce this year's golf day is going ahead!**





# ADASA - BOQ SPECIALIST GOLF DAY

## Friday 20 November 2020

### Kooyonga Golf Club

**Handicapped and non-handicapped players are welcome to register for this annual ADASA social event.**

Please arrive by 12.30pm for a player briefing. Play will commence at 1pm with a Shot Gun start, playing 18 holes in groups of 4. Please note, a dress code applies on course and in the clubhouse.

Following play will prizes and trophies will be awarded with food and drinks provided.

*A decision on whether the dinner will be held will be made closer to the event and players notified.*

Visit the ADASA website for full details: [www.adasa.asn.au](http://www.adasa.asn.au)

Name ..... Official Handicap .....

Address .....Kooyonga member Yes  or No

Email..... Veteran 60 or Over Yes  or No

Please arrange a playing partner for me Yes  or No  (If no) partners name .....

Opponents (1) ..... (2) .....

Dietary Requirements.....

*Tick applicable*

\$55pp - Green fees for Kooyonga Golf Club members with ADA membership, (limited to first 20 players who register)

\$145pp - Green fees for all other players with ADA membership

\$225pp - Non ADA members

### Payment details

I wish to pay (total) \$.....  credit card  cheque (enclosed)

VISA  MASTERCARD Expiry date...../..... CVV number.....

Card number.....

Name on card.....

Cardholderssignature.....

Thank you to our sponsors



**Registration closes 9 November 2020**

Return form to ADASA - EMAIL: [events@adasa.asn.au](mailto:events@adasa.asn.au) - FAX: 08 8272 4357 - POST: PO Box 858, Unley SA 5061  
or register on the ADASA website [www.adasa.asn.au](http://www.adasa.asn.au)

# Classifieds

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While experience is preferred, training and mentoring can be provided to the successful candidate. A portfolio of clinical cases completed by applicants is preferred.

We pride ourselves on practicing dentistry to the highest standard and strive to be one of the best dental practices in Adelaide.

All applications will be handled with complete confidentiality.

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- Siemens Dental Assistant's stool
- Tip/Edge Brackets (NOT PLUS)
- Rocky Mountain Welder (240 volt)

BEST OFFERS Michael Harry 0418 852 247  
Rose Park SA

### DENTAL TREATMENT CENTRES FOR SALE

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- COVID restrictions currently apply.

For more information please contact:  
Sally Queale at [events@adasa.asn.au](mailto:events@adasa.asn.au)



## RESEARCH SURVEY



Dr Monique Cheung (Endodontics postgraduate student) and Professor Peter Parashos at the Melbourne Dental School, University of Melbourne, VIC are conducting a research project involving an online survey of general dentists and endodontists.

**We kindly request your participation in a questionnaire, entitled:**

**"Questionnaire survey of current endodontic trends"**

Your participation will help in making the results as representative as possible, and your answers will be **completely anonymous**.

Detailed information and the survey can be found at the link below. If you would like to participate, the survey will take approximately 10-15 minutes. Your assistance is greatly appreciated.

<http://go.unimelb.edu.au/zz9j>

CRICOS No: 00116K

## Selling or buying a practice?

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- Dr Yohan Thomas

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## Ray White congratulates Brett Buckley

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Ray White congratulates Brett Buckley on being awarded **SA business broker of the year 2020** by the Australian Institute of Business Brokers.



For a completely confidential free appraisal on your practice contact Brett Buckley.

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0432 231 630  
brett.buckley@raywhite.com  
raywhitebusinesssalessa.com.au

## On January 14, 2020, it's the End of Life (EOL) for Microsoft's Extended Support for **Windows 7 & Windows Server 2008/R2**

What does this mean for you?

- Your computers and servers will no longer receive security updates
- Your practice management software will no longer be supported on systems running those platforms

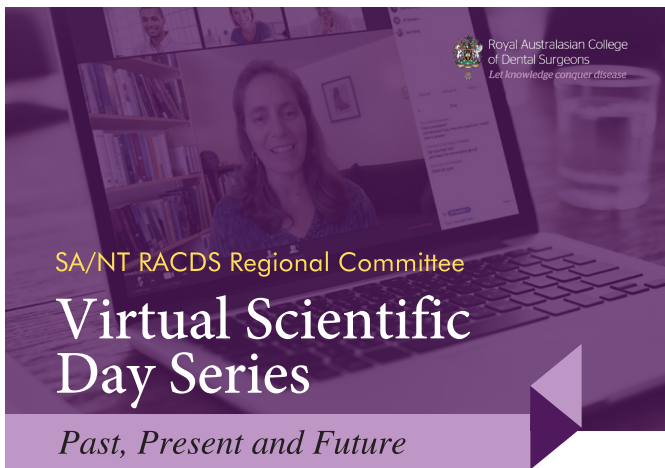
What can you do about it?

- As the ADASA Business Partner for IT services to its members, we offer the Association's members a free IT 'check-up'. This consultation will analyse members' current IT systems and suggest any possible improvements. Excludes any travel costs to any practices outside of the Adelaide Metropolitan area



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### Webinar Series

- ▶ **First Webinar**  
6.30 - 8:00pm, ACST  
Tuesday, 20 October  
Emeritus Professor Alastair Goss
- ▶ **Second Webinar**  
6.30 - 8:00pm, ACST  
Tuesday, 27 October  
A/Prof Alan Broughton
- ▶ **Third Webinar**  
6.30 - 8:00pm, ACST  
Tuesday, 3 November  
Surprise Melbourne Cup Day Speaker

### Who can attend?

This is a complimentary event. All dental professionals are welcomed, you do not need to be an RACDS member.

### Registration & Contact

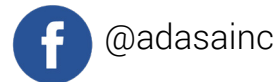
- 🌐 [www.racds.org/santscientific](http://www.racds.org/santscientific)
- ✉ [info@racds.org](mailto:info@racds.org)

### CPD Certificate

RACDS members will receive verified CPD allocation from the College for your attendance.

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The Magazine of the Australian Dental Association, South Australian Branch Inc.



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