



# Integrated Dental Holdings

## *Corporate Social Responsibility 2014*

Our great  
place to work

Our  
Communities

Our  
environment

Our  
Charities

# Our great place to work

## Listening to our people

- Our first 'Great Place to Work' survey was launched to colleagues and clinicians in December. Feedback has shaped key business decisions/projects and regular progress updates are shared globally.
- Regular engagement surveys scheduled for coming year - *next survey scheduled for September 2014.*
- Participated in 'Britain's Healthiest Company', to gauge health/wellbeing of our colleagues and clinicians.
- Personalised health report for every participant and overall company results will shape future HR strategies.



## Developing our people

- 'Keeping in Touch' practice visit programme for Support Centre colleagues, to enhance knowledge of practice operations and understand views of colleagues/clinicians/patients.
- Partnered with '3M' technology, to provide in-depth sessions for clinicians on innovative dental techniques.
- We ran our first 'Learning at Work Week' in May 2014 – a working week dedicated to career development.

## Recognising our people

- We encourage our clinicians to gain industry recognition for their excellence. *Leanne Barwick, our hygienist from Surbiton, won the Young Hygienist of the Year Award 2014.*
- Held our first company wide 'Recognition' awards in May 2014, to celebrate our internal talent

## Supporting our people

- Death in service benefit now available to all employees.

# Our great place to work

## our word

greatplace  
towork update

### Our word on training

*'We know that training and development are hugely important to you, so we're investing in customer service training for our receptionists, plus we're improving our LMS and creating better opportunities for everyone to progress their careers'* Julia Livsey, Head of Academy



A Learning Management System that's easier to use



In the light of the patient survey we're introducing **new customer service training** to receptionist teams

September 2014

April 2014

New training and development to create better opportunities for you to learn and progress within your role

April 2014

A brand new practice manager induction programme, providing new PMs with all the essential training they need over 6-10 weeks. Providing 41 hours of continuing professional development and recognised by the General Dental Council.

June 2014

### Our word on giving you your say

*'Our Employee Forum is about giving you more of a say in our business. We value your feedback and ideas, as well as your view on how we can improve our patients' experience.'*

Terry Scicluna, Chief Executive



**Employee forum** to give you a voice in the form of regular contact with our executive board

September 2014

### Keeping in Touch – Valuable visits for all

In March, we launched the 'Keeping in Touch' programme. It's a fantastic scheme, where Support Centre colleagues visit practices from across all our regions.

#### So, what's it all about?

- Support Centre colleagues spend time with all the practice team, to learn about the daily workings of the practice
- Practices are encouraged to share their views on how to improve processes/ service at Support Centre

#### Achievements so far:

- Since March, over **200 practices** have been visited. That's...
- Over 1/3 of our entire estate!
  - Over 1000 practice colleagues sharing their ideas
  - Over 50 Support Centre colleagues taking part in visits/providing direct support for practices

#### What can I expect as a Support Centre visitor?

- Support with planning the visit
- Advance notice of visit date
- Advance briefing on the structure of the visit
- Enjoyment and value – learn more about dentistry and share knowledge from your department!

#### What can I expect as a practice team?

- Advance contact from your Support Centre colleague, to arrange a mutually convenient time for the visit.
- There's no need for preparation – this is not an inspection! The visitor simply wants to learn about the usual routine of your practice, so it's business as usual for you!
- Enjoyment and value – share your ideas on how to make IDH a great place to work!



If you are a Support Centre colleague who wants to 'Keep in Touch', discuss your interest with your line manager in the first instance. Following their support, please contact Rob Scott ([rscott@idhgroup.co.uk](mailto:rscott@idhgroup.co.uk)) in Central Operations, to sign up!



**It's a great experience – you have our word:**  
Just listen to Leanne Garvey, Senior Patient Support Officer, who has visited 7 practices as part of 'Keeping in Touch':

*'All my visits have been extremely interesting. I've visited a variety of practices, gathering lots of constructive feedback – both positive areas and areas for improvement. I've really enjoyed meeting our practice colleagues and finding out how they are feeling – I would recommend as many Support Centre teams as possible to take part.'*

## Leanne cleans up

She brightens people's smiles for a living, and after being named Best Young Hygienist of 2014 Leanne Barwick isn't exactly down in the mouth herself.

Leanne was amazed to be shortlisted for Dental Hygiene and Therapy Magazine's (DH&T) national award recognising the highest flyers in the dental hygiene world. She was further bowled over when patients submitted written and even video testimonials to show what she means to them.

But colleagues at IDH's Love Your Smile Practice in Surbiton weren't a bit surprised. 'She works incredibly hard – she's gentle, professional and takes time to explain things to patients,' says Practice Manager Cheryl German.

'We made sure everyone got behind her,' says Cheryl. 'When it came to the big award ceremony in London she came up trumps! We're so proud of her.'

Comments left for Leanne include:  
*'She answered any queries with in-depth knowledge'*  
*'I was very nervous but I was pleasantly surprised at the time and patience she took'*  
*'A credit to her profession'*  
*'I was apprehensive but Leanne made the experience easier and (almost) enjoyable!'*

*Pictured: Leanne shows off her award with the practice team.*



DH&T AWARDS  
Winner

# Our IDH academy

- Opening in May 2013, we have our own training centre in Manchester, dedicated to providing new and innovative clinical training.
- Free courses and significant discounts available for IDH clinicians through 'platinum membership'.
- Our training centre is complemented by our online learning system, with over 4000 resources, e-learning modules and activities to enable development at IDH.
- In 1 year, we have achieved:
  - ✓ *Delivered 143 face-to-face clinical courses*
  - ✓ *885 of our dentists attended an academy course*
  - ✓ *Colleagues and clinicians have completed a collective total of 43,157 online courses*



## What you can expect

### From day one

- A 4,000 piece library of ready made accessible learning for everyone
- Online and face to face core CPD for clinicians
- Personal development toolkit
- Management development toolkit
- Practical clinical development such as endodontic, sedation, crown and bridge, implants, prosthetics, cosmetic dentistry, oral pathology and occlusion
- New dentist induction.



### In the future

- CPD for clinicians
- Development pathways for all
- A virtual learning world
- Structured development programmes for non clinicians
- A schedule of practical clinical development experiences delivered across the UK
- Clinical development includes MSc, webinars and live case studies.



## Innovation in the heart of Manchester

- Lecture and seminar theatres
- Phantom head room – all heads have life-size craniums and oral cavities opening to recreate working on real patients in surgery conditions
- Live audio-visual broadcasting
- A relocated practice on site.



# Our Communities

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Our practice teams actively support their local community, to promote good oral hygiene and prevent potentially life-threatening diseases:



## Supporting families:

- Embedding key oral hygiene tips from an early age, our practice teams run educational sessions in schools and nurseries. *Our Southchurch practice were recently awarded the 'Outstanding Contribution to Oral Health Award' from Nottingham PCT.*
- Our 'Kids Clubs' run every school holiday, to provide appointments at convenient times for the whole family. *It's far from a scary experience – children are kept entertained, through fun and educational games and competitions.*
- We also sponsor local sporting events/community events. *Recently, our Doncaster Orthodontic practice supported a cycling event, to showcase their treatment options with cyclists and spectators.*

## Oral cancer awareness:

- In November, we launched our free online oral cancer awareness training for all clinicians across the UK – wherever they work.
- Through regular check-ups and referrals, we've had extremely positive results. *Recently, our practice team in Warrington saved their patient's life after spotting a lingering ulcer – something which could easily have been ignored.*

## Smile Month:

- We actively support the British Dental Health Foundation's National Smile Month, to promote key messages for a healthy mouth.

# Our Communities

## Safe hands

Referring a patient to a specialist for a lump in her throat was all in a day's work for **Madhuri Acharya** – but her action may have prevented a devastating outcome.

The Warrington 1 dentist was worried because the ulcer on the pharyngeal wall had been there for a few weeks, and referred the lady immediately.

The specialist diagnosed squamous cell carcinoma. **'Receptionist Laura White** processed the referral and surgery followed very quickly,' says **Practice Manager Lisa Hanley**. 'After that, the lady received the all-clear. She's been back for her check up and can't thank **Madhuri** enough.'

**'Madhuri** says she was following routine good practice but the specialist said it was lucky her dentist picked it up – many may not

have. We're all proud of her. Great

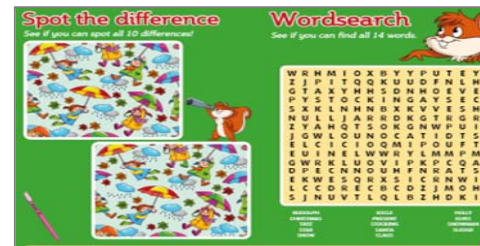
teamwork too!

**Clinical Director Jason Bedford** said **Madhuri's** intervention was critical. 'Every year in the UK, 7,000 people are diagnosed with mouth cancer and over 2,000 die,' he says. 'The survival rate is vastly improved if we catch it in its early stages.'

**'Madhuri** and the Warrington team are a fantastic example of the professionalism and care that patients should expect at an IDH practice. Without her early detection the prognosis would have been bleak, despite the expertise of the specialists.'

'It's a great reminder that we must always encourage patients to have regular check ups, including an oral cancer screen.'

■ Our oral cancer training guides dentists on how to spot potentially life threatening cancers early. Log on to [www.idhlearning.co.uk](http://www.idhlearning.co.uk) to check out the training available.



## Small wonders



Our Kids Clubs proved a big success in the summer, with practices pulling out all the stops to keep our younger patients engaged and entertained when they came to the dentist. Bargoed and Bargoed, pictured, are just two teams that worked hard to make the little ones welcome.



For the colder months our Kids Club squirrel Bristles – sporting a nice warm scarf – is showcasing more activities for kids to get involved in. So keep up the great work, be as inventive as you can and let's keep proving that a visit to the dentist can be fun as well as part of a healthy lifestyle.



Bargoed, left, and Bargoed, right.

## Talking point

**Southchurch Family Dental Centre** bagged an Outstanding Contribution to Oral Health award from Nottingham PCT for its campaign in schools, nurseries and in practice. Practice Support Manager **Janine Firth** said, 'We're always looking for new ways to raise awareness – a huge thank you to the team for their hard work.'



# Our environment

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## Reducing waste

- With our practices using a large amount of water for hygiene/ sterilisation, we collaborated with 'Utility-wise' to monitor water consumption and provide quick solutions to reduce waste.
- 'Smart Meters' installed in 470 practices, approx. 80% of estate, which will enable electricity/ gas to be analysed at individual practice level and as company average.

## Investment in new technologies

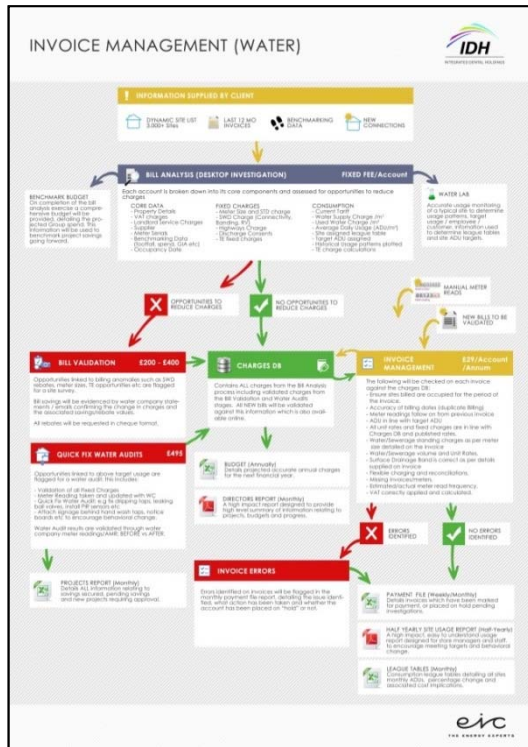
- LED lighting replacement programme due to be trialled in July 2014 (20 practices), with intention to roll-out to all practices in September 2014.
- Longest lamp life option (50,000 vs. 8,000 hours), expected to result in significant reduction in electricity consumption and frequency of maintenance repairs.

## Ethical considerations for third parties

- As a large producer of clinical and hazardous waste, it is vital that our waste provider is conscious of their environmental impact. For 10 years, 'SRCL' have managed our waste, because of their environmental credentials – *they work closely with environmental regulators, to keep up to date with new technologies/processes.*
- 'Safe Contractor' screening process in place to all our contractors, to ensure they provide a safe and high standard service to our practices.

## Electronic communication

- SMS text message appointment reminders used, to reduce paper communication with patients.
- New email system installed in all practices, which routes mail directly to a sorting office, saving unnecessary mileage and reducing overall emissions.



# Our Environment

## Environmental Policy Statement



IDH Group is a professional and environmentally conscious organisation, which acknowledges the effect our operations may potentially have on the environment. We are committed to leading the dentistry industry in minimising the impact of its activities on the environment. We will promote sustainability and environmental awareness at all levels of decision making.

The key points of our strategy to achieve this are:

- Minimise waste by evaluating our operations and ensuring they are as efficient as possible.
- Actively promote recycling both internally and amongst our customers and suppliers.
- Source and promote product ranges to minimise the environmental impact of both production and distribution.
- Comply with the letter and the spirit of environmental legislation that relates to the Company.
- Manage all the waste from our practices in the most effective way possible from an environmental perspective.
- Work to minimise toxic emissions through the selection and use of our fleet and the source of our power requirement. We will encourage the adoption of similar principles by our suppliers.
- We will implement a training and awareness program for all our employees and our Dentists to raise awareness of environmental issues and enlist their support in improving the Company's performance.
- We will measure its impact on the environment and set targets for on-going improvement.

Signed by Terry Scicluna, CEO

On behalf of the Board of Directors of the IDH Group of Companies



Version 1.1, January 2014

## A world of difference

As a healthcare business we know that everything we do has an impact, and that responsibility doesn't stop at the patients we look after – it includes the environment too.

A greener, more efficient business is a challenge we address head-on in our new Environmental Policy Statement, and it's also key to War on Waste, part of our Autumn Campaign.

A new environmental committee, chaired by Company Secretary Liz McDonald, is exploring ideas for improving performance. Our new Thinking Green: Top Tips are a great starting point.

- **Think before you print** Many documents may be read and stored on Clarity. If you must print, choose double sided.
- **Think before you order** Pool stationary before making your order and use what's already available.
- **Think before you tidy** Some confidential documents need archiving or shredding, but try to recycle where possible.
- **Think before you travel** Team up and travel together with colleagues to conferences and meetings.
- **Think before you leave** Switch off monitors, lights and heating when you leave; switch computers to sleep when you go to meetings.

'We want IDH not just to comply but take a lead on environmental issues and put sustainability at the heart of all our business decisions,' says Liz McDonald. 'That means thinking about the impact of everything we do at work.'

Look out for Weekly Bulletin updates and email us at [environmental@idhgroup.co.uk](mailto:environmental@idhgroup.co.uk) with your thoughts on how we can do things better.

LETTERS + DATA + POSTCARDS





# Our Charities

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As a company, we actively support two charities. These both have a personal connection to IDH:



## Children with Cancer UK

- Relationship initiated by an IDH colleague, when her son was diagnosed with leukaemia.
- Collectively raised over £10,000, since we announced new partner in May 2013.
- Charity committee at the Support Centre organise and deliver quarterly events at the centre, including: *summertime office Olympics, Halloween 'trick or treat' bake-off, Christmas jumper day, new year '206 mile' cycling challenge and book events.*
- Practice teams encouraged and supported to fundraise with their teams. Team achievements include: *completing the Manchester 10k, Boxing day dip and even shaving hair to make children's wigs*
- Outstanding individual fundraising, including *Andrew Stone's (National Estates Manager) 8 hour dance-a-thon, raising £810*

## Bridge 2 Aid

- Provide hands-on and financial support, to people in Tanzania without access to dentistry
- Our clinicians have trained health-workers, so they can provide emergency dental treatment
- 2 IDH clinicians trained 12 health-workers in 2013 and 2 IDH clinicians are supporting the scheme in October 2014
- Donated £10,000 to allow Bridge2aid to continue their fantastic work, after sponsorship was significantly cut back by other companies.



# Our Charities

**Team NEWS**  
Please email your stories and feedback to [wardofmouth@hflpeople.com](mailto:wardofmouth@hflpeople.com)

## Funds and games

**children with cancer**

Many patients are taking a little and often approach to raising money for Children with Cancer UK and their efforts are really paying off. A lot of imagination, a sense of fun and a genuine commitment to this wonderful charity are all you need. Carl Hines, Practice Lead for our team at **Beale Green**.

We're excited to £100 for us through some fun tables, coffee and craft the really busy, you know. The patients are generous and we love being our fundraising team too.

A representation of a card book for the **bankhead** team who raised the funds for the **Beale Green** Day (yarned quilt) and emergency quilt (quilt) in the coffee. It's an annual event and the atmosphere is fantastic. says Practice Lead, Practice Support Manager. Light of us joined a parade of women heading to the beach and for highlights head to all these to get an idea of the temperature.

**As Practice** the team's leader for day included fancy dress, welly, water the table and get the most for **Beale Green**, along £100. The team were happy to see the funds in their pockets and the table also raised a great spirit too. says Practice Support Manager.

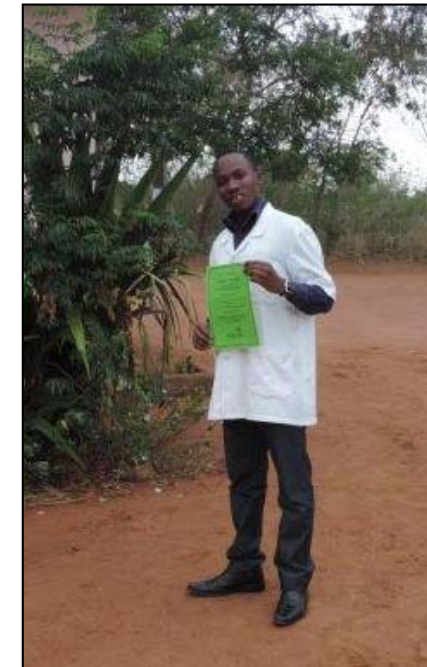
**Julie** who donated her hair to the **Beale Green** Day, a charity that raises money for children with cancer.

So far your amazing efforts have raised a standing £11,111 for Children with Cancer UK - a figure that's rising all the time. To our first issue with fundraising, **Phil Dave Richards**, after manager has practice at **Beale Green** says to thank the Practice Support Manager and staff it's a great way to support our charity and to support the staff.

I've done loads of these items and found it a great place to meet and talk to other staff who are doing the same. It's a great way to get to know other staff and to see how they're doing. It's a great way to get to know other staff and to see how they're doing. It's a great way to get to know other staff and to see how they're doing.

More money was raised for the **Beale Green** Day. Practice Support Manager and Practice Support Manager. **Julie** who donated her hair to the **Beale Green** Day, a charity that raises money for children with cancer.

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**Bridging the gap**

In countries where emergency dental treatment is limited, Bridge2Aid is making a difference - training local health practitioners to prevent pain, misery and even death.

But a major fraud plus the withdrawal of a key donor have left the charity at risk. An urgent appeal to raise £50,000 by the end of March is underway, and IDH has made a substantial donation - but more help is needed.

IDH clinicians Anna Smith and Jigme Tsering visited two centres in Tanzania with Bridge2Aid's dental volunteer programme, training rural health workers to administer anaesthetic and perform extractions. Within a week the health workers were confidently administering anaesthetic and extracting teeth. 'In ten days we treated 1,800 patients and extracted around 2,000 teeth,' says Anna. 'It was so rewarding to see the workers grow their skills and confidence.'

Please support Bridge2Aid's urgent appeal:

- Online at [www.bridge2aid.org/urgentappeal](http://www.bridge2aid.org/urgentappeal) or visit [www.justgiving.com/B2Aurgentappeal](http://www.justgiving.com/B2Aurgentappeal)
- Write a cheque payable to **Bridge2Aid** and send to **Bridge2Aid, Well House, The Chipping, Wotton-under-Edge, Gloucestershire GL12 7AD**
- Call 0845 8509877