

GENERAL DENTAL COUNCIL
**CORPORATE
STRATEGY**
2010-2014



OUR KEY PURPOSE

**Protecting patients,
regulating the dental
team.** This is why we exist.

We support the quality of practice and reputation of the profession by setting standards, promoting them and taking action when they are not met.

All of this ensures that patients are protected.



Front cover:
Colette Cloete, patient, and
Frances MacKay, specialist
in orthodontic dentistry

This page:
Rob Hale, specialist in
special care dentistry

OUR VALUES

Our values drive the way we deliver our key purpose.
They define who we are and how we deliver regulation.

- Regulation is proportionate, targeted, consistent, transparent and accountable
- Policy is developed on the basis of consultation and evidence
- Resources are managed effectively, efficiently and sustainably
- Decision-making is collective, robust and accountable
- Leadership of the organisation is strategic and ethical
- Equality and diversity is embedded in our policies, systems and processes
- Management of people is open, fair and constructive



David Simm,
dental technician

OUR AIMS

Successful dental regulation is dependent on our relationships with a wide range of people and organisations. The map opposite shows how we group these people and organisations.

We put patients at the heart of our thinking. This is reflected in the first principle of practice in dentistry for the dental team:

“Putting patients’ interests first and acting to protect them.”



We have clear aims for our relationship with each group of people and organisations...

Patients/Public

Give patients and the public the confidence that members of the dental team are fit to practise

We will help patients understand what to expect from their dental professional, what to do if their expectations are not met and what actions we take to protect them.

Dental Team

Support the maintenance of professional standards across the dental team

We will set standards in consultation with the dental team and other stakeholders. We will ensure registrants understand regulatory requirements, how to meet them and why they are important.

Dental Sector

Clearly demonstrate how GDC principles are to be applied in practice to fulfil our statutory purpose

We will build effective relationships with educational institutions, indemnity organisations and other parts of the dental sector in order to support the sector in developing a dental team which is fit to practise.

We will quality assure the outcomes of education and training.

Policy Arena

Establish effective partnerships with our stakeholders to fulfil our statutory purpose

We will help stakeholders shape and implement the policy framework within which we all operate, in order to best protect patients.

This will include influencing the regulatory policy environment where it impacts on patient protection in England, Scotland, Wales and Northern Ireland and taking an active role in influencing the European context in which this policy is set.

We will also build strong relationships with other regulators to ensure that the regulation of the dental team is as seamless as possible.

...and for efficiency

Value for money

Regulate efficiently and effectively to fulfil our statutory purpose

As the money we spend comes from our registrants, we will work hard to ensure that the burden we place on registrants is proportionate and fair, both financially and administratively.



Arlene Mitchell
and Maria Goodier,
dental nurses

OUR OBJECTIVES

We have clear objectives for each of our core regulatory functions and for our value for money approach. Our annual business and financial plan will outline the steps we will take to deliver these objectives and the money we will spend to do so.



Brian Braithwaite,
dental technician

STANDARDS

| | OBJECTIVE | SUCCESS INDICATOR |
|---|--|--|
| 1 | Ensure that our standards are appropriate and continue to protect patients and the public | A comprehensive set of standards is produced that is accepted by the dental team as the professional standard |
| 2 | Define the scope of practice for all members of the dental team in order to ensure patient protection | Scope of practice guidance is accepted by the dental team as the professional standard |
| 3 | Establish a core fitness to practise policy | Fitness to practise committees and hearings make valid and consistent decisions |
| 4 | Implement a communications strategy regarding our regulatory standards to patients and public, the dental team, the dental sector and the policy arena | The dental team understand what is expected of them and patients and the public understand what they can expect from the dental team |



Suzanne Dunkley, specialist in paediatric dentistry, treating patient Ella Whiting

REGISTRATION

| | OBJECTIVE | SUCCESS INDICATOR |
|----------|---|--|
| 1 | Ensure that the register is current, accessible and appropriate for our different audiences | Patients and the public and other stakeholders confidently use the register to inform their choices |
| 2 | Assure patient and public protection by putting in place appropriate checks and balances before placing an individual on the register | There is a declining trend each year regarding complaints about new registrants in Fitness to Practise |
| 3 | Ensure that each registrant keeps their professional practice current by providing evidence of ongoing safe and competent practice | Continuing professional development audits and the revalidation scheme provide robust and reliable evidence that registrants are fit to practise |
| 4 | Provide robust evidence for removals from and renewals to the register, on the basis of patient safety | The register only includes those who are fit to practise |



Stephen Dunne, specialist in restorative dentistry, and Jillian Eastmond, dental nurse

FITNESS TO PRACTISE

OBJECTIVE

1 Implement fitness to practise processes that meet a range of external performance criteria

2 Implement a systematic process to evaluate fitness to practise procedures and outcomes

3 Implement an effective case-management system

4 Clarify and communicate what constitutes the practice of dentistry

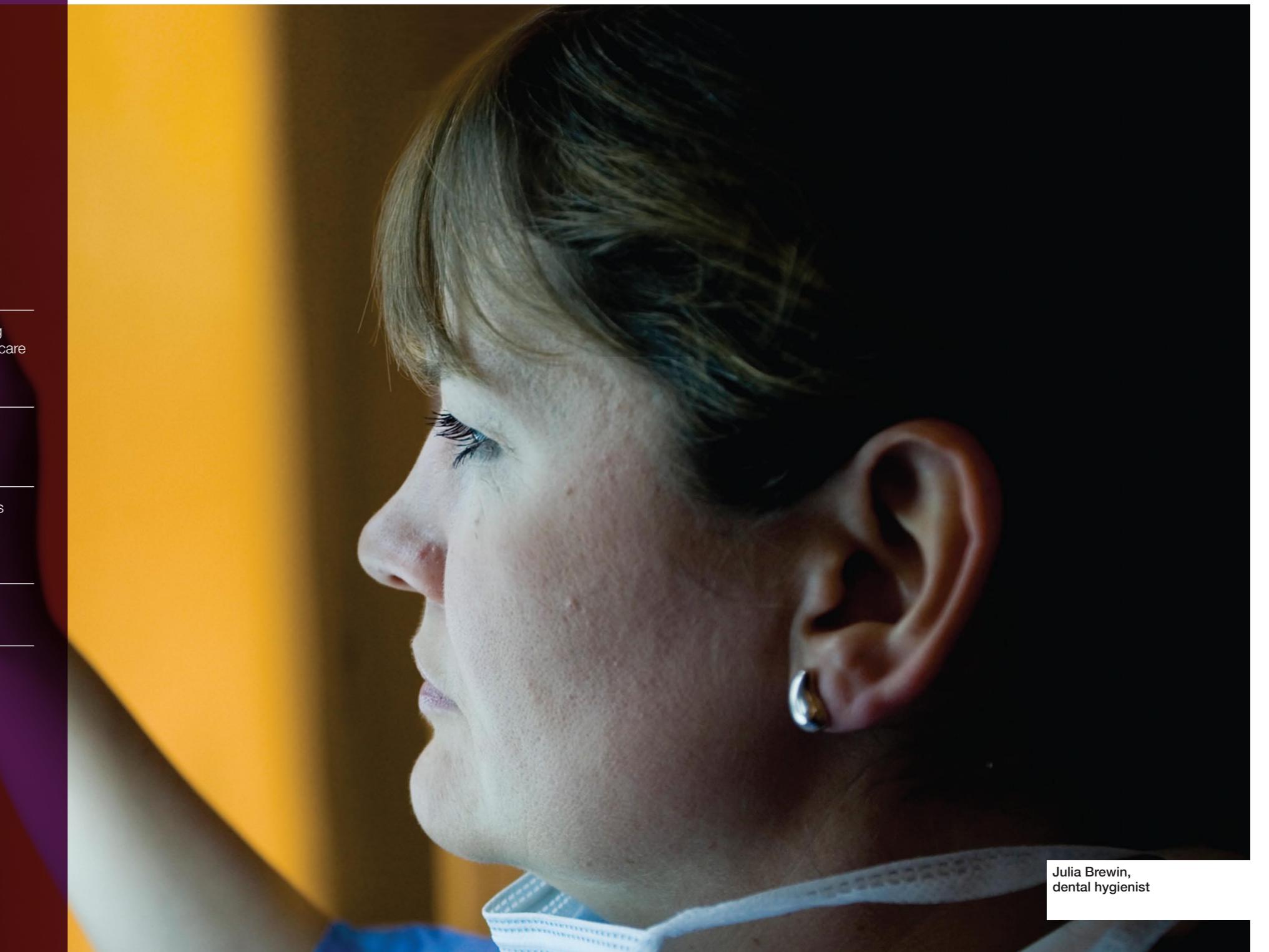
SUCCESS INDICATOR

We demonstrate that we are performing in the top quartile of professional healthcare regulators and that we are meeting stakeholder expectations

The system provides comprehensive and reliable information for the public, registrants and Council

The case-management system provides comprehensive and reliable information for the public, registrants and Council and reduces case turnaround time

All our stakeholders understand what constitutes the practice of dentistry



Julia Brewin,
dental hygienist

EDUCATION QUALITY ASSURANCE REVALIDATION

| | OBJECTIVE | SUCCESS INDICATOR |
|----------|---|--|
| 1 | Ensure that our quality assurance of dental education and training fulfils our statutory purpose | A comprehensive and robust quality assurance framework is in place across the full scope of our education and training remit |
| 2 | Develop a framework of education outcomes aimed at assuring fitness to practise for initial, specialist and continuing registration | Education and training outcomes for all stages of UK education and training are established |
| 3 | Implement a revalidation scheme for dentists and complete the development of a revalidation scheme for the rest of the dental team | A system of revalidation is fully operational which has the support of the public and the dental team |
| 4 | Develop specialist lists across the dental team which positively reinforce patient and registrant choice and patient protection | Patients and the public confidently use the lists to inform their choices and there is a declining trend in fitness to practise cases relating to delivering specialisms |



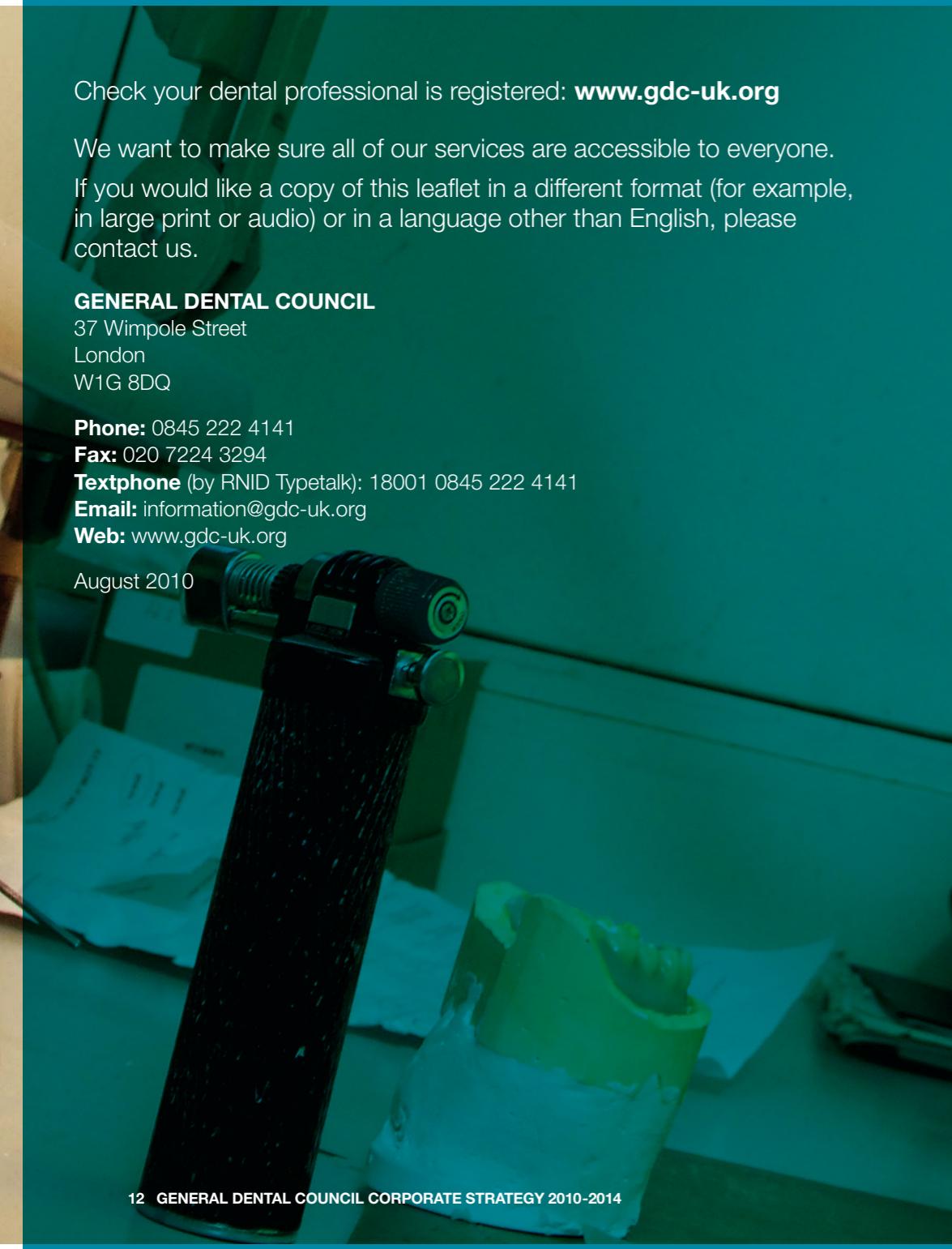
Prabhdeep Ryatt,
dentist

VALUE FOR MONEY

| | OBJECTIVE | SUCCESS INDICATOR |
|---|--|--|
| 1 | Raise our resources responsibly | The annual retention fee is set at the minimum rate to enable us to fulfil our statutory purpose |
| 2 | Account for our spending decisions | The Annual Report and Accounts are published and information is publicly available through Council papers |
| 3 | Target our resources efficiently and effectively | Our resources are utilised to carry out our strategic plan |
| 4 | Manage our resources in accordance with good governance | Our policies, systems and processes are carried out in line with our corporate governance principles and standards |
| 5 | Deliver open and transparent decisions through effective governance mechanisms | Our decisions are effective and transparent |



Simon Edwards,
patient



Check your dental professional is registered: www.gdc-uk.org

We want to make sure all of our services are accessible to everyone.

If you would like a copy of this leaflet in a different format (for example, in large print or audio) or in a language other than English, please contact us.

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Leonard Lake,
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