

**Horizon scanning report February 2018**

<b>Purpose of paper</b>	This is the latest GDC horizon scanning report. Its purpose is to give the Council and staff visibility of the external environment that the GDC is operating within, to inform decision making and to facilitate discussions about possible activity that will allow the GDC to shape and prepare for external events.
<b>Status</b>	For noting
<b>Action</b>	Noting
<b>Corporate Strategy 2016-19</b>	Having an improved understanding of our external environment is integral to the successful delivery of <a href="#">Patients, Professionals, Partners, Performance</a>  An <b>Improved understanding of the external environment</b> is objective A of the <a href="#">Communications and engagement strategy</a>
<b>Business Plan 2017/18</b>	As with the 4Ps, having an improved understanding of our external environment is integral to the successful delivery of the <a href="#">business plan</a> . The 2018 plan is due for imminent publication.
<b>Risk register</b>	ST8 on strategic risk register.
<b>Decision Trail</b>	On 27 January 2016 the Council signed off the Communications and engagement strategy. The plan to establish the editorial board, the internal structure responsible for horizon scanning, was discussed at the Policy and Research Board on 10 February 2016 and Executive Management Team on 21 March 2016. The EMT approved the terms of reference for the editorial board on 23 May 2016.
<b>Next stage</b>	This paper will be distributed to staff for information and discussion and an abridged version to key stakeholders.
<b>Recommendations</b>	There are no recommendations in this paper.
<b>Authorship of paper and further information</b>	Angeline Burton, Head of Communications and Engagement <a href="mailto:aburton@gdc-uk.org">aburton@gdc-uk.org</a> 0207 167 6242
<b>Appendices</b>	Annex 1 – GDC stakeholder calendar Annex 2 – GDC communications and engagement activity planner

1. This report includes the following sections:
  - a. Table of events
  - b. Stakeholder calendar – find in annex 1

## Table of events

This table lists the recent and future events in the external environment that are of interest to the GDC. It covers:

- c. Major political developments
- d. NHS and wider health policy developments

Relevant dates are listed, as are UK applicability and the activity the GDC is taking to respond to the event.

### Major political issues

Event	Associated dates	Why this matters	Effects	GDC activity
UK exit from European Union	<p>16 Jan 18 - <a href="#">EU 'tightens transition guidelines' on immigration, trade and fishing</a></p> <p>21 Dec 17 - <a href="#">EU bill survives as MPs back Brexit date</a></p> <p>20 Dec 17 - <a href="#">EU says Brexit transition to end by 31 December 2020</a></p> <p>4 Dec 17 - <a href="#">UK and EU fail to reach negotiation deal</a></p>	<p>Dominates government and parliamentary time, squeezing time available for health and regulatory matters</p> <p>UK exit from EU has (yet unknown) consequences for the ability to recruit healthcare professionals to the NHS and to regulate health professionals</p>	UK	Applying to GDC constitutional group

### NHS and wider health policy developments

NHS budget	<p>23 Jan 18 - <a href="#">Ministers rebuke Boris Johnson over NHS funding demands</a></p> <p>22 November 17 - <a href="#">As part of the 2017 Budget the Chancellor announced an additional £2.8bn of funding for the NHS over the next three years, falling some way short of £4bn that had been called for by NHS England boss Simon Stevens. 2017 will see a £350m injection with £1.6bn and £850m coming in the following years. Leading sector bodies mutedly welcomed the news, highlighting the additional needs in the NHS</a></p>	<p>Wider NHS budget funds dentistry</p> <p>Funding pressures being felt in NHS system could have an impact on funding available to dentistry</p>	Primarily England, but financial pressures exist across the UK	Watching brief
NHS Pressures	<p>23 Jan 18 - <a href="#">'It feels like a disaster zone' – NHS shown at breaking point</a></p> <p>18 Jan 18 - <a href="#">UK 'in grip of worst flu season since 2011'</a></p>	<p>Wider NHS budget funds dentistry</p> <p>Indication of pressure being felt on NHS resources at present.</p>	United Kingdom	Watching brief

## Summary of key media issues and coverage

**New Sector Publication, Modern Dentist Magazine:** [The first edition](#) of this bi-monthly title was published on Monday 22 January and, as well as featuring contributions from other sector leaders, included a wide-ranging interview with Matthew Hill, GDC Executive Director, Strategy. The interview, which is featured on page 16, covers issues such as sector challenges, trends and improvements in Fitness to Practise, the need for stakeholder collaboration and ECPD, amongst a number of other issues.

**Illegal Tooth Whitening:** With the objective of raising public awareness of the dangers of illegal tooth whitening, the GDC responded to several media opportunities in this period:

- Information and the following quote were provided to the [Liverpool Echo](#) which was running a piece on Local TV personality Chelsey Harwood, who was allegedly offering tooth whitening services: Francesca Keen, Head of Illegal Practice at the GDC, said: “The primary purpose of the GDC is to ensure patient safety and to protect the public from the risk of harm. Illegal tooth whitening presents a real risk to the public as those who carry it out are neither qualified to assess whether a patient is suitable for the treatment nor are they able to intervene in an emergency should one arise. If the GDC receives complaints about the illegal practice of dentistry by unregistered individuals it will take them very seriously and, where appropriate, investigate and potentially prosecute in the criminal courts.” The article was also picked up nationally in the [Mirror](#)
- BBC London is broadcasting a segment on tooth whitening in early February as part of *Inside Out*, its evening local TV magazine programme. An interview with Francesca Keen was recorded earlier this month highlighting the GDC’s role in public protection. Broadcast is expected on the evening of 5 February and, once the broadcast schedule has been confirmed, we will email Council to advise.

**Launch of ECPD:** Following the commencement of ECPD for dentists on 1 January, a number of sector media titles ran news reports and features covering different aspects of the new scheme, which were contributed to by the GDC.

- [Dentistry](#) ran a news report on the key aspects of ECPD. In Dentistry’s January printed edition, a number of wider features on what the new scheme means for dentists were included as well as an authored piece by GDC Executive Director, Strategy, Matthew Hill providing greater insight.
- Other publications to include news reports and features includes [Healthcare-news](#) and The Probe.

GDC messaging was also supported via our social media channels and two of the top five performing GDC tweets for December to 24 January attracted a cumulative 42 engagements and over 3000 impressions (appearing in someone’s timeline).

**Shifting the balance responses and next steps:** [This was published on 13 December](#) with a supporting press release and social media activity. A number of sector media title either covered its publication or shared the press release, [Dentistry](#), [Dental Review News](#), January’s printed edition of Dentistry and Dental Nursing. Indemnity provider [MDDUS](#) also reflected on the publication and this was covered in [The Dentist](#).

The coverage included key messages on the headline reform proposal, the level and type of engagement achieved over the consultation and plans to push ahead with reforms, including continued engagement with stakeholders.

**The Annual Renewal:** The deadline for dentists passed on December 31<sup>st</sup> 2018 and in the lead up to this period, social media was used heavily to raise awareness amongst registrants of the looming deadline. MDDUS also shared this information [via their website](#). Three of the top five performing GDC tweets for December to 24 January were on this subject, attracting a cumulative 88 engagements and over 4000 impressions (appearing in someone’s timeline).

**DH Regulation Reform Consultation:** As well as responding to [the consultation](#), indemnity provider the Dental Defence Union issued a press release drawing attention to its headline message that health regulators should be 'freed up' to do their jobs better. Sector title, [The Dentist](#) covered the story.

Themes and issues covered in national and trade media

**Child Tooth Extraction:** Following a Local Government Association report relating to child tooth extraction levels and the associated costs for the NHS, national media including [The BBC](#), [The Telegraph](#), [ITV](#) and [Sky News](#) covered the issue. A number of organisation responded to Local government Association figures relating to tooth extraction figures, including [Royal College of Paediatrics and Child Health](#) and the [British Dental Association](#)

## Stakeholder updates

On 6 December the Dental Professional Forum was hosted by the GDC to present the findings from the fitness to practise analysis conducted by Plymouth University, Collaboration for the Advancement of Medical Education Research and Assessment – CAMERA. It was noted that the data held by the GDC supported a range of statistical analysis allowing a better understanding of trends within FtP referrals, such as the characteristics of registrants being referred to FtP and the types of practice or behaviour being referred. Limitations in the GDC's data had been identified, particularly in relation to data on registrants' ethnicity.

Ian Jackson, Director for Scotland, met with Health and Care Professionals Council (HCPC) Council member Gavin Scott on 18 December. Areas of discussion focused around health and non-health regulation. Feedback from the Regulation Conference was also shared.

Ian Brack, Chief Executive and Registrar, held an introductory meeting with the General Optical Council's newly appointed Chief Executive Vicky McDermott, on 19 December. Discussion included joint working, the GOC's 2017-2020 strategy and the Department of Health consultation [Promoting regulation, reforming regulation](#).

Ian Jackson, Director for Scotland, held a meeting with Margie Taylor, Chief Dental Officer for Scotland on 15 January. This meeting covered planning for the engagement programme for the GDC and stakeholders in Scotland. This programme will take place between 20-21 June 2018 and will comprise the Council meeting, and outreach engagement, with stakeholders across patient groups, the profession and partners.

On the same day, Ian Jackson held a meeting with Jason Birch, Head of Regulation Team in the Scottish Government. This meeting also covered the planning of the engagement programme for the GDC and stakeholders in Scotland.

Ian Jackson and Margie Taylor also met on 22 January for a further discussion about matters around regulation.

## Forthcoming meetings

29 January Ian Brack, Chief Executive and Registrar, and Matthew Hill, Executive Director, Strategy are due to meet Colette Bridgman, Chief Dental Officer for Wales and Lisa Howell, Deputy Chief Dental Officer for Wales. This meeting has been set up to discuss 'Getting the balance right in Wales' which develops some of the proposals outlined in Shifting the Balance.

29 January: Speciality Working Group meeting is due to take place. This is a recurring meeting covering areas of specialist dental training across the UK. Membership comprises the GDC, the UK Chief Dental Offices, and representatives from Health Education England, the Wales Deanery, NHS Education for Scotland, the Northern Ireland Medical & Dental Training Agency, the UK Royal Colleges and the Advisory Board for Specialty Training in Dentistry, the Faculty of General Dental Practice, the Association of Dental Hospitals, and the Dental Schools Council.

1 February: this date was set for the GDC to meet Philip Dunne, the Minister of State for Health prior to the recent reshuffle. It was subsequently cancelled due to the Government reshuffle. Steve Barclay has now been appointed to the post. We are working towards confirming another date once the new minister has settled into his role. We will be encouraging confirmation when the GDC submits its response to the Department of Health consultation [Promoting regulation, reforming regulation](#).

## Appendix 1

### Stakeholder engagement calendar

Date	Organisation	Type of meeting	With whom	Stakeholder	GDC representative
<b>January</b>					
15/01/2018	Scottish Government	Meeting	Margie Taylor CDO	Partners: regulation	Ian Jackson, Director for Scotland
15/01/2018	Scottish Government	Meeting	Jason Birch - head of regulation team	Partners: regulation	Ian Jackson, Director for Scotland
16/01/2018	Bristol Dental School	Meeting	Patricia Neville, Research Fellow in Oral & Dental Sciences	Partners: Education	Matthew Hill, Executive Director, Strategy; Rebecca Cooper, Head of Corporate Policy; Guy Rubin, Research Manager
17/01/2018	Scotland Policy Conference	Conference on primary care in Scotland	Various	Partners: Profession	Ian Jackson, Director for Scotland
18/01/2018	Bucks and Oxford Foundation Dentists	GDC workshop	Foundation students	Partners: Education	Jon Dillon, Head of Adjudications and Fitness to Practise; Sanhita Subramanian, Case Examiner; Nyree Connell, Policy Manager
19/01/2018	Dental Defence Union	Meeting	Angela Harkins Dento-legal adviser	Partners: regulation	Ian Jackson, Director for Scotland
22/01/2018	Scottish Government	Meeting	Margie Taylor CDO	Partners: regulation	Ian Jackson, Director for Scotland

Date	Organisation	Type of meeting	With whom	Stakeholder	GDC representative
23/01/2018	Chartered Institute of Bankers	Meeting	Simon Thomson CEO	Partners: regulation	Ian Jackson, Director for Scotland
24/01/2018	Scottish Government	Meeting	Jason Birch - Head of Regulation team	Partners: regulation	Ian Jackson, Director for Scotland and Tom Scott, Executive Director FtP
26/01/2018	The Alliance of Health and Social Care	Meeting	Andrew Strong - Assistant Director	Partners: Health / Patient groups	Ian Jackson Director for Scotland
29/01/2018	Speciality Working Group	Meeting	Speciality Working Group	Partners: Education	Duncan Fyfe, Policy Manager,
29/01/2018	Wales Chief Dental Office	Meeting	Collette Bridgman, Wales Chief Dental Officer; Lisa Howells, Deputy Chief Dental Officer	Partners: Welsh Government	Ian Brack, Chief Executive and Registrar;  Matthew Hill, Executive Director, Strategy
<b>February</b>					
15/02/2018	Welsh Government	Regulatory developments and the Welsh context		Partners: Government	Matthew Hill, Executive Director, Strategy
28/02/2018	PD event for Dental Advisers/DROs and Health Board Dental Practice Advisers	Lecture: FtP & how to ring fence yourself to avoid landing in front of Panel.	Alan Whittet, Senior Dental Adviser	Partners: Education	Jonathan Dillon, Head of Adjudications; Ian Jackson, Director for Scotland; & Eleanor Poole, Head of Case Review
<b>March</b>					
06/03/2018	University of Edinburgh	Lecture	Final year Bsc students	Partners: Education	Ian Jackson, Director for Scotland

Date	Organisation	Type of meeting	With whom	Stakeholder	GDC representative
06/03/2018	NHS Education Scotland (NES)	Speaking	Registrants	Partners: Education	Ian Jackson, Director for Scotland
8-9/03/2018	Professional Standards Authority: Academic and Research Conference	Conference -speaking	Strategy Management Team	Partners: Regulation	Guy Rubin, Research Manager, Rebecca Cooper Head of Research and Policy, Jessica Rothnie, Policy Manager
09/03/2018	University of Highland and Islands	Lecture	all students Bsc Oral Health	Partners: Education	
13/03/2017	Keynote Seminar - Westminster Health Forum	Next steps for dentistry: prevention, contract reform and priorities for Smile4Life		Partners: Education	Matthew Hill, Executive Director, Strategy
23/03/2017	NHS Wales	DCP Afternoon		Partners and Profession	Matthew Hill, Executive Director, Strategy: Janet Collins, Head of Standards
23/03/2017	Dundee Dental School	Lecture	Final year students in with MDDUS on Law and Ethics course	Partners: education Partners: Profession	Ian Jackson, Director for Scotland