



Latest updates from the GDC - January 2020

Findings from the 2018/19 Patient and Public Survey

The latest Patient and Public Survey, conducted on our behalf by Ipsos-MORI, provides important insights for dental professionals to consider, including findings relating to patients' expectations, complaint-handling and what we, as the regulator, should be focused on.

The research found that two in five respondents (39%) either strongly agreed or tended to agree that they expected more from dentists than other healthcare professionals because they pay for treatment. Further, we found that more than 7 in 10 people said they were likely to provide feedback in both positive and negative scenarios. Of those who said they were unlikely to provide feedback, the three top reasons were:

- they didn't think anything would be done with the feedback (30%)
- they didn't know how to feedback (24%)
- they would feel embarrassed to provide feedback (17%).

These findings will be particularly relevant to those reflecting on how to improve their practice's feedback and complaint-handling processes.

We also asked about where we should focus our attention and a greater proportion opted towards prevention, rather than taking action once something had gone wrong. Nearly two-thirds (65%) thought our focus should be balanced, while 22% said it should focus on prevention. Just 7% thought our focus should be on taking action in instances of serious complaints.

These and other detailed findings can be explored by downloading the [full report from our website](#) and we hope you find the information valuable.



Crackdown on social media advertising of botulinum toxin injections

Today, the Committee for Advertising Practice and the Advertising Standards Agency (ASA), have launched a new campaign to tackle the unlawful advertising of botulinum toxin injections on social media.

Botulinum toxin injections, such as Botox, Vistabel, Dysport, Bocouture and Azzalure, are prescription only medicines and cannot be advertised to the public, even when they are to be administered by a registered healthcare professional.

Please take immediate action to review your social media advertising and make any necessary changes. The [ASA has issued guidance](#) to support compliance, so please take a look at this now if you advertise these products on social media.

After **Friday 31 January**, the ASA will be taking targeted enforcement action, which for those unwilling to comply, may include referral to the Medicines and Healthcare products Regulatory Agency (MHRA) or us, as your professional regulator.

Have you made your CPD statement?

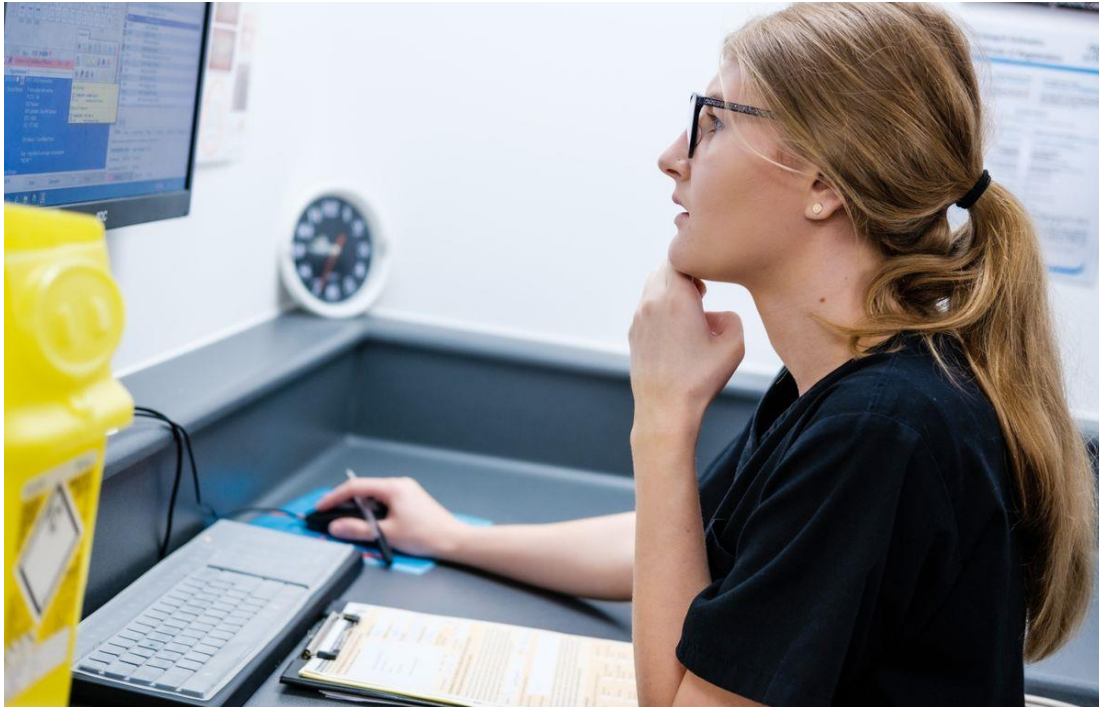
All dentists, registered for more than a year, need to make an annual or end-of-cycle CPD statement to complete Annual Renewal. If you have not yet made your CPD statement, please do it by **28 January 2020**, to ensure your registration is not put at risk.

Our records show that the majority of dentists have made their CPD statement, but that just over 10% of dentists have yet to make a compliant annual statement. There are also around 500 dentists who still need to make a compliant end-of-cycle CPD statement.

Please remember, if you've not done any CPD this year, you still need to make a CPD statement declaring that zero-hours of CPD have been completed. And, under the

[Enhanced CPD scheme](#) you need to complete at least 10 hours of CPD every two consecutive years.

Make your CPD statement now by logging into your [eGDC account](#). If you have any questions about what you need to do, please email cpd@gdc-uk.org.



Number of fitness to practise concerns continue to fall

Our latest [fitness to practise learning publications are now available](#). Covered are the cases opened and closed at initial assessment in Quarter 2 of 2019, where we recorded 283 concerns, continuing the downward trend in the number of concerns submitted.

In this series, we have also put a spotlight on concerns relating to scope of practice in 2019, as we prepare for a review, due to get underway later this year.

Strong support for proposals on specialist lists

The outcomes from our [consultation on the principles of specialist listing are now available online](#). The consultation invited views on the system of specialist listing, including the principles and criteria for specialist listing and the principles for the addition or removal of specialist lists.

We received 30 organisational and 131 individual responses to the proposals. We would like to thank all respondents for their views. The positive feedback and general support for the proposals is welcomed and provides us with a strong basis upon which to proceed.

We will now be making minor amendments to the proposed purpose and criteria for specialist lists, and developing the principles and process for the addition or removal of lists. The results of this work will be made available later this year.



The use of ‘undercover’ investigators in fitness to practise

In his blog, [How the GDC uses ‘undercover’ investigators](#), Stefan Czerniawski, Executive Director, Strategy, explores the issue which understandably attracted much recent attention.

Ever thought of becoming a GDC panellist?

We will soon be recruiting to our Fitness to Practise panel and are particularly looking for dental care professionals to join. In her [December blog, Val Shepherd, Senior Hearings Manager](#), explains what the panel is and why you might want to consider applying.

Requesting a GDC presenter at your event

We are looking for new opportunities to hear from and speak to patients, dental professionals and our stakeholders. If you’re organising an event or meeting that presents an opportunity for us to engage face-to-face with your audience, we’d like to hear from you. Please let us know about your event and how we might contribute by completing [our online form](#).