



British
Dental
Industry
Association

BDIA Membership Guide



Join a community of over 100 members



As the voice of the dental industry, the BDIA champions the needs of our members, not only to benefit their business, but to benefit the industry as a whole, the profession and the public.

We do this by: representing the industry with Government; by working in partnership with national and international bodies and regulators; providing members with the very latest news and developments through extensive communications; implementing and championing campaigns to highlight the dangers of counterfeit products; and promoting members' products and services, having a presence at both UK and international industry events and exhibitions; providing intelligence and insight into key industry and regulatory issues, such as global and domestic trading issues, UK & EU MDR, conformity assessment issues and challenges to oral health provision.

Members gain exclusive access to statistics, research and surveys commissioned by the BDIA. We are able to offer advice to members on technical and regulatory issues. In addition to all of this, BDIA member companies benefit from fantastic exhibition space discounts for Dental Showcase, the flagship dental industry event run by the BDIA for over 80 years, and since 2017 has been operated by MA Exhibitions.

Our funds as an association are directed to the development of the dental industry.

There are 6 key areas in which BDIA membership benefits can be broken down:



Communications



Community



Research



Events



Education



Support

Membership business leader testimonials



Mark Allen - Managing Director,
Coltene

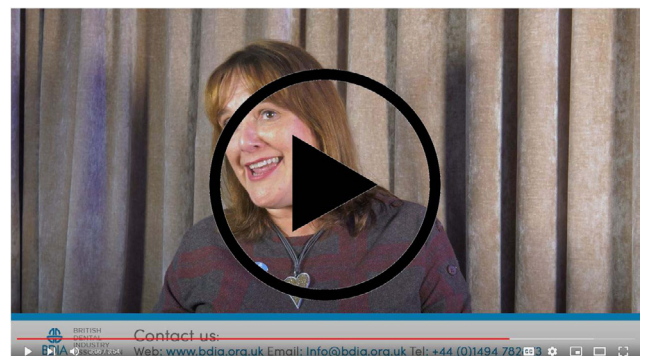
“COLTENE has been a member of the BDIA (formerly BDTA) since July 1988 and we have had representatives who volunteered to be on several committees and even a President during these years. Even now we with so much uncertainty in the market due to MDR and MHRA changes, the BDIA has given us a constant supply of updates, which we have forwarded to our European manufacturing regulatory teams. This level of care and support has been invaluable. Keeping a constant account of which treatment area, when we are required to have the correct standards operating from, especially with Brexit, means we can run a reliable and high-quality supply chain to our customers. The friendly team at the BDIA are low in number but large on experience and diplomacy for keeping our sector of the dental Industry represented at all regulatory and government levels, which is reassuring to have when operating a business.”

What our members say...

Daniel Davis, J&S Davis
testimonial



Gail Vernon, VSM Marketing
testimonial



Communications

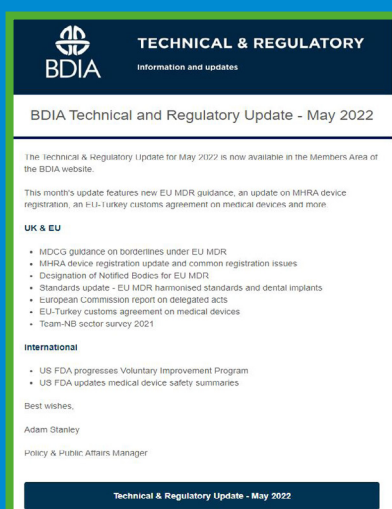
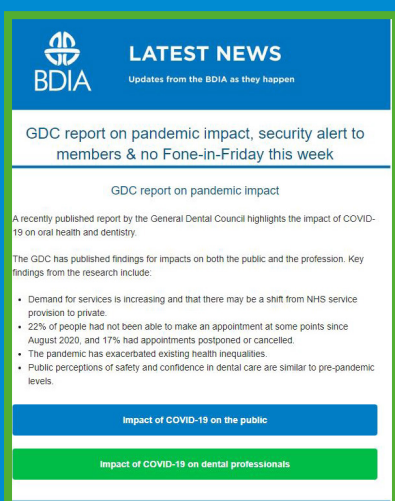


Our regular member communications share the latest industry news, updates and events.

Our monthly e-Newsletter includes detailed updates on industry issues, Technical and Regulatory matters. Additional e-Updates provide breaking news and the latest information on current issues of interest to BDIA members.

Our members-only magazine, Dental Insider, provides a summary of industry and Association news to ensure members don't miss any updates.

Dental Insider also offers special features and interviews on topical themes to support knowledge transfer across member company teams. Dental Insider is distributed to members in a hard copy form and is also available in a digital format to view online.



Email

Latest News

Providing members with the latest news and information on current issues of interest to BDIA members.

Frequency - as required - normally 2-5 per week.

Monthly News

A roundup of news covering a range of content, from industry issues, Technical and Regulatory matters and events.

Frequency - monthly

Export News

Information on international tradeshow and export news. **Frequency - as required**

Training Updates

News, updates and developments on BDIA training programmes. **Frequency - as required**

Technical and Regulatory

News on legislative changes from the UK, EU and further afield.

Frequency - monthly

Conference News

Information on BDIA events including Midwinter Lunch, Annual Conference and AGM and Dental Showcase.

Frequency - as required



Print

Dental Insider

Written by members of the industry, for the industry, Dental Insider is an informative, educational and entertaining publication that acts as a voice for the BDIA and a tool for communicating what's happening within the whole industry.

Dental Insider is read by a broad audience, making it an effective means of penetrating the UK dental industry.

The Editorial Committee oversee the ongoing production of the magazine and have been vital to its development and success over recent years.

Dental Insider is published three times per year in spring, summer and winter issues.

Dental Insider highlights:

- People news
- Company news
- Product launches
- Topical articles
- Business advice
- Lifestyle content

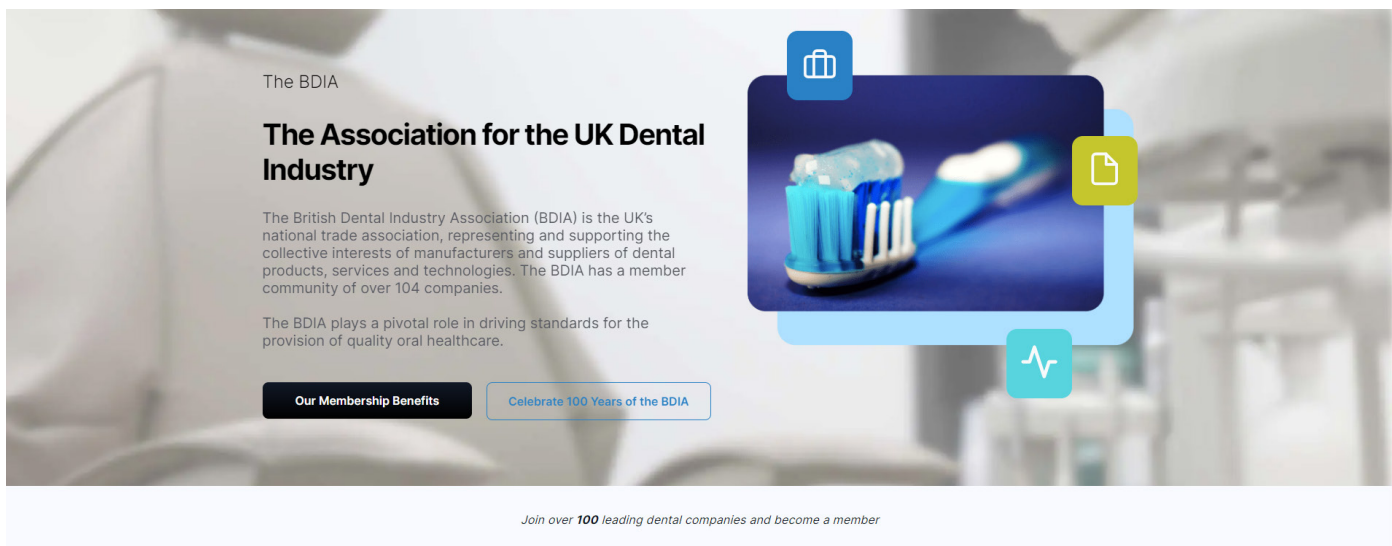
Read Dental Insider here.



Inside: A look back at the BDIA's summer conference

The BDIA website: BDIA.org.uk

The BDIA website hosts a wealth of information from the members' Product Directory, member profiles, and profession facing campaigns such as CSIDI and Think, the latest industry news and more.



The BDIA

The Association for the UK Dental Industry

The British Dental Industry Association (BDIA) is the UK's national trade association, representing and supporting the collective interests of manufacturers and suppliers of dental products, services and technologies. The BDIA has a member community of over 104 companies.

The BDIA plays a pivotal role in driving standards for the provision of quality oral healthcare.

[Our Membership Benefits](#) [Celebrate 100 Years of the BDIA](#)

Join over **100** leading dental companies and become a member

Press campaigns

Think: the BDIA launched its 'Think Supplier, Think BDIA Member' initiative in July 2018 to remind the dental profession of the benefits of purchasing from BDIA member companies.

Counterfeit and Substandard Instruments and Devices Initiative (CSIDI): the campaign, which has been partnered with by the Medicines and Healthcare products Regulatory Agency, is an industry-wide activity that:

- Promotes awareness of the dangers of poor quality, counterfeit and illegal dental instruments and devices.
- Provides a quick and simple method of reporting these to the relevant bodies.
- Promotes purchasing only from reputable manufacturers and suppliers such as our BDIA member companies.

Think

Click here to find out more



BDIA **CHOOSE PRODUCTS AND SERVICES FROM SUPPLIERS YOU CAN TRUST**

Why Buy From BDIA Members

As BDIA members are bound by a comprehensive professional Code of Practice, bespoke training and a common vision, choosing to do business with them means you can have confidence that you are choosing a supplier you can trust.

SO, WHEN YOU THINK SUPPLIER THINK BDIA MEMBER

Find bdia member dental suppliers at www.bdia.org.uk/member-directory

The British Dental Industry Association (BDIA) is the UK's dental industry trade body. Since 1923 its members have been working closely with the dental profession to provide the quality, innovative and dependable equipment and services that you need day in day out.

BDIA **BRITISH DENTAL INDUSTRY ASSOCIATION**

T: 01404 762873 E: info@bdia.org.uk W: www.bdia.org.uk

The BDIA is a charity of limited liability and is a registered company. Registered in England. No. 1040000. Registered office: 10 South Colonnade, Canary Wharf, London E14 4PU. A company registered in England & Wales with registration number 1040000.

CSIDI

Click here to find out more



Save now **ONLY £19.99**

Pay later

Using counterfeit and non-compliant dental devices is potentially dangerous to patients, users and to your GDC registration.

When purchasing dental equipment, particularly online, the person responsible should be aware of the risks of counterfeit and non-compliant instruments and devices and exercise common sense and care. There should be systems in place to ensure that equipment is genuine, compliant and safe to use.

The Medicines and Healthcare products Regulatory Agency and the British Dental Industry Association strongly recommend that all purchases, however small, are made from a reputable supplier.

SO, WHEN YOU THINK SUPPLIER THINK BDIA MEMBER

To find BDIA member dental suppliers visit www.bdia.org.uk/member-directory

Report anything suspect now at www.yellowcard.mhra.gov.uk

CSIDI **COUNTERFEIT AND SUBSTANDARD INSTRUMENTS AND DEVICES INITIATIVE**

British Dental Industry Association
Riverside Lane, Chesham, Bucks HP5 1PL
E: info@bdia.org.uk
W: www.bdia.org.uk

In partnership with:

Medicines & Healthcare products Regulatory Agency

Medicines and Healthcare products Regulatory Agency
10 South Colonnade, Canary Wharf
London E14 4PU
T: 020 3060 6701
E: counterfeit@mhra.gov.uk

Social media communications

Stay connected and up to date with BDIA news, events, conferences, training news and membership benefits via Twitter, LinkedIn, Facebook and Instagram. Join our social media network and connect with us below!

Facebook

Facebook – @TheBritishDentalIndustryAssociation



X

X- @_BDIA_



LinkedIn

LinkedIn – British Dental Industry Association



Instagram

bdia_centenary

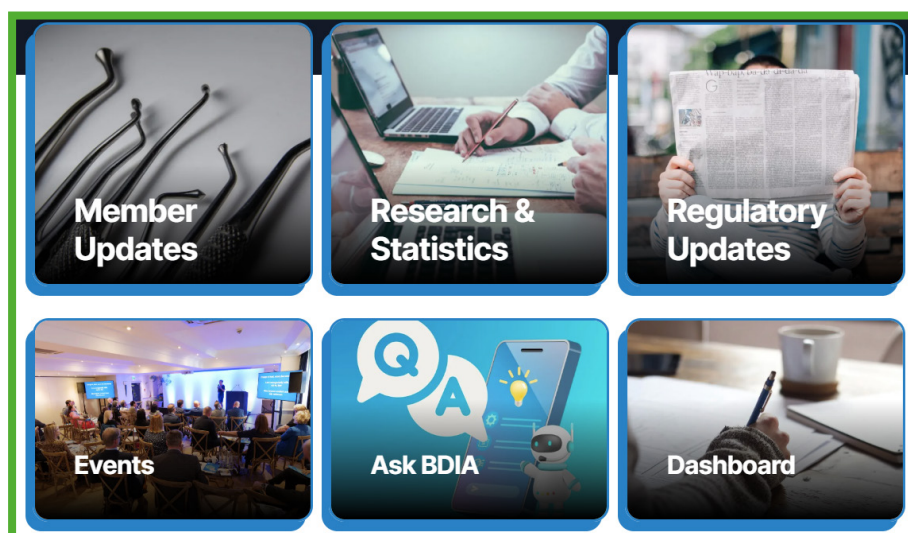


BDIA Members' Hub

The BDIA Members' Hub is an exclusive area of the BDIA website where BDIA members can access a plethora of membership benefits, including BDIA Regulatory Updates, research and statistics publications, BDIA news, BDIA event information, and the new new AI powered chatbot service called Ask Spotlight! Ask Spotlight can quickly find answers to your questions regarding the BDIA's most popular research resource, BDIA Spotlight. Ask it about statistics that are found in the publication, sales data, high street trends and more.

Members can also promote their products and services on the [BDIA Product Directory](#), a directory filled with BDIA members' products and services that helps to promote your company and the products and services it supplies to the profession. In just a few easy steps, members can upload a variety of their products and service.

Accessing this area of the website requires a login and password to be generated, if you require a login, please email darrylmoore@bdia.org.uk.



Community

The BDIA community is built on a strong foundation of knowledge, expertise and values.

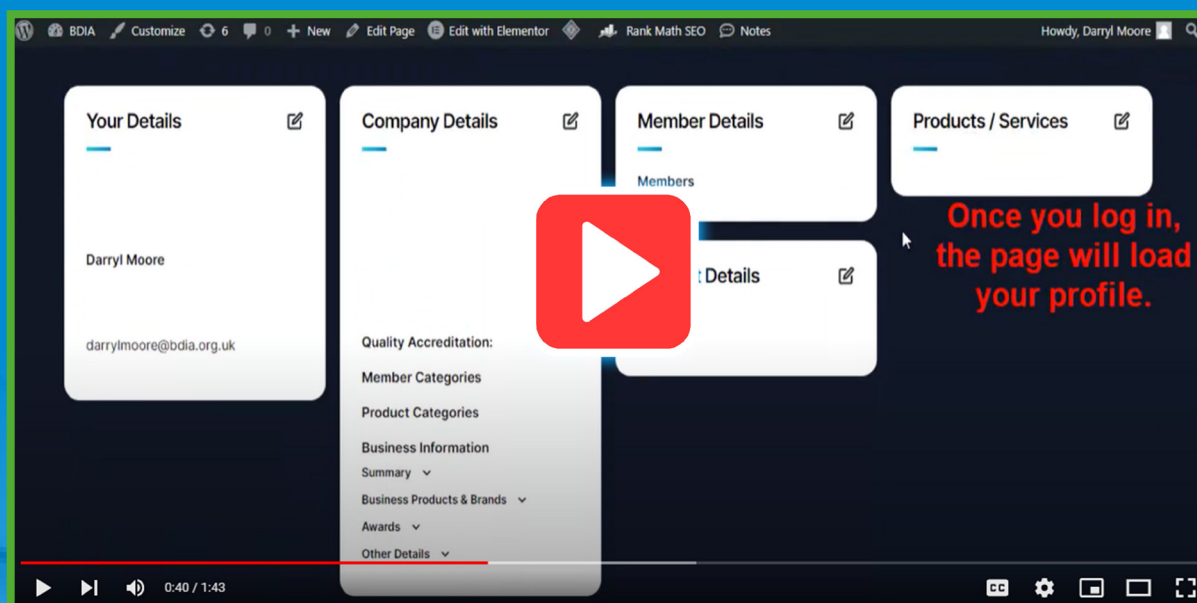
An online exclusive 'Members' Hub' for BDIA members holds information on the latest activities on which the industry is focusing. It is also where members can access latest news, support and advice, policies, research and statistics.

Additionally, members can access an online Members' Hub area that offers members the opportunity to update their company profile, enrol colleagues onto BDIA certified training programmes, grant other colleagues access to the BDIA Members' Hub, and members can also upload their product and services to the BDIA Product Directory.

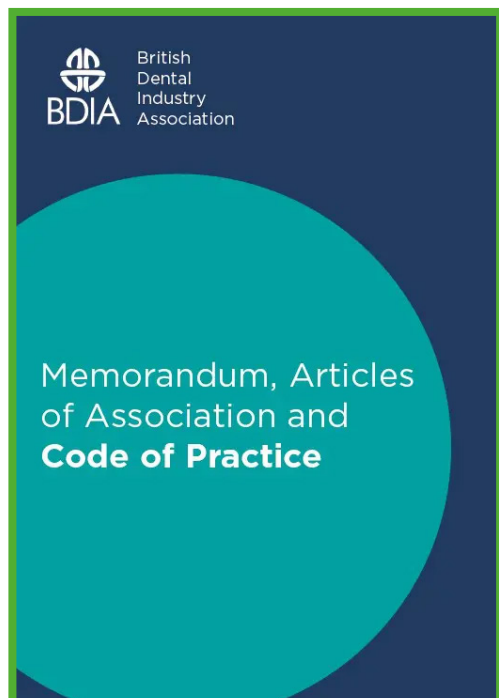
The Members' Hub tour

Watch the video below to see what the Members' Hub is all about!

If you do not have access to the Members' Hub and would like access, please email darrylmoore@bdia.org.uk



BDIA Code of Practice



All of our members adhere to our comprehensive Code of Practice.

This includes:

- Interactions with Healthcare Professionals
- Unlawful Payments and Practices
- Competition/Antitrust and Procurement Laws
- An appendix outlining the BDIA Complaints Procedure

This Code of Practice has been developed to ensure that the highest standards of self-discipline are enshrined in the conduct of Members of the Association. The Code is considered to be highly desirable because members believe that their commitment to providing high quality, effective products and services brings major benefits to the dental health of the nation and the country's economy. Members are thus required to operate a Quality Assurance system which complies with the appropriate standards where this is not already a legal requirement.

View the [Code of Practice](#)

Promoting member networking and co-operation

The BDIA promotes member networking and cooperation between member companies by creating a close community that encourages communication and an atmosphere of working together for members with common interests and goals, to connect and benefit from each other's expertise.



**Click
here to
to find out**

The BDIA promotes its profession-facing campaigns through a range of mediums including print, email and video formats. Below are video campaigns promoting the BDIA Members' Product Directory and the benefits of using BDIA member suppliers.



Insights

The BDIA provides robust industry insights to members to help support decision making. This easily accessible information saves members both time and resource and ensures the latest available data is at their fingertips.

Spotlight serves as our flagship statistics publication. Published annually, it gathers together all of the Association's regular research activity and also features the Dental Profession Overview. Exclusive to BDIA members, this comprehensive review of the composition, profitability and expenditure of the profession features years of trend data and offers a valuable insight into changes within the profession.

The Association's Statistics Committee works on a range of surveys and research throughout the year, including the Dental Products Business Conditions Survey, Technology & Trends Survey and Buyer Behaviour Survey.

Other research is undertaken on an ad-hoc basis in response to current events, such as our survey examining the impact of the coronavirus pandemic on the dental profession's activities and preferences.



Membership insight publications

For the full range of BDIA surveys, [click here](#)



Spotlight is our flagship annual statistics publication, compiled exclusively for members by the Statistics Committee. It contains the comprehensive Dental Profession Overview, as well as collating our other research and surveys undertaken during the course of the year.



This survey examines the dental profession's attitudes towards a range of new and existing products and technologies, while also gathering data on procedure volumes and training preferences.



The Buyer Behaviour Survey explores preferred methods of planning, placing and (for large equipment) financing purchases. Further insights include methods of engagement with sales representatives, key decision factors in trying new products as well as influences when choosing a new supplier.



The Business Conditions Survey, conducted every six months, reviews BDIA members' sentiment on current business conditions and future expectations across a number of key indicators, including: sales volumes, selling prices, input costs, administrative costs, wage costs, workforce size and regulatory costs.

Events

Members networking events are a key feature in the BDIA membership calendar - we aim to facilitate useful meetings with colleagues, peers and industry professionals to develop opportunities and connect with the best businesses within the industry.

The annual Summer Conference and Midwinter Lunch are the key industry events. As well as networking they also include a business and social programme, and an opportunity to see the latest activities and news from the BDIA.

Additionally, a range of seminars and webinars throughout the year, utilising expert speakers, are organised by the BDIA to further members' understanding of key areas of new legislation, policy and topical industry issues.

In addition to the BDIA Summer Conference and AGM and Midwinter Lunch events, the BDIA also provides its members with free online webinars and paid for conferences throughout the year.

These events, utilising expert speakers, are organised by the BDIA to further members' understanding of key areas of new legislation, policy and topical industry issues.

Dental Industry Events from exhibitions to awards ceremonies, you'll find all industry related events here. Events form a key part of the dental industry calendar, they are not only a great way for members to showcase their latest products and services, but to also network and interact with colleagues and peers.

Members benefit from a discount on physical Dental Showcase events.



Member events & teleconferences

BDIA Dental Showcase

For decades, BDIA Dental Showcase has been the leading event in dentistry. An event designed to suit the needs of dental professionals and supplier organisations alike.



BDIA members benefit from a 30% discount when exhibiting at BDIA Dental Showcase. Find out more about becoming a member [here](#).



BDIA Annual Conference: every summer the BDIA holds its annual conference.

Giving members of the BDIA the opportunity to come together for a feature filled conference each year, including the AGM, technical meetings, industry speakers, special guest speakers and lots of networking possibilities.



BDIA Midwinter Meeting: the BDIA annual festive networking event.

The BDIA Midwinter Lunch provides members with a round up of the Associations activities throughout the year, with sessions from key industry speakers, as well as a special guest speaker and plenty of time to network with colleagues and peers from the industry.

Fone-in-Friday

Every week on Friday, the BDIA invites its members to join Fone-in-Friday for an open, informal teleconference chat with BDIA staff and any other members to discuss and share dental industry issues, concerns, updates and news. This is a great platform for members to speak directly with the BDIA on a weekly basis if they want to ask questions, share thoughts and stay up to date.

Education

A number of education and training opportunities are available to member companies to enhance their skills and supply a quality service to their customers.

The BDIA Certificate: Introduction to Dentistry, written by industry experts, allows customer-facing employees to develop an understanding of the dental industry and profession. This course is available as a self-learning package, supervised training or even acts as a company induction tool.

BDIA Certificate: Introduction to Dentistry

Developed by specialists, The BDIA Certificate: Introduction to Dentistry delivers benchmark training standards within the dental industry.

Worth 20 hours of verifiable CPD, our certificate is an ideal learning resource for anyone in the dental industry who does not come from a clinical background; for example, customer facing dental company staff including sales teams, customer services staff, marketing departments and managerial staff, as well as receptionists and practice managers at dental surgeries. The course is designed to fast-track knowledge and understanding of the industry and profession, giving students an insight into the basics of dentistry, dental equipment and an appreciation of the work of the dental team.



Features of the programme:

The BDIA Certificate: Introduction to Dentistry offers registrants an in-depth learning resource with the following benefits:

- Completely online learning experience including final exams.
- Accessible 24/7.
- Interactive and engaging material that encourages learners to click, scroll and reveal information.
- 11 module subjects break down the learning experience into digestible chunks.
- A competitively priced programme.
- Developed by specialists.
- A 2 year completion window from day of activation.

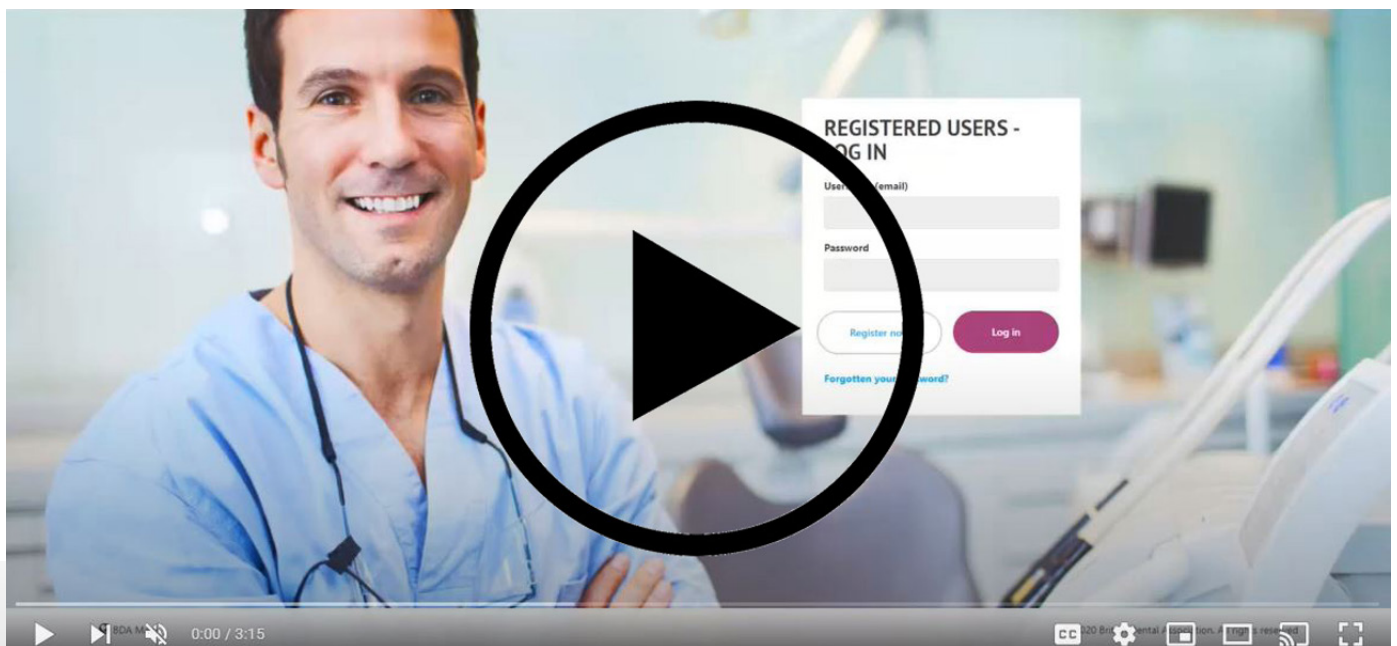
Benefits of the programme:

- Registrants will develop their skills to help drive results in their dental businesses.
- The programme will help registrants become confident communicators backed by the knowledge they have gained during the programme.
- Programme delegates will develop a thorough understanding and knowledge of what is required to work within the industry.
- The programme is competitively priced compared with other programmes of a similar nature.

Programme user interface and navigation

The portal to login to the BDIA Certificate: Introduction to Dentistry can be found [here](#).

The video shows the user interface for the learning platform and how to navigate the programme once a user is logged in.



Programme breakdown

Module 1: Introduction to Dentistry

This module gives an overview of how dentistry is delivered to the population of the UK, the clinicians, and others who are involved.

Module 2: Oral & Dental Anatomy

This module provides the basic underpinning knowledge of dental anatomy, physiology, terminology and dental charting.

Module 3: Oral Health & Disease

This module describes the most common oral diseases and conditions and discusses methods of prevention.

Module 4: Oral Hygiene

This module describes a range of oral hygiene aids, uses and how patients can ensure they are utilising the right methods to meet their needs.

Module 5: Diagnosis & Radiography

This module describes the process of an oral examination and the equipment used in oral radiography.

Module 6: Restorative Dentistry

This module describes the disciplines of restorative dentistry, as well as the development of dental materials used.

Module 7: Dental Technology & Laboratory Procedures

In this module you will understand the skilled nature of the work of dental technicians and the various stages in lab procedures.

Module 8: The Dental Environment & Equipment

In this module you will understand the dental environment, surgery design and functions of dental equipment.

Module 9: Infection Control in Dentistry

In this module you will understand the need for infection control, standard precautions and the laws relating to cross-infection.

Module 10: Minor Oral Surgery, Anaesthesia & Sedation

This module describes the various minor oral surgical procedures that may be performed and the use of oral sedation.

Module 11: Implant Dentistry

This module describes dental implants, how the treatment works and the clinical indications where dental implants are appropriate.



Module objectives

Module 1: Introduction to Dentistry

Understand how dentistry is delivered in the UK, the professional bodies, training and regulations involved.

Module 2: Oral & Dental Anatomy

Identify the teeth and their functions.

Module 3: Oral Health & Disease

Explain the various dental diseases and how they can be prevented.

Module 4: Oral Hygiene

Recognise the importance of oral hygiene advice and aids in preventing disease.

Module 5: Diagnosis & Radiography

Identify the different types of radiographic equipment and films used in dental practice.

Module 6: Restorative Dentistry

Outline the aims and disciplines of restorative dentistry.

Module 7: Dental Technology & Laboratory Procedures

Explain the work of the dental technician and their relationship with the dentist.

Module 8: The Dental Environment & Equipment

Appreciate the design and function of the dental surgery and equipment.

Module 9: Infection Control in Dentistry

Identify the regulations and precautions adopted for infection control in dentistry.

Module 10: Minor Oral Surgery, Anaesthesia & Sedation

Understand the use and need for anaesthetic and sedation in oral surgery procedures.

Module 11: Implant Dentistry

Explain implant dentistry and its role in the range of clinical treatments available to patients.

Final examination & passing the programme

- Delegates have 90 minutes to complete the final programme exam.
- The online exam consists of 132 questions.
- Delegates are invited to answer all of the questions. There is no negative marking.
- The pass mark is 60%.
- A distinction is awarded to candidates achieving 80% and above.
- Certificates are available to download for delegates once they have passed the exam.

Click to enrol now here

<https://bdia.org.uk/bdia-certificate-introduction-dentistry/>

Business leader testimonials

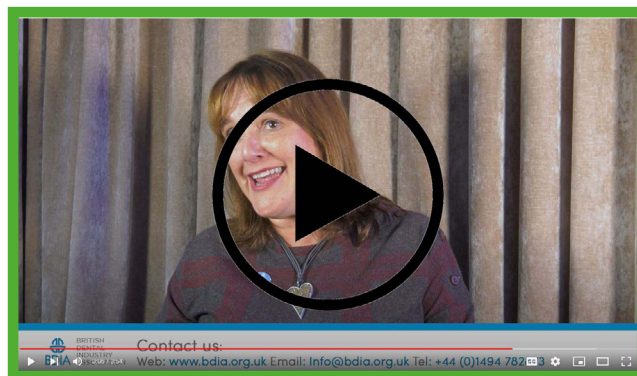
Daniel Davis, J&S Davis
testimonial



Dean Hallows, Align (Formerly Dentsply Sirona)
testimonial



Gail Vernon, VSM Marketing
testimonial



Student testimonials

Charlotte's
testimonial



Luc's
testimonial



BDIA Inspire, Influence, Sell sales training programme for BDIA members



About the programme

Working alongside Justin Leigh of [Focus4Growth](#), the BDIA has developed its own sales training programme for members at a very competitive price point.

This BDIA exclusive members' programme teaches the full sales process from, 'Making successful first contact' through to 'Developing Long term Loyal Customers'.

Before any delegates enrol on the programme, their selling effectiveness is measured and benchmarked against a database of over 1,200 sales professionals in the UK who have taken the Sales Acceleration Scorecard.

The programme breaks down each stage of the selling journey over two days of learning in-person at a venue that is practical for your teams to travel too.

You and your team will learn the fundamentals of the sales process and discover how to gain your own competitive advantage, through a consultative selling and influencing approach.

These complete sales training webinars are an excellent investment opportunity for members and their teams, enabling you to benefit from Justin Leigh's skills, expertise and extensive experience.

What do you get when I enrol on the training programme?

- A Sales Acceleration Scorecard & Development Plan for each attendee.
- A PDF personal development report showing your sales skill level and a plan to improve in the highest impact areas of selling.
- Before any delegates enrol on the programme, their selling effectiveness is measured and benchmarked against a 1,200 other UK sales professionals. This enables you and your teams to better understand your own strengths, development areas and blind spots, and to identify the highest priorities for development.
- Implementation with the BDIA INSPIRe Sales Toolkit – an interactive toolkit designed to be a 'bible' for sales professionals to refer to that includes, planning sales tools, progress measurement tools and workbooks to complete.
- BDIA Inspire sales process reminder cards - a great reference tool for sales professionals to refer back to when preparing for key customer meetings.
- Additional sales workbooks and sales assets.
- Join a High Performing Dental Sales community.
- eLearning Portal – access any time, any where.
- Clear Actions after every session.
- Access to the Webinar/Workshop.
- A copy of each workshop recording.
- Access to a student WhatsApp group to ask Justin questions and discuss course topics.
- Q&A access.

Support

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Additionally, a range of seminars throughout the year, utilising expert speakers, are organised by the BDIA to further members' understanding in key areas of new legislation, policy and topical industry issues.

Support for members

- Technical & regulatory support.
- General member questions/enquires support.
- Think BDIA member campaign - promoting members to the dental profession.
- CSIDI campaign - raising awareness of counterfeit dental devices to the profession.
- Online members' Product Directory & Member Directory Profiles.
- 24/7 Business Support helpline.
- BDIA Dental Showcase exhibition stand discount.
- BDIA Committees - Council, Statistics, Editorial, Commercial.
- An exclusive BDIA Members' Hub to access all BDIA membership benefits in one place.

BDIA partners



Croner

Employment law, HR and health & safety services

With Over 75 years supporting successful UK businesses Croner's award winning HR, employment law and health & safety services free you from admin, remove your legal risk and give you more time to grow your business. How do we do it?

Through industry-leading software that cuts the time you spend on workforce management. By providing you with 24/7 expert advice on any workforce challenge. And by giving you access to a team of legal experts ready to fight your case if you face an employee dispute, grievance or tribunal.

We're like hiring an HR team, a health & safety manager and an employment law solicitor all in one. That's why 8,600 UK businesses rely on us to keep them safe and successful. You can do the same.

As a BDIA member you are able to access our Business Support Helpline for comprehensive telephone advice on Tax, VAT, Payroll, Employment & Personnel, Health & Safety and Commercial Legal matters.

Call 0844 561 8133

If you don't know your Croner membership number, contact darrylmoore@bdia.org.uk to acquire it.



Association structure



Edmund Proffitt
Chief Executive



Adam Stanley
Policy and Public Affairs
Manager



Darryl Moore
Marketing and
Communications Manager

Talk to us

Edmund Proffitt - edmundproffitt@bdia.org.uk

Adam Stanley - adamstanley@bdia.org.uk

Darryl Moore - darrylmoore@bdia.org.uk



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