

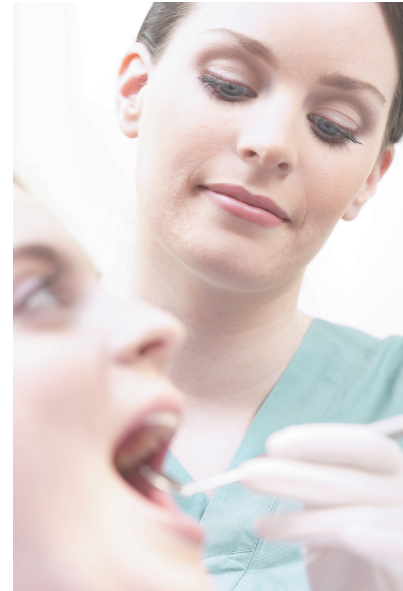
Case study:

NHS dental deanery at the University of Bristol. - Complaint handling training for dental professionals

Enrich training and consultancy have been delivering one-day courses, each of which provide six hours of continuing professional development, for dental practitioners and dental professionals throughout the UK for almost 10 years.

Client brief:

Enrich were contacted by Dr Roger Robinson consultant orthodontist and dental tutor for the South-West region based at Torbay Hospital. He was particularly keen to provide training around complaint handling under the broad heading of customer service. The General dental Council had recently introduced a new set of standards for dental professionals which was thoroughly researched in order to inform the relevant content for the programme.



Approach:

The programme was written utilising the guidelines commonly adopted for the design of training courses which will may be delivered by other training professionals. These guidelines have been designed by the chartered Institute of personnel and development and are a component part of their certificate in training practice.

The training is delivered in groups of 18 to 24 delegates in a classroom situation. Because dental practitioners spend much of their day concentrating and working intensively on patients they are particularly keen on practical exercises and interaction with others on the course. This is taken into consideration when designing the programme. This means that training import is usually kept to 10 to 15 minute blocks which are then interspersed with practical exercises and discussions. As a result of consultation with Dr Roger Robinson course outline shown below was put forward and prove to attract good attendance from delegates.

Course content:

Morning session:

- What constitutes a complaint and what should we do about it?
- What does a complaints policy look like, do you know where to find yours?
- Designing a complaints policy, with reference to examples from the sector.
- Implementing complaints procedures in practice.
- Learning from complaints – building on the shortest section in the GDC Handbook - 'Principles of complaint handling'
- Building strategies to avoid complaints

Afternoon session:

- Communication skills and complaint handling
- email, telephone and letters: which is the best way to respond?
- Using emotional intelligence to help us to handle complaints, more effectively
- Active listening skills
- Managing patients expectation of the service they will receive.
- Handling conflict
- Defining your services in the provision of care context.

Outcomes:

The course was successfully delivered by one of the enriched training and consultancy associate trainers in November 2013.

It was very well received on the day and the feedback forms to the University deanery gave evidence to this. As a result the course has been included in the section 63 portfolio offering and repeat bookings are now being taken in 2014.