

CHINA BRITAIN MEDICAL  
AND DENTAL ASSOCIATION  
CBMDA.ORG



CHINA BRITAIN MEDICAL  
AND DENTAL ACADEMY  
CBMDA.CO.UK



2018-2019  
One Year Two Term  
Certificate Programme for Qualified Dentists  
Verifiable CPD credit as per General Dental Council  
United Kingdom

# PRACTICE MANAGEMENT MASTERCLASS I

## Prof. Stephen Dunne

BDS PhD LDSRCS(Eng) FDSRCS(Eng)

King's College London Dental Institute  
Maurice Wohl Professor of Primary Dental Care  
Professor of Advanced General Dental Practice  
King's College Hospital NHS Foundation Trust  
Consultant in Restorative Dentistry  
CBMDA MasterClass Programme Director

In collaboration with China Britain Medical and Dental Association (CBMDA)  
Programmes are designed for dental professionals qualified in the People's Republic of China





Functional – Aesthetic – Patient's Interest

Multiple fractured teeth and jaw following accident with a baseball bat – 1996

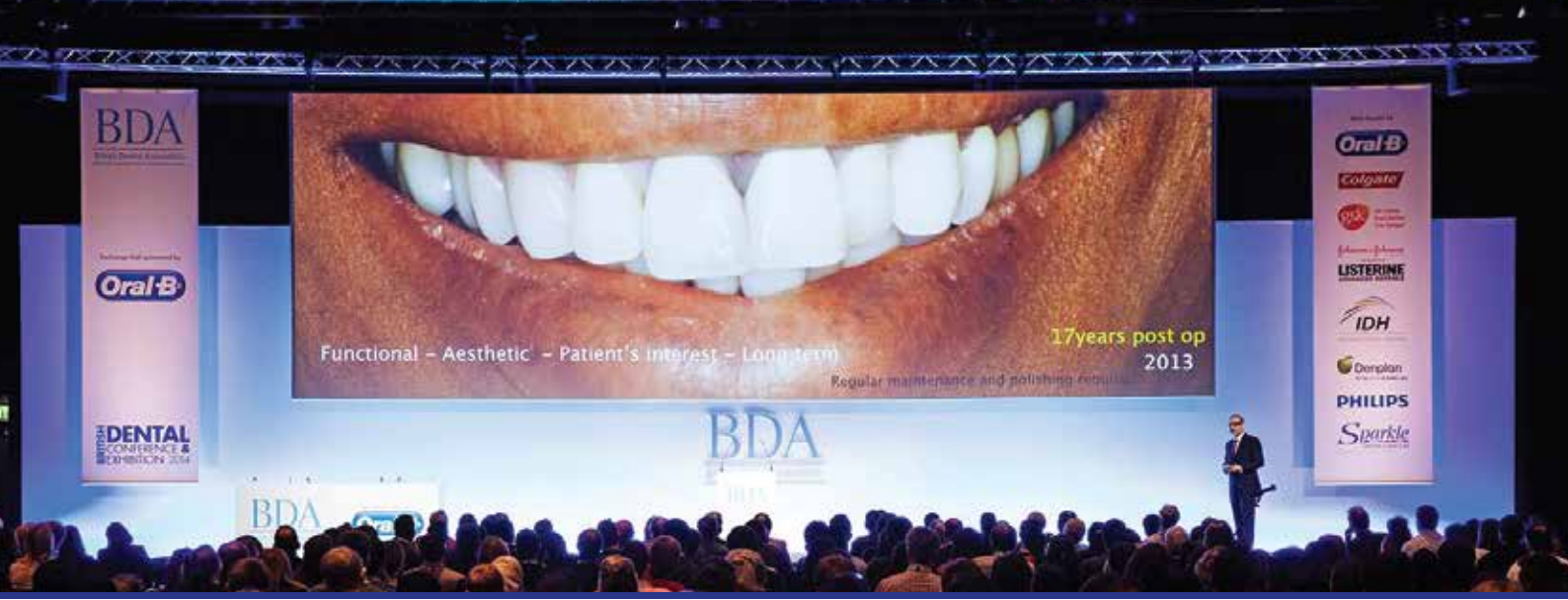
NO RESTRICTION OF HEALTHY TOOTH TISSUE

Fractured teeth restored with directly bonded composite restorations – 1997

BDA  
Oral-B  
DENTAL CONFERENCE & EXHIBITION 2014

Oral-B  
Colgate  
LISTERINE  
IDH  
PHILIPS  
Sparkle

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Functional – Aesthetic – Patient's interest – Long term

17 years post op 2013

Regular maintenance and polishing required



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# China Britain Medical and Dental Academy

## One of the world's top centres of excellence

CBMDA was founded with simple premises:

- To provide advanced clinical and scientific knowledge to doctors and dentists from China and the UK.
- To make overseas exchange programmes in the UK accessible, efficient, effective for Chinese professionals.
- To provide a networking platform for medical and dental professionals from both China and the UK.

## Renowned international reputation

Ever since its early founding date, China Britain Medical and Dental Academy has been providing doctors and dentists from both China and the UK with a rich and diverse learning environment. Our unparalleled teaching methods help to launch students into the successful future they have always dreamed of. China Britain Medical and Dental Academy with its head office located in central London and its students participating in different programmes across the UK is in its fast pace to become the leading provider of Continuing Professional Development (CPD) courses and MasterClass.

## Patient Care

The CBMDA the Academy was founded by a group of passionate medical and dental professionals, subject leaders from both UK and China, they are now devoting their energy and passion into passing on the most advanced scientific and clinical knowledge and skills, to ultimately benefit our patients all around the world. Learning sophisticated clinical care and research methodology lie at the heart of all our postgraduate programmes.





# China Britain Medical and Dental Association

## Our Mission

China Britain Medical and Dental Association (CBMDA.org) is a non-for-profit organisation. The association provides a free networking platform for doctors and dentists from both China and the UK. We offer free content such as videos and articles of the latest medical and dental research and development. We give introduction courses of the latest devices, treatment techniques covering all medical and dental subjects.

CBMDA the association also offers membership only content and provides a wide range of services/benefits to its individual and corporate members.

## Industry Activities

CBMDA the Association is actively supporting and bringing together the Chinese and UK's life sciences companies, corporate partners and investors. Our 1000-plus Member companies are located across the globe, benefiting from our networking, partnering, purchasing, training, advising and advocacy activities.



## Association Funding for CPD Courses

There are a number of sources of funding available for CBMDA students. These include a significant package of competitive CBMDA bursaries and scholarships in a range of subject areas. Please send your enquiries to [enquiries@cbmda.org](mailto:enquiries@cbmda.org)



# CBMDA Academy Facilities - Dental

## Our Facilities

World Class Centre for CPD Medical & Dental Continuing Education Courses.

Whether your time with us is as course participant or course lecturer, you will have the prestigious Harley Street, The Royal Society of Medicine, King's College London Dental Institute and the Royal College of Surgeons of England training facilities to choose from. You will also find University College London (UCL) Eastman Dental Institute CPD facilities to be amongst the best in the world.



The Institute is based on Gray's Inn Road in the Bloomsbury district of London, United Kingdom, adjacent to the Eastman Dental Hospital, with which it is closely associated. The Institute is the largest postgraduate dental centre in Europe, and together with the Eastman Dental Hospital forms one of the largest concentrations of oral health care specialists and research in Europe. As well as providing an ideal clinical skills training facility for UCL Eastman Dental Institute postgraduate students, Eastman dental facilities are available for CBMDA delegates from China for CPD dental lectures and hands-on training.

As a dedicated Dental Continuing Education Courses facility, UCL Eastman's highly sophisticated equipment and congenial ambience offer a high-specification and comfortable environment to learn in.





## Programme Details

OVERVIEW

STRUCTURE

ADMISSION

LEARNING

FEES

## OVERVIEW

MasterClass in Practice Management is an innovative programme that will give you the skills and knowledge to provide high-quality service to your patients. Our programme advisors, clinical teachers are all experts in their field. You will have the opportunity to gain knowledge from each of them. We like to think our training courses make it fun to learn, whilst gaining the maximum amount of practical 'hands on' training with live models. Each course will include consideration of patient risk assessment of future disease and guidance on clinical prevention.

## Key Benefits

- Centre of excellence for teaching and research in dentistry.
- Sound academic theory and high quality practical training.
- Intensive face-to-face residential blocks to learn and practice contemporary clinical techniques at worldclass training facilities.
- Course material delivered by a team of highly experienced clinical tutors and academics, many of whom are world-leaders in their field.



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# WEEK ONE

HARLEY STREET DENTISTS

Private Practice Marketing  
Beijing, China



## PROGRAMME STRUCTURE

### DAY 1

- The core principle of private practice inside sales
- Workflow and structure when receiving first visits.
- Lunch
- Information gathering as key deciding factor of treatment plan acceptance
- Key factors in patient treatment plan communication

- Staff responsibilities and value in private dental practice
- New client acquisition via consultation visits.
- Lunch
- Improve client acquisition via practice setup and decoration.
- Full analysis of inside sales in private dental practice

### DAY 2

### DAY 3

- The importance of positioning your private practice
- Key staff personal branding
- Lunch
- Specialties in private dental practice and the advantage of customer services
- Individual customer service

- Using marketing material and marketing product to achieve client acquisition
- Achieving branding campaign with new client acquisition via appreciation campaign.
- Lunch
- Digital marketing and social media campaign in private dental practice
- Case study: Private practice content marketing

### DAY 4

### DAY 5

- Effective marketing events
- Achieving client acquisition via oral health education
- Lunch
- Taking high quality marketing event images.
- Case Study: Marketing events for dental practices.



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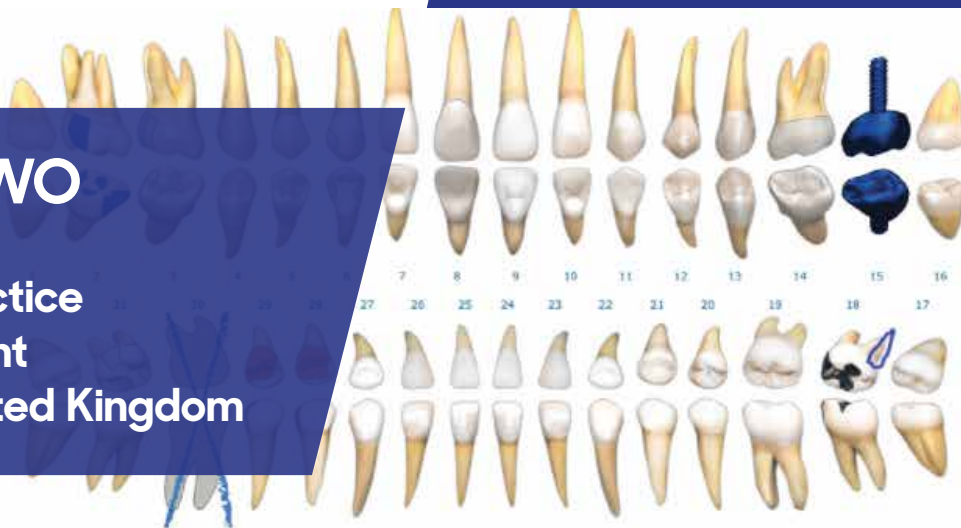
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# WEEK TWO

## Private Practice Management London, United Kingdom



Tip as of 2/3/2016 Scheduled

#3 Resin: Scheduled for May 25, 2016 9:00 AM

Code - Description	Provider	Site	Units	Insurance	Patient	Total
D2393 - Resin Based Restoration, Three Surfaces, Posterior	Travis Youn...	28-ODL-C...	3	\$161.28	\$62.73	\$224.01
D1206 - Topical Fluoride Varnish	Steven Rich...		0	\$0.00	\$0.00	\$0.00

## PROGRAMME STRUCTURE

### DAY 1

- Private practice evaluation and selection principle
- Targeted customer group
- Lunch
- Private practice staffing and recruitment
- Human resource management in private practices

- Private practice operations
- Marketing and promotions
- Lunch
- Private practice staff communication skills
- Private practice customer service

### DAY 2

### DAY 3

- The future of franchise dentistry - Demographics - Dental Economics
- Franchise dentistry management
- Lunch
- Practice Quality Control
- Patient Safety, First Aid

- Dental practice finance management
- Dental practice operation budget cost and profit
- Lunch
- Ethics
- Regulations and the law

### DAY 4

### DAY 5

- Visit London private practice
- Networking - cutting edge dental equipment
- Lunch and Learn
- Practice management roundtable discussion - China meets Britain
- Evening graduation, certificate ceremony.







## Programme Details

OVERVIEW

STRUCTURE

ADMISSION

LEARNING

FEES

### ADMISSION

Qualification and employment status:

A dental qualification acceptable to China Britain Medical and Dental Academy.

Employment as a dentist in a dental practice, dental school, hospital, or community dental services environment.

Access to facilities and equipment.

Adequate clinical facilities and access to patients requiring treatment relevant to your subject area.

English requirements should be the following:

Simultaneous Interpretation between Mandarin and English is available for Masterclass and other CPD courses. IELTS (overall score of 6.5, with 6.0 in the Writing and Speaking modules) for postgraduate hospital exchange programmes.

Chinese students attending clinical days will require an appropriate travel visa according to CBMDA regulations. Further advice is obtainable via CBMDA International Students Adviser.

Email: [info@cbmda.org](mailto:info@cbmda.org)

### LEARNING

You'll learn through a combination of:

50% lectures, interactive seminars, treatment planning.

50% skills laboratory and clinic hands-on training.

There will be ample phantom head practice of clinical procedures and video demonstrations, as well as clinic practice of records and photography and a review of current literature.

### FEES

Tuition fee: £8,000

Tuition fee + flights to & from the UK + accomodation, meal (excl. dinner) and travel in the UK during course preiod: £9,500

Please send application form (**download from: [www.cbmda.co.uk](http://www.cbmda.co.uk)**) to [applications@cbmda.org](mailto:applications@cbmda.org)

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# Certificate Awarding Ceremony

## The Royal Society of Medicine



The ROYAL SOCIETY of MEDICINE

The Society was established in 1805 as Medical and Chirurgical Society of London, meeting in two rooms in barristers' chambers at Gray's Inn and then moving to Lincoln's Inn Fields where it stayed for 25 years. In 1834 the Society moved to Berners Street and was granted a Royal Charter by King William IV.

In 1889 under the leadership of Sir John MacAlister, a Building Committee chaired by Timothy Holmes supervised the move of the quarters of the Society from Berners Street to 20 Hanover Square. In 1905 an eleven-member committee headed by Sir Richard Douglas Powell organised the celebration of the Society's centenary. Two years later the Royal Medical and Chirurgical Society of London came together with seventeen specialist medical societies and, with a supplementary Royal Charter granted by Edward VII, became the Royal Society of Medicine. In 1910 the Society acquired the site on the corner of Wimpole Street and Henrietta Place, which was opened by King George V and Queen Mary in May 1912.



The Royal Society of Medicine (RSM) is one of the major providers of accredited postgraduate medical education in the United Kingdom. Each year, the RSM organises over 400 academic and public events, spanning 56 areas of special interest providing a multi-disciplinary forum for discussion and debate. The RSM is home to one of the largest medical libraries in Europe, with an extensive collection of books, journals, electronic journals and online medical databases. As well as providing medical education, the Society aims to promote an exchange of information and ideas on the science, practice and organisation of medicine, both within the health professions and with responsible and informed public opinion.





# Programme Directors

## Masterclass Programme Directors



### Professor Stephen Dunne

Emeritus Maurice Wohl Foundation  
Professor of General Dental Practice, King's College London.  
Clinical Director, Genix Healthcare Ltd.  
Specialist in Restorative Dentistry.  
Clinical Expert Adviser to the General Dental Council, UK.  
Immediate Past-President and Executive Committee Member, European Federation of Conservative Dentistry.  
Author of over 150 peer-reviewed scientific papers and textbooks  
External Examiner to Universities in the UK and overseas.

### Dr. Helena Greene

Clinical Lead of Primary Dental Care King's College London  
Head tutor of Primary Dental Care King's College London Dental Institute  
General Secretary, European Federation of Conservative Dentistry  
Senior Advisor, Dental Training Consultants, London  
Member of British Society for Restorative Dentistry Council  
Teaching Excellence Award for the King's College Hospital Dental Institute  
Director for Student Welfare Guy's Hospital  
Coordinator for final year BDS students Guy's Hospital



### Dr Subir Banerji BDS MCLinDent PhD MFGDP(UK)RCS FICOI FICD

Master Degree Aesthetics Programme Director of King's, qualified with a Bachelor of Dental Surgery from The University of Newcastle Upon Tyne Dental School, UK. He completed an advanced course in Restorative Dentistry at The Eastman Dental Hospital, London and his Fellowship of the International Congress of Oral Implantologists. He gained his Masters in Clinical Dentistry (Prosthodontics) from the University of London and PhD from the University of London and the Statutes of Kings College London. He is author and Editor in Chief for "Practical Procedure's in Aesthetic Dentistry" He has conducted several Postgraduate and Master's level courses in aesthetics and implants in the UK, US, Europe, Australia, Hong Kong and India.





# Programme Directors

## Masterclass Programme Supporting Faculties

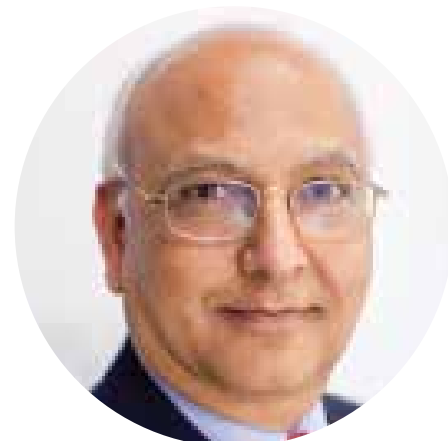


**Dr. QingFeng LIU**

2000 Tianjin Medical University, Dental Institute. BDS  
 1999-2002 Tianjin Pubic Security Hospital.  
 2003-2005 General Dental Practice, Tianjin DeAi Dental.  
 2005-2007 Community Dental Practice, SanHa Community Hospital, Dental Dpt.  
 2007-2010 Chief Editor, Dental Tribune International (DTI) Chinese Edition  
 2010-2014 Director of Online Marketing, Arrail Dental Corporation  
 2015-2017 Chief Operating Officer, Continuing Professional Development Programme, Arrail Dental Institute.  
 2017 - Chief Operating Officer, Managing Partner, China TopDent Online Ltd

**Dr. Russ Ladwa BDS LDS FDSRCS MGDS DGDGP FFGDP.**

British Dental Association Trustee & member of Education, Ethics & the Dental Team Working Group, International Affairs Committee and Chair of Health & Science Committee. President, Odontology Section, the Royal Society of Medicine 2012-13 Dean, FGDP(UK) 2009-12. Chair, Dental Vocational Training Authority 2004-06. Chair, Federation of London LDCs 2004-06. Postgraduate Dental Tutor (University of London) Central Middlesex Hospital London NW10 1990-2013. Past Dean, Faculty of General Dental Practice (UK), at the Royal College of Surgeons of England. Past President, Odontology Section of the Royal Society of Medicine.



**Dr. Shamir B. Mehta BDS BSc MCLinDent(Prosthodontics)(LON) MFGDP(UK).**

Deputy Programme Director, MSc Aesthetic Dentistry; Senior Clinical Teacher, Department of Conservative and MI Dentistry, King's College London Dental Institute; Faculty member Academy of Dental Excellence. Independent Clinical Advisor/ Expert Witness, taking instructions from the General Dental Council and MDU, Gained over 20 peer reviewed publications, including a series on Tooth Wear Management (BDJ, 2012), The Cracked Tooth Syndrome (2010) as well as items of Practice Based Research (BDJ/ Jour of Dent), Co-Author/ Co-Editor of the "Practical Procedures in Aesthetic Dentistry," Wiley-Blackwell Publications, Manuscript Reviewer for the Primary Dental Journal (FGDP UK).





# Programme Directors

## Masterclass Programme Supporting Faculties



**Dr. Christopher C.K. Ho BDSHons GradDipClinDent (Oral Implants), MClinDent(Prosthodontics) DClinDent(Prosthodontics) MRACDS FPFA.**

Visiting Clinical Lecturer, King's College London, Faculty member, Global Institute for Dental Education and Faculty and Board member, Academy of Dental Excellence. Dr Chris Ho is the Founder and Principal of Care Implant Dentistry and has completed his Bachelors of Dental Surgery with First Class Honours, a Graduate Diploma in Clinical Dentistry (Implant Dentistry) from the University of Sydney, and also a Masters of Clinical Dentistry (Prosthodontics) with Distinction from Kings College London. He has over twenty years of experience in complex aesthetic and implant rehabilitations.

**Dr. Charles Adam .E. Slade BDS LDS RCS MFGDP(UK) MClinDent (Prosthodontics).**

Clinical Lecturer, London Deanery, Clinical Teacher, King's College London Dental Institute and Faculty member, Academy of Dental Excellence. Key opinion leader Biomet 3i. In private practice, Lister House, Wimpol Street, London

Adam qualified from Guys Hospital, London in 1986. He held staff positions in maxillo facial surgery at Guys, Bromley and Sidcup hospitals and in 1999 set up in private practice focusing on restorative and cosmetic dentistry. In recent years he has focused on prosthodontic and implant based treatments working within the Eastman International Centre for Excellence in Dentistry in London. As well as working with the team at No 45 Dental, Adam also works for several corporate practices and private practices on the South coast.



**Dr. Ray Zhang BDS, PhD, MD, MRCS (Eng), MRSC**

Dr. Zhang completed his undergraduate training in Medicine and Dentistry at Peking University Health Science Centre and the Ministry of Health, Beijing Hospital. He then completed his specialist postgraduate training in Oral and Maxillofacial Surgery followed by 3 years hospital residence programme at Peking University, School and Hospital of Stomatology. Following Dr. Zhang's relocation to the UK, he was appointed by King's College Hospital Dental Institute as Clinical Teacher where he was responsible for teaching and examining undergraduate and postgraduate dental students' clinical practices. Dr. Zhang is a member of Royal College of Surgeons of England and a member of the Royal Society of Chemistry.



# 2018-2019 MasterClass Series

The following programmes are jointly designed and delivered by  
King's College London Dental Institute Master Degree Programme Directors &  
China Britain Medical and Dental Academy (CBMDA) Faculties.

Programmes are designed for dental professionals qualified in the People's Republic of China

**February 2018-2019**  
Two Year Four Term  
Dental Orthodontics  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**September 2018-2019**  
Two Year Four Term  
Aesthetic Dentistry  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**March 2018-2019**  
Two Year Four Term  
Implant Dentistry  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**October 2018-2019**  
One Year Two Term  
Dental Orthodontics  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**April 2018-2019**  
One Year Two Term  
Aesthetic Dentistry  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**November 2018-2019**  
One Year Two Term  
Implant Dentistry  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**May 2018-2019**  
One Year Two Term  
General Dentistry  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

**June 2018-2019**  
One Year Two Term  
Practice Management  
Postgraduate Certificate Masterclass  
CPD Accredited Programme

Disclaimer: Courses will run subject to sufficient numbers of acceptance of applications being received from qualified applicants  
We reserve the right to change course content and sequencing.

## LOCAL CONTACT: ENGLISH

George Harington Director, Strategic Partnership

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