



British
Dental
Industry
Association

Code of Practice for **Dental CPD**

BDIA Code of Practice for Dental CPD

The BDIA Code of Practice for Dental CPD has been developed to provide assurance to users of dental Continuing Professional Development that a particular provider is committed to using quality controls in line with the requirements set out by the General Dental Council for Enhanced CPD.

General Dental Council requirements

Under its requirements for Enhanced CPD, the GDC has set out that all CPD undertaken by dental professionals to meet their required hours must be verifiable. The following information is required by the GDC as part of the evidence of completion in order for a CPD activity to be counted as verifiable:

- The subject, learning content, aims and objectives
- The anticipated GDC development outcomes of the CPD
- The date(s) that the CPD was undertaken
- The total number of hours of CPD undertaken
- The name of the professional who has participated in the CPD activity
- That the CPD is subject to quality assurance, with the name of the person or body providing that quality assurance
- Confirmation from the provider that the information contained in it is full and accurate

If requested by the GDC, a registrant must be able to provide their CPD Record complete with the documentary evidence containing the material above. By undertaking CPD with a provider that has signed up to the BDIA Code of Practice for Dental CPD, a registrant can be confident that this documentary evidence will be provided, and that an activity is underpinned by certain quality controls as set out in the Code.

Quality Assurance for Enhanced CPD

“The GDC requires that CPD must be subject to some form of quality assurance in order to be counted as verifiable ... Dental professionals are responsible for ensuring their declared CPD meets the verifiable criteria”

Enhanced CPD Guidance for Providers, General Dental Council

The GDC does not undertake any quality assurance activities itself, nor does it define what ‘quality assurance’ should consist of. The onus remains with the registrant to be proactive in ensuring that the CPD they undertake is suitable and that it is subject to adequate quality assurance.

“While the evidence must state that the CPD has been quality assured to be counted as verifiable, the GDC does not require a list of the specific measures in place and will not be assessing or advising on this”

Enhanced CPD Guidance for Providers, General Dental Council

“If you are unsure whether an activity meets the criteria for verifiable CPD, before you start, you should ask the CPD provider to give you written information about how the activity will meet the requirements of verifiable CPD ... before you agree to take part”

Enhanced CPD Guidance for Dental Professionals

About the Code

The lack of detailed guidance regarding what constitutes quality assurance creates a situation where companies may be uncertain about their obligations as CPD providers and how to meet them. Similarly, dental professionals will want reassurance from providers that the CPD they are undertaking is subject to quality assurance.

This Code sets out what a user can expect from a CPD activity offered by a subscribing provider. This information includes what will be provided on the CPD certificate, what quality controls are in place before, during and after the activity and how any issues arising with the activity can be raised.

The Code has been designed to be applicable to all formats of CPD, including (but not limited to) seminars, workshops, publications, online activities, exhibitions, conferences, training and workplace sessions, whether the activity is paid for or offered free of charge.

The measures set out in this document are not themselves legal requirements; they represent identified best practices intended to satisfy the GDC's requirements for CPD.

Whilst these measures have been designed to reassure users of dental CPD that the provider's activities meet the GDC's requirements for CPD, it is the registrant's responsibility to ensure that any CPD they undertake to maintain their professional registration meets the GDC's requirements.

1.0 Using the Code

- 1.0.1** Any Full, Provisional, Affiliated or Group member of the British Dental Industry Association (BDIA) that offers CPD activities, whether doing so constitutes its main business activity or is conducted alongside other activities, is eligible to sign up to the Code on a voluntary basis. Other companies may also sign up to the Code, but will not be eligible to use BDIA logos or branding.
- 1.0.2** Signatories of the Code must provide access to the Code for current and prospective users of CPD activities. This provision should take the form of one or more of the following:
- (a)** Publishing a copy of the Code in a publicly accessible location on the provider's website
 - (b)** Publishing a link to the BDIA webpage containing the Code on the provider's website
 - (c)** Providing a copy of the Code, or a link to the BDIA webpage containing the Code, with CPD activity invitations or marketing material.
- 1.0.3** Signatories of the Code may use the BDIA Code of Practice for Dental CPD logo on activity and promotional materials so long as they remain Full, Provisional, Affiliate or Group members of the BDIA.
- 1.0.4** The Association does not routinely audit signatories for compliance with the Code. However, signatories agree to provide materials as required to demonstrate compliance with the Code if requested to do so by the BDIA. Spot checks and random sampling may be used from time to time to ensure compliance.
- 1.0.5** In the event of complaints relating to the CPD activities of a signatory being received by the BDIA (see Section 9 Enforcement and Handling of Complaints) the Association will take steps to address any issues with that provider. Failure to comply with the requirements of the Code may result the company's status as a signatory being terminated.
- 1.0.6** In order to sign up to the Code, prospective signatories will be supplied with an application form and documentation outlining their commitments under the Code. Upon receipt of a satisfactorily completed application, the BDIA will register the company as an official signatory and issue a certificate and any supporting materials.
- 1.0.7** The Code remains subject to revision by the BDIA at any time. In the event of any changes, signatories will be notified and a revised version of the Code issued. Signatories will be required to sign an updated declaration confirming that they agree to the revisions.

2.0 Supply of Documentary Evidence

- 2.0.1** As per the GDC's requirements, all CPD included by a GDC registrant on their CPD Record must be accompanied by documentary evidence. This documentation consists of evidence that the registrant has undertaken the activity and that it meets the criteria for verifiable CPD as set out in Section 2.2.
- 2.0.2** When fulfilling the GDC's requirement for the supply of this documentary evidence, providers should, wherever practicable, issue the necessary information in the form of CPD certificates (physical or electronic).
- 2.0.3** Where a provider chooses not to supply this documentary evidence in the form of a certificate, the format used must nonetheless meet all of the requirements laid out in sections 2.1 and 2.1 below.

2.1 Issue of Certificates

- 2.1.1** The delivery method for CPD certificates may be determined by the provider, provided that the certificates comply with section 2.2. For example, certificates may be posted or emailed directly to each participant by the provider or a system may be put in place whereby participants can access their certificates themselves.
- 2.1.2** CPD certificates should be made available to participants as soon as possible after the activity has finished, and in any case within three months.
- 2.1.3** CPD certificates should only be provided to a user in cases where their attendance or participation has been confirmed in accordance with the requirements of section 4.0 and 5.0.
- 2.1.4** Copies of CPD certificates, and all associated documentary evidence, must be kept by the provider for a period of five years following the activity and made available to participants upon request.

2.2 Content of Certificates

- 2.2.1** The design of CPD certificates should be such that they are concise, unambiguous and easily understood. The specific design of the certificate shall be left up to the provider. However, the following must be included as per the GDC's guidance for providers:
 - (a)** The subject, learning content, aims and objectives;
 - (b)** The anticipated GDC development outcomes of the CPD;
 - (c)** The date(s) that the CPD was undertaken;
 - (d)** The total number of hours of CPD undertaken;
 - (e)** The name of the professional who has participated in the CPD activity;
 - (f)** Confirmation that the CPD is subject to quality assurance, with the name of the person or body providing the quality assurance

In addition, signatories agree to include the following on their certificates:

- (g)** BDIA Code of Practice for Dental CPD logo (BDIA members only)
 - (h)** URL of the provider or BDIA webpage containing the Code.
 - (i)** A notice that users may contact info@bdia.org.uk with any questions or complaints relating to the activity or provider and the Code.
- 2.2.2** In relation to (f), this must include reference to the fact that the provider is a signatory to the Code. However, the named individual responsible for quality assurance under this condition must be an employee of the provider organization with responsibility for the CPD activity.

3.0 Advertising, Promotion and Description of Activities

- 3.0.1** Providers should ensure that all promotional presentations, including product claims and comparisons, are accurate, balanced, fair, objective and unambiguous. They should be justified by appropriate evidence where applicable. Statements should not mislead the intended audience. Advertisements should always be clearly recognisable as such.
- 3.0.2** The following information must be available to be viewed in advance by users and potential users of a CPD activity, as well as being contained in any activity materials:
- (a)** The subject, learning content, aims and objectives of the activity
 - (b)** Anticipated GDC development outcomes of the CPD
 - (c)** The total hours of CPD attainable for the activity
 - (d)** Identification of the intended audience of the activity
 - (e)** Person(s) responsible for delivering the activity and/or preparing activity material, including a short description of their relevant experience and qualifications
 - (f)** Contact information for a named individual within the provider organisation with responsibility for the CPD activity. In most cases this will be the same individual as named in 2.2.1.

4.0 Design of CPD Activities

- 4.0.1** The primary purpose of all CPD activities should be education or training that can reasonably be expected to advance a person's professional development as a dental professional and not the promotion of commercial interests.
- 4.0.2** When delivering CPD activities directly to learners, providers should give consideration to the appropriateness of the venue. CPD activities should be conducted in clinical, laboratory, educational, conference, exhibition, or other appropriate settings, including providers' own premises or commercially available meeting facilities that are conducive to effective transmission of knowledge and any required 'hands-on' training. The training staff should have the appropriate expertise to conduct such training.
- 4.0.3** The individual(s) selected to deliver the CPD activity and/or produce activity materials should be selected on the basis of their knowledge of the relevant subject area(s). This could be reflected in the form of relevant professional qualifications or appropriate professional experience.
- 4.0.4** When designing CPD activities, providers should give consideration to feedback received in relation to past activities, as outlined in section 6.
- 4.0.5** When designing online CPD activities, a robust mechanism must be in place to record the length of time taken by each individual to complete the activity.
- 4.0.6** When designing publication-based CPD activities, thorough testing should be carried out to determine the average time taken both to read the content and to complete the activity.
- 4.0.7** All activity material prepared by a third party or individual(s) selected to deliver the activity must be reviewed for suitability by the provider.
- 4.0.8** The content of CPD activities should be evidence-based and refer to supporting materials where relevant. Where practicable, supporting materials should be made available to users upon request.
- 4.0.9** All CPD activities must also include the opportunity for participants to reflect on the activity. The specific mechanisms for incorporating such opportunities will be left to the provider, but may include, for example, including reflective questions on the back of CPD certificates, which participants are able to transfer into their activity logs.

5.0 Delivery of CPD Activities

- 5.0.1** The educational aims, objectives and GDC development outcome(s) of the CPD activity should be made available to participants before delivery as well as copies being distributed on the day where applicable, or displayed prominently in the case of online or publication-based CPD. It will remain the participant's responsibility to ensure that the activity is appropriate to their Personal Development Plan.
- 5.0.2** When delivering a CPD activity, the provider must ensure that there is a system in place to confirm participation. Participation information must be kept by the provider for a period of five years after the activity has taken place.
- 5.0.3** The duration of CPD activities delivered directly to learners must be accurately recorded (see 4.0.5 and 4.0.6).
- 5.0.4** CPD certificates may only be issued to a participant where their participation, and the duration of their participation, can be confirmed (see 4.0.5 and 4.0.6).
- 5.0.5** The amount of CPD credited to any participant (and recorded on the CPD certificate) must not include any breaks, travel or other time not dedicated to the development outcome of the activity.
- 5.0.6** CPD certificates must not be issued on the basis of generic or estimated completion times (however, see 4.0.6 in relation to publication-based CPD). CPD must instead be credited only for the number of hours the individual participated in. For example, if a seminar is advertised as taking two hours but is delivered in one hour, only one hour of CPD may be issued.

6.0 Feedback

- 6.0.1** Providers must have in place means by which users and prospective users of a CPD activity can provide anonymised feedback before, during and after the activity. Multiple methods of providing feedback should be made available wherever possible.
- 6.0.2** All users and prospective users of a provider's CPD activity should be made aware of the opportunity to provide feedback and how to do so, through the use of promotional and activity materials, staff instruction during the activity or post-activity communications.
- 6.0.3** Where feedback is provided with a name and contact information, it should be acknowledged within a reasonable period of time.
- 6.0.4** Providers should have in place a system by which feedback is reviewed and taken into consideration in relation to the design and delivery of CPD activities.
- 6.0.5** Feedback received in relation to a CPD activity should be made available to all those involved in the design and delivery of the activity.
- 6.0.6** All feedback must be kept by the provider for a period of five years after the completion of the activity to which it relates.
- 6.0.7** Where practicable, providers should give consideration to following up CPD activities with an assessment of the participant's knowledge in relation to the subject matter covered. This could take place immediately after the activity or at a later date, but effort should be made to conduct such assessments at the earliest opportunity. Information gathered during this process should be anonymised and should be used as part of the review process detailed in section 7.

7.0 Review of CPD Activities

- 7.0.1 All CPD activities carried out should be subject to a post-delivery review process to consider their ongoing relevance, appropriateness, efficacy and quality.
- 7.0.2 As part of this process, user feedback, both from the activity being assessed and any other relevant activity, should be taken into account.
- 7.0.3 For each activity, the provider must maintain a record detailing changes made to the design of the activity and the reasons for these changes. These records should be kept for a period of five years after the activity has ceased to be offered.
- 7.0.4 Assessments of participants' knowledge (see paragraph 6.6) should, where available, be considered in order to gauge the effectiveness of a given CPD activity. Where these assessments suggest that the educational aims and objectives of the activity have not been achieved by a significant percentage of participants, the activity should be subject to additional review measures such as delivery oversight by an individual responsible for CPD delivery within the provider organisation.

8.0 Communication

- 8.0.1 Providers must designate an individual within their company with responsibility for handling communications relating to the provision of CPD activities. Details of this individual must be supplied to the BDIA, and updated should these details subsequently change.
- 8.0.2 If documentary evidence relating to a CPD activity is requested by the GDC or a registrant, this should be supplied within a period of one week.

9.0 Enforcement and Handling of Complaints

- 9.0.1 Providers must have in place a system for the handling of complaints relating to their provision of CPD activities.
- 9.0.2 Complaints should be handled, in the first instance, by the provider itself in accordance with its own complaints procedure. The provider must maintain a register of complaints received and forward this document to the BDIA every six months.
- 9.0.3 Where an individual is not satisfied that their complaint has been handled appropriately, they may refer the issue to the BDIA. In such instances, the Association will take appropriate steps to address the issue with the provider and advise the individual of the outcome where practicable.
- 9.0.4 Where the BDIA is investigating complaints received in relation to a provider, it may conduct spot checks of that provider's CPD activity by requesting documentary evidence relating to specific CPD activities.
- 9.0.5 Where it transpires that a provider's CPD activities have not been conducted in accordance with the Code, either as a result of complaints or through checks conducted by the BDIA, and where the relevant issues are not adequately addressed, that provider shall no longer be eligible to claim compliance with the Code or make use of its name or logo on future marketing, course materials or websites.
- 9.0.6 Where companies that have been disqualified from the Code can demonstrate that all relevant issues have been adequately addressed and that they will be able to meet all the Code's requirements, they will be eligible to re-sign.

10.0 Data Privacy

10.0.1 Providers should ensure that confidential or personal data obtained through the provision of CPD activities is maintained and used in accordance with applicable legal requirements.

11.0 Compliance

11.0.1 Providers should take measures to ensure compliance with the principles of this Code by their employees, agents and representatives.

12.0 Additional Measures

12.0.1 Providers are free to utilise additional CPD quality assurance measures as they see fit, so long as they do not contradict any of the requirements of the Code.



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