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WWAED puts Dentist Support Mechanism in Place

Over the past few years, the WWAED has been heavily involved in the process of defining the association and its place in the world of equine dentistry. As everybody is aware, this has been a difficult period and has not always allowed the association the opportunity of developing its internal structure to provide more services for its members.



We are now at the stage where the WWAED has been officially recognised by DEFRA (Department of Rural Affairs) and the RCVS (Royal College of Veterinary Surgeons) as the only alternative body that is able to provide Level 2 Exemption examinations for Equine Dentists.

Having achieved our original objectives we now need to move forward with the next phase of development for the association.

The WWAED has appointed Steve Goode, who most of you will know, as the lead figure in developing and delivering this next phase of growth.

The association intends to put a support mechanism in place for all of its members. This mechanism will provide support in a number of areas. The association will work with you, or on your behalf, in discussion with veterinarians and/or owners, if required. The association will work with you to develop materials for marketing or publicity in your local areas, as well as nationally. The association will also develop and maintain a central repository of materials that will be available to all members for use with their customers. The association will ensure that all information affecting any members will be made available to all other members. The association will also be looking to increase its membership, thereby helping to increase the credibility of the association.

Details of how you can work with the association in this process are shown on the flip side of this news update.

Claire Vincent Decides to Take a Break from Dentistry

As I am sure you all know, Claire has taken care of many of the administrative functions on behalf of the WWAED for a number of years. However, Claire has informed us recently that she will be resigning from the WWAED and will be taking a break from dentistry for a while.

Claire has provided an excellent service to the WWAED and I am sure that we speak on behalf of all members in thanking Claire sincerely for her sterling work and in wishing her every success for the future.



On an ongoing basis, all administration will be handled by Steve Goode. If you have any queries or concerns Steve's contact details are contained within this newsletter.



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The Details behind the Dentist Support Mechanism

In order for the association to be able to implement the next phase of development, your help in this process will be essential.

Initially, we plan to call each member individually and to talk through the detail of what we are going to do and to give you the chance to ask any questions that you may have. (If you think your contact details may not be up to date, please use the contact information for me in this news update and forward the correct details to me) However, so that you have some advance idea of what is involved, we will break the support mechanism down into individual elements.

Liaising with local vets and owners - a number of dentists have been having problems recently with local veterinarians. In most cases the situations arise because of a lack of knowledge on behalf of the vets. We have experienced situations where vets have been reluctant to sedate horses for WWAED members as they are unsure of the credentials of our members to perform dentistry on sedated animals. In these situations, the association

will liaise with the vets and owners in question to advise them of the credentials and qualifications of WWAED members and to bring about a successful conclusion to these situations.

Communication Process - one of the areas that can be really beneficial to association members is communication. At the moment, members feel as though they are working in a vacuum and when a problem occurs, they feel that they are alone in this type of situation. In reality, if one member experiences a problem, then that problem will also affect other members.

The association is going to maintain two-way communication links with all members to ensure that members can benefit from the experiences of others. Communication will take a number of forms, phone calls, Update newsletters (like this one), emails and the website.

Your part in the process will be to call Steve when you have, not only problems, but also anything which may have a media aspect to it. As an example, people often say

things like "I took care of some RDA ponies today" or "I had a horse with a really unique problem". These all have a value when it comes to marketing the association and updating the website. We require you to keep us informed in these situations.

The association will utilise this information to publicise and promote the association and its members in local and national publications, on our website and in our own materials.

Central Repository of Materials - the association will also be developing a central repository of informational materials which can be utilised by the members to promote the association and themselves to horse owners.

The association will also be implementing a number of other developments including a recruitment campaign, formalisation of our internal procedures for examinations and meetings.

The detail behind these developments will be communicated to members as they become available.

Steve Goode