



Rebecca Morris

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As a manager with 20 years' experience in the dental health sector, and 14 months as a
Dental practice consultant;

I pride myself as being considerate, honest, loyal and dedicated.

My passion is motivating likeminded professionals.

I enjoy working with the public and working closely with my colleagues, striving to accomplish
good working relationships and equal opportunity.

WORK EXPERIENCE:

Sales Manager – Cleancert Holdings Ltd – Nov 2017 – Current

I joined the company as they are showing great innovative products in the dental field and I can see the company becoming a huge success in the very near future. We sell Cross Infection control products into dental practices, however we also offer CPD to the dental professionals.

My current role includes:

- Face to face sales with independent and corporate dental companies
- Building & maintaining CRM to suit the business needs
- Customer Support & problem solving
- Marketing inc. social media
- Running Mailchimp mailshots

Business Manager – Smiles Studio / Smiles of New Forest – Sept 2016 – Nov 2017

I joined the independent practices to help them improve a professional service to their NHS & Private patients. My current role offers the following support:

- Practice Development
- Management Support & Training
- Accounts Support & Training
- KPI Maintenance & supporting audits
- Marketing / website / raising practice profile
- Problem solving with staff and patients
- Staff Training

I find my day leads me in several directions; however, I endeavour to provide the best outcome to every role I support.

Practice Sales Consultant – DPAS Ltd – July 2015 – Sept 2016

I was asked to join the business to improve professional support for 136 dental practices across the South/ South East of England. In my role, I offered professional business advice to dental practices using dental plans within their business to increase business sales.

My key responsibilities:

- Increasing plan sales & promoting products
- Producing audits & spreadsheets to raise the business's awareness of productivity.
- Recognising and managing KPI's with each practice & overall
- Tailored training sessions and support for the whole practice team (lunch & learn)
- Marketing Support and advice
- In-practice patient recruitment support days spending the day working with their front desk

- Regular plan promotion training and support
- Fee Review Sessions accessing relevant reports & business development
- Strategic Business Planning Sessions
- Problems solving with clients
- Offering my personal management knowledge in dentistry for all aspects of the business

I managed my own diary, circulating all practices at least 2 to 4 times a year, boosting growth of sales and making sure they received the support within the dental team. Offering the support clients' needs in the fast-developing dental environment.

I made an 8% increase of sales in the short time I was with the company once I had gained each practices trust and focusing on individual practices that had previously laid dormant in sales and productivity.

Reason for leaving: Due to company buy-out there was a threat of redundancy, therefore I could not risk my financial security. I was very happy in my position and would have stayed if the position was secure.

Office & Training Manager – MCN Contractors Services Ltd – September 2013 - July 2015 I was running an office in Shaftesbury which had a turnover of 1.3m and a staff level of 15 employees & over 80 sub-contractors over 13 South West building sites.

My responsibilities:

- Organising the enrolment / discipline of all staff and sub-contractors
- Training & Supporting staff and sub-contractors
- Creating and maintaining policies / health & safety administration
- Liaising with new & current building clients – marketing & introduction
- Forming Tender schedules and quotations – liaising with clients
- Insurances – Budgeting and implementing
- Advertising – Instigating / budgeting / generating reports
- Problems solving with customers / suppliers / employees
- Using my knowledge of excel spreadsheets and word to create new systems in the working environment on and off site to improve and create productive time management.

I had been employed to create a better working environment in the running of a growing company. In the two years that I was employed, the turnover of the business has almost doubled, so the pressure has been on to maintain a professional, stable business for all working for and with the company. My role had been one where forward planning, thinking on the run and hardworking commitment had been high priority.

Reason for Leaving: I joined the company for a 12 month contract, however I stayed an additional 10 months once my property had sold and moved away from the area.

Practice Manager – Tisbury Dental Centre – June 1997 to September 2013
PRACTICE MANAGEMENT:

I was the sole manager of the 21 strong dental team and I report directly to my principle dentist.

My responsibilities:

- Organising practice meetings / agendas / running the meetings & implementing results.
- Advertising – Instigating / budgeting / generating reports
- Insurances – Budgeting and implementing

- Managing stock levels - Dental & Stationary budgets
- Data protection – ensuring computer safety & patient confidentiality
- Equipment - manage all the servicing & maintenance of the practice equipment & building
- Auditing the practice – Patient Care / Dental Records / Time Management
- Complaints – All complaints are dealt with following guidance from British Dental Assoc.

FINANCE:

I managed the accounts with a very successful, constant, healthy turnover.

- Creating & Maintaining Journals
- Cash Flow Forecasting
- Monthly reports Inc. Profit & Loss / Fixed Assets etc
- Filing invoices & statements & generating reports
- Payment of invoices / statements - Direct access to business bank account.
- Sage software manipulated to generate financial budgeting.
- Monthly reconciliation
- Year End Process
- I was involved in decision making for setting fees & generating an annual Budget and currently we are ahead of schedule.

I created a working system based on vast range of policies and working instructions which has been recognised by the British Dental Association 'Good Practice Scheme' which gives us a superior accreditation status. These are regularly updated, including regular fire alarm testing and Health & Safety Issues.

HUMAN RESOURCE MANAGEMENT

My principle dentist relied on me to manage and supervise all the staff. I made autonomous decisions in the practice with important final decisions based on my guidance and advice.

- Recruitment & Selection - recruiting, training and supervising dental nurses / hygienists and receptionists including the initial induction process.
- Creating and running regular appraisal systems & Personal Development plans.
- Organising duty rosters for dentists / hygienists / dental nurses and clerical staff
- Responsible for payroll and end of year PAYE
- I introduced company pay scale system with benefits.
- Encourage regular CPD (Continuous Professional Development) at the practice, I arrange several courses in house, including cross infection control (HTM01-05) and medical emergencies but I also do the in house training for computer system & Health & Safety elements.
- I possess a wealth of experience within our dental and Microsoft software and am relied upon to manage and maintain the system.
- I also enjoy generating and maintaining our practice website.

EDUCATION AND QUALIFICATIONS:

AAT Level 2 – <i>Training in progress</i> (220 hrs.)	Feb 2014
BTEC Level 4 – Dental Practice Management - Higher	Nov 2002
National Certificate Dental Nursing	June 1999
European Computer Driving License	April 2004
OCR Book Keeping	June 2000

I generally completed 10/20 hours of verifiable & 15 hours non-verifiable CPD per year. I hold certificates for:

- Sage BTec - Online - 2013
- Legal & Ethical - 2011
- Cross Infection Control - 2010
- Delivering Better Oral Health Care - 2010
- Hand Hygiene - 2013
- Personal Development - 2012
- Fire Marshall - 2012
- Performance Management - 2012
- Health & Safety - 2012
- Developing Appraisal System - 2012
- Dealing With Complaints - 2012
- Personal Protection - 2009
- Dental Product Knowledge - 2013
- Smoking Cessation - 2009
- Medical Emergencies - 2013
- Finance - 2004
- Quality Systems - 2004
- Personnel Management - 2004
- Client Care - 2010
- Sage Accounts - 2001

PERSONAL INTERESTS/ACTIVITIES:

- Editorial team – Dental Nurse Magazine (Circ.20k) 2003 - 2012
- Organised fund raising event – Stars Appeal – Raised £7500 2009
- Organising Christmas Street Fair – Tisbury 2008 – 2013
- Fundraising for Dentaid – Tisbury 2000 - 2004

- Gardening & currently undertaking Diploma Horticulture
- Camping & traveling UK / Europe
- Driving on various tracks in my own car in UK & Europe (not competing)
- Renovating Properties

DOB: 12th September 1975

Single / No Dependents

Full Driving License – No endorsements

Homeowner

REFERENCES:

Employment Ref:

John Barton

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Professional & Personal Ref:

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