New status equals new target market?

Many dental nurses are spending unnecessarily large amounts of money on CPD. But they needn’t, advises BADN chief executive Pam Swain

There is only one professional association in the UK, which is run by, for and on behalf of dental nurses – and that includes those now working as practice managers, receptionists, tutors, managers... whatever. The membership package includes a professional journal, indemnity cover, verifiable CPD, legal advice – so you don’t have to pay out more money for any of those things – as well as advice, support, information and a wide range of discounts and other benefits. Don’t be fooled by cheap imitations.

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