



AUSTRALIAN DENTAL ASSOCIATION VICTORIAN BRANCH INC.

ADMINISTRATIVE BRANCH POLICY STATEMENT 04.01

**COMMUNITY RELATIONS OFFICERS / PROFESSIONAL CONSULTANTS
AND THE COMMUNITY RELATIONS MANAGER**

1. APPOINTMENT

- 1.1 Council shall delegate the appointment of Community Relations Officers / Professional Consultants (CROs/PCs) and the appointment of one of the CRO / PCs as Community Relations Manager (CRM) to a panel comprising of **three** past-Presidents (at least one of whom shall be a current Councillor, the CEO and in the case of CRO/PC's, the CRM).
- 1.2 CRO / PCs shall be employees of the Branch.
- 1.3 CRO / PCs shall not participate in representation of the Branch to any third-party organisation, apart from matters related to members' exposure under the Branch Indemnity Scheme.
- 1.4 CRO / PCs will act in accordance with the document: "Duty Statement – Community Relations Officer / Professional Consultant" (Appendix 1).
- 1.5 In addition, the CRM will act in accordance with the document "Duty Statement – Community Relations Manager" (Appendix 2).
- 1.6 During the period of their CRO/PC employment, CRO / PCs may not serve on the Defence or Disputes and Ethics Committees.
- 1.7 CRO / PCs must be registered with the Dental Board of Australia, either members or retired members of the Association, and hold relevant professional indemnity through the Branch Indemnity Scheme.

2. CONSULTANTS – REPORTING

- 2.1 The CRM shall report to Council and the Members via the Branch Annual Report in relation to clinical and professional aspects of their role, and to the Chief Executive Officer in relation to administrative matters.
- 2.2 The reporting formats shall provide a measure of time spent on cases (including the Community Relations Administrative Officer support and settlement).

3. PERFORMANCE AND REMUNERATION REVIEWS

- 3.1 The performance and remuneration reviews for the CRO/PCs shall be in accordance with the Employee Performance and Remuneration Policy.

4. LOCUMS

- 4.1 If operational requirements are needed to cover rostering to a sufficient level, locum CROs/PCs may be appointed within the overall budget. Recruitment will be undertaken via an interview process.

5. QUALIFICATIONS AND SKILLS

1. CRO/PC qualifications and skills should include:
 - a. A degree registrable as a dentist or dental specialist by the Dental Board of Australia
 - b. Substantial experience in general practice dentistry
 - c. Outstanding oral, written and negotiating skills essential
 - d. Ability to liaise effectively with people at all levels, internally and externally
 - e. Patience, a concern to help others, independence, judgment, assertiveness, sensitivity and lateral thinking abilities
 - f. Professionalism, including the capacity to work effectively in a confidential environment
 - g. Information Technology skills relevant to the role
 - h. Evidence of involvement in the profession beyond clinical practice that has established a recognised profile amongst peers
 - i. Capacity to acquire and analyse dento-legal information
 - j. Independence, judgment, assertiveness, tact and sensitivity
 - k. Detailed knowledge of dentists' compliance obligations

2. Attributes of CRO/PCs include but are not limited to meeting the requirements of:

a. Member support:

This is deemed to be the most important role notwithstanding the PI obligations by the Member and the ADAVB. As employees of the ADAVB the first responsibility is to provide support and advice to Members both on a personal and professional level. If this is personal support, it should be within the boundaries of collegial and peer support and not stray into an area the CRO/PC is not trained for [such as psychological counselling]. The CRO/PC should be able to recognize these boundaries and refer the Member for counselling or support where necessary. The CRO/PCs main role is to offer an ear or a helping hand, whichever is required at the time the Member rings.

- i. There may be PI implications, but the supportive role is paramount. Care and empathy should be demonstrated first, followed by any PI protocol.

b. Member resources:

A fundamental role of the CRO/PC is provision of resources where necessary, or referral to the avenue where support or information is available. This may involve referral to Panel lawyers in prescribed circumstances and arranged through the CRM/ CRAO and the insurer but more commonly involves provision of resources already held by the ADAVB.

- ii. The CRO/PC should have a working knowledge of the information available through regulatory and statutory bodies and be familiar with searching IT platforms for information not readily available in the CRO/PC resources.

c. CAR role:

As the relationship between the insurer and the ADAVB is a legal contractual arrangement, failure by the Branch [i.e. CRO/PCs as named Nominated Officers] to comply with or meet the obligations under this Agreement could result in performance management within the ADAVB. Because of the trust placed in the ADAVB CRO/PCS by the insurer, in managing claims on their behalf, with facets such as Financial Delegation Authority, it is a fundamental requirement that the protocol agreed to and signed is adhered to in the CRO/PC process.

5.2 The CRO/PC Manager additional qualifications and skills should include:

- a. Substantial experience at senior levels in dental administration in a similar or equivalent role
- b. Ability to develop and implement efficiency and quality control systems in a sensitive administrative environment
- c. Demonstrated team leadership and management skills

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Relevant Rules	

Relevant By-Laws	By-law 10
See also	Historical policy reference: 27/00, 26/00, 153/97, 75/95

Appendix 1 – Duty Statement – CROs/PCs
Appendix 2 – Duty Statement – CRM
Appendix 3 – Duty Statement – Locum CROs/PCs