



# Fighting your corner

Eddie Crouch | BDA Chair's Report to  
LDC Officials' Day 25

# Eddie Crouch

- Chair of the BDA Board
- Graduated 1984 Kings
- Practice Owner from 1988 in Birmingham now an Associate
- Clinical Assistant in Orthodontics 1990s
- Politically active since 2005 and the UDA/UOA contract
- Dentist with an Interest in Orthodontics



Our strategy 2025-28

# MEMBERSHIP

Our strategy 2025-28

# MEMBERSHIP

ADVICE

INDEMNITY

LEARNING

REPRESENTATION

# A year in review

- 1 in 4 unable to access care – all-time high.
- DIY dentistry and dental tourism filling the gap
- Pressures on practices continue to rise – without mitigation





## Creating space

- Piling on the pressure.
- Continued public, political and media advocacy for change.



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**BDA**  
British Dental Association

**UNDER LABOUR**  
**DENTISTRY** *still*  
**ISN'T WORKING.**





## Creating space

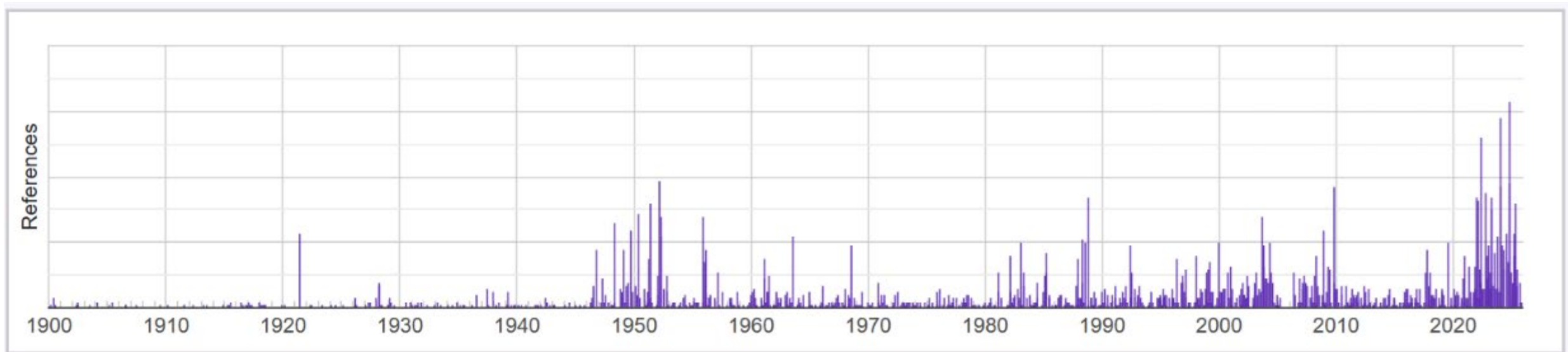
- Winning the argument
- Shaping the language of the debate





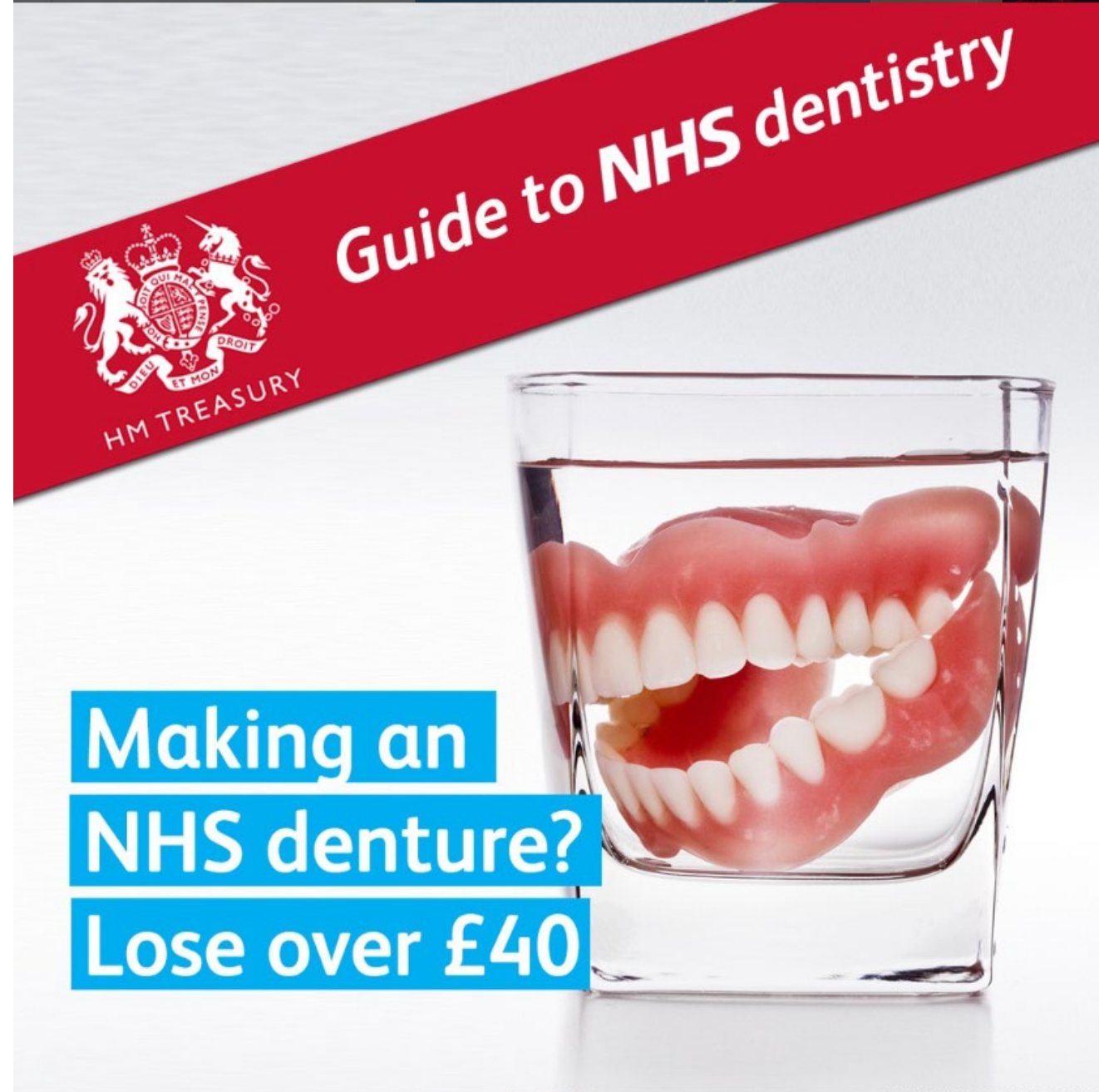
# Long view

## **‘Dentist’ or dentistry mentions in parliamentary proceedings**



# Funding

- A specific area of focus.
- Messages pushed in parliament and press.
- Cost of service exercise delivered, but unpublished.



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## Challenges ahead

- Utter perverse
- Private prices have risen well below inflation.
- Government trying to make noise on cost of living when failing to fund NHS dentistry
- We will stand up for every private and mixed practice.

**Regulator should sink  
its teeth into private  
dentists, says Reeves**

**THE  TIMES**



So, the end is near(ish)