



British Society of  
Periodontology and  
Implant Dentistry

# Strategic Plan

2025-2030

## INTRODUCTION

The British Society of Periodontology and Implant Dentistry (BSP) is a registered charity as defined by the Charities Act 2022, regulated by its original trust deed dated 19.07.1949 and amended in 1999. The trust deed provides for a Constitution and Bye-Laws of the Society. The Society is registered with the Charity Commission (registered number 265815). The current version of the BSP Constitution was agreed at the Annual General Meeting on 15.06.2021.

The object of the Society, as stated in the Constitution and Bye-Laws is to:

*“...promote for the general health, wellbeing and knowledge of the public, the art and science of dentistry and in particular the art and science of periodontology and dental implantology and in furtherance thereof to advance all aspects of periodontology and dental implantology and to promote improvements in the teaching of the same.”*

The Officers of the Society are the Trustees for the purpose of the Charities Act 1993. The Trustees are elected or re-elected annually at the Annual General Meeting. The Officers are:

- President
- Senior Vice-President (chosen from Past Presidents)
- Three Vice-Presidents (2 Presidents-Elect and the Immediate Past President)
- Honorary Secretary
- Honorary Treasurer
- Honorary Editor
- Commercial Liaison Officer

BSP Council manages the affairs of the Society, and the Officers of the Society are members of that Council. The Duties of the Officers are described in the Constitution.

In addition to the Officers, other elected members of Council include:

- Academic Chair and Practitioner Chair leading the Education Advisory Committee
- Chair of the Early Career Group
- Two Other Members
- Representative from the BSP Patient Forum

Among the officers and representatives will be a member with particular responsibility for managing the Society's social media platforms. Additionally, the following representatives provide reports to Council on an annual basis or as needed. They may also attend Council meetings when there are matters that either the Council or the representative wish to discuss.

- European Federation of Periodontology (EFP) Representative
- Specialty Advisory Committee (SAC) (Academic Representative)
- Specialty Advisory Committee (SAC) (Practitioners' Representative)
- And other Committees where BSP representation has been requested

BSP Council is supported by an Executive General Manager and an Assistant Manager, who support all activities of the Society. These roles are fundamental to the smooth and efficient functioning of the Society.

## VISION & STRATEGIC OBJECTIVES

The Society's **VISION** is:

**Periodontal Health for a Better Life**

The Society's **MISSION** is to:

**Promote awareness of periodontology and implant dentistry to the public, general and oral healthcare professionals to achieve our vision of "Periodontal Health for a Better Life"**

We will deliver our mission by:

- Engaging with and supporting our membership, and other oral & dental healthcare professionals
- Engaging with patients, the public, oral & dental and general healthcare professionals
- Engaging with policy makers and industry
- Providing education
- Supporting research

The **VISION** and **MISSION** embrace and express the Society's broad objectives which are to:

- Promote and improve periodontal and peri-implant health as an integral part of oral, dental and general health and wellbeing, by engaging and interacting with all stakeholders, ensuring inclusion across all groups and across the Society

- Enhance patient, public and healthcare professional awareness (including oral & dental and general healthcare providers) of periodontal health, and its impact on general health, and the benefits of periodontal therapy
- Provide leadership to improve outcomes of periodontal care and implant dentistry by maintaining, contributing to, and developing the highest standards of education and training to the dental profession
- Provide leadership in increasing awareness, understanding and recognition of periodontal and implant health through regulators (e.g., the GDC) and other relevant stakeholder organisations and committees
- Drive improved outcomes of periodontal and implant care by being the voice of periodontology in the UK and beyond, and ensure representation at the highest level of healthcare policy making
- Work collaboratively with the European Federation of Periodontology (EFP, of which the BSP is a founding member) to promote and facilitate the shared vision of Periodontal Health for a Better Life
- Promote research in periodontology and implant dentistry

## CONTEXT

Periodontal diseases comprise a group of chronic inflammatory diseases and conditions that affect the supporting tissues of the teeth (and in the case of peri-implant diseases, the supporting tissues of implants). The BSP's broad objectives (outlined above) are presented in the context of evidence of increasing prevalence of periodontal diseases globally, with advanced periodontitis now recognised as constituting the 6<sup>th</sup> most prevalent disease to affect mankind.<sup>1,2</sup>

The Economist Intelligence Unit Report (commissioned by the EFP) in 2021 stated that periodontitis represents a substantial public health and economic burden and is a major cause of tooth loss with negative impacts on health, disability and wellbeing.<sup>3</sup> It is also an independent risk factor for several non-communicable diseases of ageing. Furthermore, awareness of periodontal diseases among patients, the public and within many healthcare professionals remains low, particularly the links between periodontal disease and systemic disease.

Importantly, most periodontal diseases are preventable.

The report further stated that, increasing the awareness of periodontitis and the importance of treatment of periodontal diseases appears to provide a substantial return on investment for healthcare systems; and that prevention, implemented by the full dental team, is far better than treatment after disease has developed.<sup>3</sup>

The broad objectives in support of the Vision and Mission will be delivered through the following six Strategic Aims:

AIM 1	Improving Health and Wellbeing
AIM 2	Promoting Education and Science
AIM 3	Engagement and Collaboration
AIM 4	Governance
AIM 5	Sustainability
AIM 6	Supporting the Specialty

## Strategic Aim 1: **Improving Health and Wellbeing**

To achieve Strategic Aim 1, the Society will:

- 1.1 Continue to develop and disseminate best practice guidance and guidelines to all stakeholders
- 1.2 Support all healthcare professions (including oral & dental healthcare professionals, medical and allied healthcare professionals) through educational initiatives and knowledge sharing and dissemination
- 1.3 Promote disease prevention in its widest sense and in all patient groups, as the primary means for effective management of periodontal and peri-implant diseases
- 1.4 Promote the fundamental importance of periodontal health as part of overall health and wellbeing, within healthcare more broadly, and recognising the impact of periodontal health on quality of life
- 1.5 Promote team-based care (both within the dental team, and between dental and non-dental healthcare teams) as fundamentally important for the management of periodontal diseases
- 1.6 Work with the BSP Patient Forum as well as with other stakeholders, to develop and disseminate relevant informational and educational resources to improve patient awareness of periodontal health and disease
- 1.7 Work with partners, such as the EFP, in the development of international and national guidance, and implementation into the UK healthcare context
- 1.8 Support development, education and training of the dental profession through educational activities and guideline development
- 1.9 Work with policymakers and stakeholders to develop, improve and implement effective periodontal care in the UK

## Strategic Aim 2: **Promoting Education and Science**

To achieve Strategic Aim 2, the Society will:

- 2.1 Actively participate in and develop high quality, consensus and evidence-based best practice guidance (including the S3 approach), in the form of clinical practice guidelines and other appropriate documentation
- 2.2 Create, disseminate and make accessible educational resources and guidance through a range of channels and media such as in-person events, webinars, the BSP website, leaflet distribution, and social media
- 2.3 Develop resources for patients and the general public with the BSP Patient Forum aiming to improve knowledge and awareness of the importance of periodontal health
- 2.4 Provide education and educational content for dental healthcare professionals (such as clinical and technical skills, professional behaviours, teamworking, compassion and communication skills) through conferences, webinars, masterclasses, study days, awards and prizes, social media, joint meetings with other societies and other appropriate channels
- 2.5 Provide education and educational content for general healthcare professionals through activities such as meetings, joint presentations at conferences, TED talks, key points/top tips, video clips and other appropriate channels
- 2.6 Promote research in periodontology and implant dentistry including provision of research awards (especially supporting Early Career Researchers), and collaborations with other stakeholders (e.g., EFP, Royal Colleges, Oral and Dental Research Trust)
- 2.7 Work with stakeholders including other dental, medical and scientific societies and organisations, key opinion leaders, charities, and industry to develop and disseminate educational and scientific content and materials

## Strategic Aim 3: **Engagement and Collaboration**

To achieve Strategic Aim 3, the Society will:

- 3.1 Develop, maintain and enhance effective communication and relationships both within the Society and with external stakeholders
- 3.2 Engage with patients and the public regarding the importance of periodontal health, not just for oral and dental health but for general health and wellbeing, through closely working with and supporting the BSP Patient Forum
- 3.3 Work with the EFP (the BSP being an integral member of the EFP, representing a large membership) to achieve BSP representation on EFP committees and structures, to contribute to EFP activities (such as speaking at EFP events and conferences, e.g., EuroPerio), and to maintain the influence of BSP at the European and wider international level
- 3.4 Work closely with other dental, medical and scientific societies and organisations to fulfil the Vision and Mission of the Society

- 3.5 Work closely with regulators, Chief Dental Officers, COPDEND, indemnity organisations and other appropriate bodies to provide guidance and expert influence
- 3.6 Engage with our industry partners, sponsors, and industry more widely to promote periodontology in general, and the role of the BSP in improving periodontal health
- 3.7 Engage and collaborate with policy makers, to influence policy and support policy development
- 3.8 Work with the Dental Schools and other relevant stakeholders (e.g., postgraduate Institutes, Deaneries, Royal Colleges etc.) to support undergraduate and post-graduate education through educational initiatives, and to increase awareness of the BSP among undergraduate and postgraduate students across the entire dental team
- 3.9 From time to time, and in accordance with financial review, make donations to other charitable bodies for the furtherance of dental education or similar through different approaches

## Strategic Aim 4: **Governance**

To achieve Strategic Aim 4, the Society will:

- 4.1 Ensure continued compliance with relevant regulatory and other directives, and to maintain its charitable status as defined by the Charities Act 2022
- 4.2 Work within its Constitution to fulfil the requirements of the same, and to maintain the structure of Council, while also enabling the development of Working Groups (such as Project Committees) to deliver on specific tasks relevant to the Strategic Aims
- 4.3 Ensure a supportive and positive working environment for its volunteers and self-employed contractors with due regard for their wellbeing, regular review of workload, and clear workload planning and prioritisation
- 4.4 Maintain appropriate structures and policies in relation to volunteers, self-employed contractors, officers and members of the Society, including Equality, Diversity and Inclusion (ED&I), Privacy (UK GDPR) and Complaints policies.
- 4.5 Ensure financial probity in all BSP activities, including working closely with the appointed accountants, regular audits, continuous review of cash flow, income streams and expenditure, use of BSP funds (including legacy funds), maintenance of appropriate financial reserves, development of appropriate sponsorship arrangements with partner sponsors, compliance with legal and tax requirements such as VAT, and appropriate approach to risk management
- 4.6 Maintain appropriate insurances such as public liability and events insurances
- 4.7 Follow due process as set out in guidance for Awards and Prizes

## Strategic Aim 5: **Sustainability**

To achieve Strategic Aim 5, the Society will:

- 5.1 Maintain financial sustainability through regular review and monitoring of finances, including operational costs, conference costs, project costs, as well as income from membership fees, partner sponsors, conferences and other income sources
- 5.2 Through Council and BSP self-employed contractors, continuously review and explore opportunities for role development and succession planning to ensure the requirements of the Society are maintained, and to support and develop the leaders who will continue to guide the work of the Society into future years
- 5.3 Monitor, review and analyse membership data including numbers of members and professional roles of members of the Society, to ensure a healthy and vibrant membership profile that is representative of the full dental team and the diverse community that we serve
- 5.4 Consider membership representation across the Society, including within Council and leadership positions related to the work of the Society (such as working groups or project committees), understand which dental professionals would be interested in membership, review membership benefits (e.g., through member surveys) to ensure that what the BSP offers is relevant to existing and future members, and ensure that membership provides clear value and benefits to its members
- 5.5 Ensure diversity across all areas of BSP activities, including in relation to professional roles and protected characteristics
- 5.6 Promote and ensure environmental responsibility and sustainability in relation to all aspects of Society work, including travel, Council meetings, conferences and other events, use of recyclables and minimising waste, and engaging with partner sponsors to achieve the same

## Strategic Aim 6: **Supporting the Specialty**

To achieve Strategic Aim 6, the Society will:

- 6.1 Position itself as the Society for all those who are interested in periodontology and implant dentistry
- 6.2 Support the membership through development and dissemination of educational and other resources, use of the BSP website as a source of information and for interacting with the Society, administrative support through the BSP self-employed contractors, mentoring and training as appropriate, focusing on the full dental team and those in the earlier stages of their careers (such as trainees and ECRs) as well as more established members, and providing advice to members on an individual basis as appropriate
- 6.3 Support the membership through the circulation of the Journal of Clinical Periodontology, the official publication of the EFP, in electronic and/or printed formats (as per member request)



- 6.4 Support non-members and the wider dental and general healthcare community through educational resources and activities relevant to their specific needs
- 6.5 Support patients and the public, through working with the BSP Patient Forum, to increase patient and public awareness of periodontology and periodontal health
- 6.6 Support other dental, medical and scientific societies and organisations to provide educational resources and activities, and to influence positive change and promotion of the importance of periodontology and periodontal health
- 6.7 Support and develop the BSP Faculty to provide leadership in education and knowledge dissemination in periodontology
- 6.8 Support undergraduate and postgraduate students, and dental schools through the network of Dental School Representatives
- 6.9 Support dental practices and the dental team in all matters relating to periodontology, to foster a culture of good periodontal practice

## IMPLEMENTATION

The Operational Planning Group (OPG) of the BSP is responsible for advancing the Strategic Plan through to implementation. The OPG meets four times per year to review all aspects of BSP operational activity and progress, and to initiate and set timescales for development of initiatives from the Strategic Plan. Following each meeting, the OPG will report to BSP Council on progress made and seek authority as required for new projects. BSP Council will have overall responsibility for ensuring that the Strategic Aims are followed during the lifespan of the Strategic Plan.

## Glossary of Terms

BSP	British Society of Periodontology and Implant Dentistry
COPDEND	Committee of Postgraduate Dental Deans and Directors
ECR	Early Career Researcher
EFP	European Federation of Periodontology
GDC	General Dental Council
GDPR	General Data Protection Regulation
OPG	Operational Planning Group
SAC	Specialty Advisory Committee
S3 Guidance	Evidence- and Consensus-based Guidelines

## References

1. Kassebaum NJ, Bernabe E, Dahiya M, Bhandari B, Murray CJ, Marcenes W. Global burden of severe periodontitis in 1990-2010: a systematic review and meta-regression. *J Dent Res*. 2014;93(11):1045-1053.
2. Trindade D, Carvalho R, Machado V, Chambrone L, Mendes JJ, Botelho J. Prevalence of periodontitis in dentate people between 2011 and 2020: A systematic review and meta-analysis of epidemiological studies. *J Clin Periodontol*. 2023;50(5):604-626.
3. The Economist Intelligence Unit. Time to take gum disease seriously. The societal and economic impact of periodontitis. 2021; <https://impact.economist.com/perspectives/sites/default/files/eiu-efp-oralb-gum-disease.pdf>.