

New products and focus on profitable practice

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DEVELOPING AND LEASING YOUR DREAM PRACTICE

Buying and developing a dental practice requires a set of skills most dentists do not have. CareCapital offers a development solution for single site practices, national dental chains and dental schools. Its service covers every aspect of the process from helping you locate your ideal site to finance and planning and construction management. By retaining the freehold, CareCapital



takes the pressure off the dentist who can concentrate on patient care rather than worrying about maintenance.

This model of leasing healthcare premises is already common in the USA and Germany.

Reader response number 50

NEW INSURANCE AND ADVISORY SERVICE

The Dental Practitioners Association (DPA) has joined up with the best insurance and legal expertise to launch Dental Shield, a new professional indemnity insurance and advisory service to its 2,500 members.

As a member of the DPA, dentists can benefit from the contractual certainty and security of the PI insurance model. The major benefits are: an advisory service run by dentists, for dentists; substantially lower premiums; guaranteed £10,000,000 any one claim of indemnity; nil excess; cover for regulatory issues; 24 hour helpline; cover in respect of the Good Samaritan Act; 20 year run-off cover.

Dental Shield is underwritten by two top insurers – WR Berkeley and Heritage. The new service will be reinforced by the leading law firm Browne Jacobson, which will provide specialist claims support.

Policy holders who demonstrate a good claims track record over time can expect premium savings.

It is worth making sure you are covered for all eventualities.

Reader response number 52

EASIER CREDIT CARD PROCESSING

Process credit cards much more easily with the new service from PracticeWorks. Your practice will be able to read credit card and PIN numbers just like shops and supermarkets do.

Once payments have been logged and placed, the amount and the transaction will be displayed on your R4 practice management software. The processing system has been specifically designed



so that everything is directed to the R4 accounting system, to make managing card payments simpler.

The system is straightforward and easy to use. R4 simply links to the PIN reader and the transaction is automatically done via the internet, like buying your groceries from the supermarket. It looks at and monitors every credit card payment, and each payment automatically reconciles on to the R4 system.

There is no need to rent payment terminals or PDQ machines. When you rent a card reader from a bank you often have to use its payment processing system. The PracticeWorks solution has been specifically designed for dental practices.

Reader response number 51

PROFITABLE INVESTMENT

In times of financial uncertainty Essential Money can provide reassuring solutions.

Specialist independent financial advisers, created it exclusively for dentists more than 15 years ago, to offer a

wide range of advice. Areas of expertise include: financial planning; retirement planning and pension advice; mortgages; practice finance; savings and investments; insurance and life insurance; and income protection and tax advice.

Our experience can help dentists

decrease monthly outgoings by negotiating the lowest interest rates available, and maximise investment returns. Essential Money will help you make money, save, and understand your finances – real value for money.

Reader response number 53

LIFT THE IMAGE OF YOUR PRACTICE

Are you happy with your practice literature? Does it reflect the quality of care you provide to your patients? Designer Dental can help transform your literature and make you proud of what you do.

You will be surprised how this will boost interest in the practice and encourage positive reactions. Professional and well designed welcome packs, treatment leaflets, newsletters, posters and referral cards will help lift the profile of your practice.



Whether you want to expand and increase your patient base or provide the best literature to your patients, Designer Dental is the number one choice..

Reader response number 54

CONSULTANCY SERVICES

The Dental Practice Consultancy Service (DPCS) offers a range of services to help keep your practice running smoothly. These include practice valuation, sale and purchase, financial health check and practice income analysis and practice contractual agreements.

Financial analysis is crucial to make sure that your practice is functioning effectively. And if you are thinking of leaving the NHS, or implementing new charging schemes, let DPCS help you. We can provide expertise on partnership and associate agreements, PCT and GDS contracts and help with establishing or dissolving a practice.

Reader response number 58

CUT DOWN ON NON-ATTENDANCE

DiJiSolutions, the marketing provider, has launched an innovative way for dentists to control client appointments and reduce no shows.

The free appointment reminder service, DiJiJog, automatically confirms clients' appointments and sends reminders via SMS texts and emails. The system can also send group alerts with reminders as much as a year in advance.

The system is simple to use with customer created templates streamlining

all business processes. It is remarkably cost effective as the software is provided free. Users only pay for the texts that are sent.

The DiJiJog reminder system helps dentists keep in regular touch with clients. In pilot schemes testing the system, the volume of no shows was reduced by 40 per cent.

The system will facilitate better time management and more profitable practice.

Reader response number 55

EXPERT ADVICE

Need a legal or financial expert? The Association of Specialist Providers to Dentists (ASPD) can provide the services of accountants, solicitors, valuers and sales agencies, financial advisers, insurance brokers, leasing and finance companies and banks. Members have a track record of dealing with issues specific to the dental industry.

Make sure your practice is profitable with the minimum of daily worries. Running an effective business can be stressful but knowing where to turn is half the battle. Make use of the expertise we have acquired over years.

Reader response number 59

PRACTICE INSURANCE

Insurance broker Aon, in partnership with insurer Ecclesiastical, has launched Practiccare. Features of the policy include a 24-hour emergency repair helpline to give immediate access to a reliable contrac-

tor, a 24-hour claims service available 365 days a year, cover for breakdown of equipment and cover for contents, computers, buildings, legal liabilities, theft, bags, equipment and medical records.

Reader response number 56

INCOME PROTECTION

Dentists' Provident offers dentists flexible, individual income protection. The new total income protection solution allows members to suspend their cover during pregnancy, long holidays, sabbaticals and when doing overseas work.

You can take a career break or take up temporary residence outside the membership area, and simply suspend your membership until you return. Career breaks can be taken up to

three times throughout membership, up to a total of 24 months. You can pick up where you left off and reinstate your membership when you return without being subject to underwriting.

Not many policies permit this kind of flexibility but Dentists' Provident want members to feel they are benefiting from their cover, rather than being restricted by it. You can have an off the shelf package, or individualised solution to your needs.

Reader response number 57



RELAX AFTER SELLING YOUR PRACTICE

Selling a dental practice is always stressful and if you are letting go of your life's work it can be fraught with real anxiety. It is usually about four months from valuation to completion, but it can take a year. By the time the money is in the bank you will deserve time to relax and recharge for the next chapter in life.

Frank Taylor & Associates, the leading independent valuers and sales agents to the dental profession, offers its clients a week's free accommodation in a four bedroom luxury villa in Florida when their sale is complete. Check it out at www.whiterose-floridavilla.com.

Ease away the strain on the golden



sands of the Gulf coast or ride the local roller coaster – it's all part of the service. You are welcome to stay a second week but we will have to charge for this one.

If you'd like an informal, confidential conversation about your practice, or you have already decided it's time to move on, call us..

Reader response number 60

MAKE SURE YOUR PRACTICE STANDS OUT

Effective marketing has never been more important for profitable practice. Gone are the days when patients simply went to the nearest practice for treatment. Make sure you stand out from the competition with unique design.

With Admor's help you can design logos, letterheads, reminder cards, promotion postcards and business cards that tell patients and potential patients that your practice offers something special.

Admor's unique, tailored designs are supported by unlimited colour and font options. With personalised paperwork and patient communication material,

you can create a memorable brand that patients will come to associate with expertise, efficiency and quality. Contact us and make sure you catch the public eye.

Reader response number 61



THINKING OF A LIMITED COMPANY?

You can save thousands of pounds in tax by operating your practice as a limited company. Have you considered this option? This has been possible since July 2006 but many practices are not aware of the potential savings.

Benefits are there to be gained and this is especially true for dentists who have been in business for a number of years. There are tax planning opportunities available to the limited company, but sound professional advice is a must for real savings.

Legislation is constantly changing

and the government frequently changes the tax and national insurance systems. Khan Thornton is one of the most progressive accountancy practices in the UK and is confident of offering you the best advice. Limited companies are especially suitable for practices with entrepreneurial aspirations which are looking to expand. It is true that a limited company will attract administration costs but these will easily be outweighed by the benefits accrued.

Reader response number 62

PROTECTION FROM AIRBORNE INFECTION

A busy waiting area is winter cannot avoid the problem of airborne infections spread from the nose, mouth and skin particles. But now protection is available in the form of the new Viroklenz Air Sanitation system. Several years in development, the system will kill the common cold virus and eradicate harmful pathogens such as MRSA, *C. difficile*, *E. coli*, Norovirus and avian flu H5N1.

The Viroklenz Sanitair technology allows activation of powerful biocides within the airflow of the machine which kill airborne pathogens. The system has been designed to run continuously with an inbuilt warning sensor which lights up every six to eight weeks when the biodegradable refill impregnated with Viroklenz biocide formulation needs changing. No biocides are released into the atmosphere.

The machine comes in two sizes. One can be wall mounted for waiting areas, and a smaller stand alone model is available for the practice room. A serviced maintenance package is available.

Reader response number 63

BOOK FOR SHOWCASE

More than 320 manufacturers, wholesalers, retailers, distributors and service providers will be exhibiting at this year's BDTA showcase. The UK's largest dental exhibition provides a perfect opportunity to meet hundreds of suppliers under one roof, as well as catching up with colleagues.

This year's show will introduce a number of environmentally friendly initiatives. Bags will be made from 100 per cent recyclable material and the aisles within the exhibition hall will be carpeted with polypropylene recyclable material which, after the exhibition, will be melted into pellets and used to make motor parts, plastic crates and flower pots,

You can reserve a complimentary ticket by visiting www.dentalshowcase.com, telephoning 01494 729959 or texting your name, address and GDC number to 07786 206 276.

Reader response number 64