Dental Health Month
Oral health initiative signs up more than 85% of practices - are you taking part?

Quality control
You need to keep your eye on the ball if you’ve got things right in business, and dentistry is no different, argues Frank Pons.

Growth factors
Prof. Liviu Steier and Gabriela Steier discuss how growth factors are a valuable addition to regenerative dentistry.

Handling feedback
Nikki Berryman discusses the issues of giving feedback to team members and why it is important.

Dentists still ‘poor relation’ to GPs

The average income for a dentist in England and Wales is just over £89,000, according to recent figures from the NHS Information Centre. This is still considerably below the £107,000 that the average GP earns. However the figures revealed that for some dentists, earnings can be much higher with one in 20 dentists earning more than £200,000 between 2007 and 2008 and nearly 400 earning more than £100,000.

The NHS Information Centre statistics revealed that 582 dentists - nearly two per cent of the total - earned more than £300,000.

The picture the statistics paint is one of earnings settling down after record investment, an annual business risk of their surgeries and making them work for their patients.

Many practitioners were contending with the uncertainty of potential clawback of their contract values. Dentists, almost uniquely in the NHS, carry the business risk of their surgeries and are responsible for providing premises, equipment and staff.

“Many practitioners were concerned that NHS dentists are seeing their earnings grow is that they are taking on more private work and diversifying into cosmetic dentistry. This is a growth industry with the number of people seeking cosmetic treatments for their teeth increasing up to 40 per cent per year, according to the British Academy of Cosmetic Dentistry (BACD).

The richest dentist in Britain is thought to be James Hull, who opened his first surgery in 1987 in Newport, Wales and now has 48 dental practices in the UK, most of which specialise in cosmetic dentistry. The chain has become a leader in cosmetic dentistry, which includes teeth whitening, veneers and implants. It has also expanded into orthopaedics, chiropody and Botox treatments.

Earlier this year, the dental chain was valued at £250m, where it looked at selling a 50 per cent stake in the business to a private equity firm, in order to expand into continental Europe and the Middle East.

The Sunday Times Rich List claims Dr Hull is personally worth about £4m and said he has a 40m collection of vintage Jaguars.