Concentrate on quality
You need to keep your eye on the ball if you’re to get things right in business, and dentistry is no different, insists Frank Pons

The English physicist Michael Faraday identified concentration as one of the skills essential for success. In every profession, taking care to get things right is vital, and dentistry of course is no different. However, when you are en- during a protracted tax investigation, the costs can prey on your mind.

Presence of mind is key, particularly now. Dentistry has been very competitive for several years, but the credit crunch has raised this almost to fever pitch. Dentists are under the greatest pressure to deliver high quality treatment at a reasonable price, but not only that – they must also do so with a smile. Patients are feeling the financial pinch too, and will not put up with anything less than the best possible standard of service.

This has led to many dentists investing in new equipment, new training and possibly extensive refurbishments. One thing that must remain constant is the den- 
stal professional’s unerring focus on great results during every single procedure, for every clinical hour.

Concentration all round
Concentration is not confined to moments when you have an in- strument in your hand. It also applies to your business planning and management. When your mind is elsewhere, it can be hard to see things as they really are; ef- fective business decisions become harder to make. Opportu- nities are missed, particularly galling when opportunities are few and far between.

Looking beyond the practice, dentists need to be making the most of their opportunity to invest in their hobbies, spending time with their loved ones, even plan- ning for the future. Even this be- comes difficult to do when facing a potentially crippling bill from an accountant or investigation specialist.

Tax investigations have been known to last several years. Imagine how many hours of as- sistance you will have to pay for during this time, and you will see how the prospect can drive den- 
tists to distraction. The media is full of doom and gloom at the mo- 
ment, and people are looking to the future with uncertainty. Those dentists in the midst of tax investigations know only one thing for certain: eventually, the investigation specialist will want paying. Even if the tax inspector decides that no extra tax is re- quired.

Protect yourself
Peace of mind is hard to come by in Britain, 2009. However, when it comes to protecting your- self from the expensive fees in- 
curred during a tax investiga- 
tion, leading providers are offer- ing insurance of up to £75,000 – so when the bill from the investiga- 
tion specialist arrives, you won’t be terrified to open it. With the 
right policy of Tax Investigation Cost Protection in your corner, you can work, manage and live with a clear head, making the most of your time professionally and personally, and concentrat- ing on the good things in life: clin- 
cial excellence, job satisfaction and personal fulfilment.

Colgate Total has been proven to significantly reduce gingivitis
Colgate Total contains a unique formulation comprising a copolymer to help ensure delivery and retention of the active ingredient, triclosan, for up to 12 hours of antibacterial protection, plus anti-inflammatory action.

- Its sustained antibacterial action significantly reduces dental plaque
- Significantly reduces the number of sites with gingival bleeding

Colgate Total: Clinically Proven 12-Hour Antibacterial Protection, plus Anti-Inflammatory Action

Think all toothpastes work the same?
Take a deeper look.

Gingivitis, if left unchecked, may lead to periodontitis. Emerging scientific research is associating periodontitis with other diseases, such as cardiovascular disease, diabetes and stroke.1,2

“Over the last decade, mounting evidence from epidemiologic studies suggests that periodontitis… may be an independent risk factor for atherosclerosis and CVD.”


Gingivitis

Colgate Total

Better Oral Health as part of Better Overall Health

The therapeutic indications set out in the Summary of Product Characteristics for Colgate Total include the reduction of dental caries, improvement of gingival health and reduction of periodontitis. It does not include the treatment or prevention of other diseases, such as cardiovascular disease, diabetes or stroke.

For further information please call us on 08445 400101 or visit www.colgateprofessional.co.uk

PRODUCT INFORMATION. Product Summary Table Name of the Medicinal Product: Colgate Total Toothpaste Active Ingredients: Triclosan 0.42% w/w, Sodium Fluoride 0.2% w/w (Sodium Fluoride) Indications: Active ingredient triclosan (1) reduces gingival bacteria and reduces the progression of gingivitis, (2) fluoride prevents tooth decay. Contra- indications: (1) Do not use if you are allergic to any of the ingredients. (2) If you are pregnant or breast feeding, consult your dentist. Communication: When using fluoride supplements, consult your dentist. Interactions with Other Medicines: None known. It is important to consult your dentist before using Colgate Total. Colgate Total Platinum 100 ml,Colgate Crest Pro-Health Total, Colgate Total Advanced Whitening. Colgate Plax Free Oral Rinse, Colgate Plax 100 ml, Crest Gum Detoxify, Crest Gum Detoxify Whitening Multi-plus. Colgate Plax 500 ml, Crest Whitening Professional. Colgate Plax 100 ml, Crest Whitening Maximum. Crest Whitening 500 ml. Crest 3D White Whitening Gel. Crest Whitening Toothpaste. Crest 3D White Whitening Toothpaste. Crest 3D White Whitening Clean Mint. Crest 3D White Whitening Mint. Crest 3D White Whitening Clean Mint. Crest 3D White Whitening Clean Mint. Crest 3D White Whitening Clean Mint. Crest 3D White Whitening Clean Mint.

Frank Pons
A qualified chartered accountant and tax expert, Frank Pons founded PFP in 1984, the first company to recognise the need for and provide dentists with tax investiga- 
tion insurance. For more informa- 
tion, contact PFP on 0845 507 1177, email info@pfp.uk.com or visit www.pfpfinance.com. PFP also of- fers unlimited human resources and employment advice with the HR Plus service.