The ‘third way’ to open a dental practice

Dental Tribune speaks to Ideal Dental Care’s Peter Thompson and looks how an idea sparked in the Mid-Atlantic began a rollercoaster journey into practice ownership

Have you addressed all 28 CQC outcomes?

Your compliance with Clinical Governance and Patient Outcomes will be questioned with the introduction of the Care Quality Commission*; HTM 01-05 and the increase in PCT practice inspections.

Would you like to know how you would fare when your practice is inspected and have the opportunity to take corrective action?

The DBG Clinical Governance Assessment is the all important experience of a practice audit visit rather than the reliance on a self audit which can lead to a false sense of compliance. The assessment is designed to give you reassurance that you have fulfilled your obligations and highlight any potential problems. We will provide help and advice on the latest guidance throughout the visit.

The assessment will take approximately four hours of your Practice Manager’s time depending on the number of surgeries and we will require access to all areas of your practice. A report will be despatched to you confirming the results of our assessment. If you have an inspection imminent then we suggest that you arrange your DBG assessment at least one month before the inspection to allow you time to carry out any recommendations if required. Following the assessment you may wish to have access to the DBG Clinical Governance Package with on-line compliance manuals.

For more information and a quote contact the DBG on 0845 00 66 112

*England only
eureka moment while halfway across the Atlantic on a sailing holiday. Franchising was the answer.

Franchising is one of the biggest industries in the UK but is often regarded as hidden. That’s because people buy licences to operate businesses under the umbrella of all sorts of well-known brands. This can range from fast food restaurants to opticians. And if it could be done in optometry there was no reason why it could not be done in dentistry. In fact some less courteous than myself would say that it speaks volumes about dentistry that our industry hasn’t embraced new business models, such as joint venture partnerships sooner.

In casting a closer eye over the clinical fence at optometry there’s one company that is head and shoulders above everyone else and has nearly become the byword for opticians. And just like their brilliant adverts which say ‘should’ve gone to Specsavers’, I did, figuratively speaking. Let’s face it, they were never going to throw open the doors and give us chapter and verse on how they’ve done it, but I spent a lot of time doing my homework charting their success.

It was crucial to understand how they took a clinical service and created a turnkey operation. It was also fascinating to see how they built a brand and created a turnkey operation, such as the one in Sheffield and one we’re about to open in Scotland. We’ve also acquired a three-story pub which we’re currently converting into our new HQ which will have state-of-the-art conferencing and training facilities.

Credible and Established
While we’re delighted at the progress we’ve made in a very short period of time one thing has become very obvious: Franchising, although a very credible and established method of enabling people to set up a practice. A lot of the work is done and, as we’ve seen from the rise in our enquiry levels, there is a growing interest in what is often referred to as the ‘third way’ to set up a dental practice.

Specsavers started in 1984 and now look at optometry. I’m hoping Ideal Dental Care will be at the forefront of positive and beneficial development of the industry, which will make it easier for talented dentists to set up their own practice.

Ideal Dental Care is a joint venture partnership which has a number of practices in England and is about to open its first one in Scotland. For more information visit www.idealdentalcare.co.uk.

And with all that done we took the proposition to market and it’s been very well received. We have launched practices such as the one in Sheffield and we’re about to open one in Scotland. We’ve also acquired a three-story pub which we’re currently converting into our new HQ which will have state-of-the-art conferencing and training facilities.

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