If you join the ASPD, you’ll find no shortage of trustworthy advice on running your practice. Here, some members share their experiences.

David Griffiths of Maxwell Hodge Solicitors believes that ASPD membership helps persuade potential dentist clients to choose his company rather than a non-member. "While George Burn of Burn & Co acknowledges the benefits of extra mural discussions and appreciates being part of a multi-disciplinary organisation, ‘we can confidentially refer clients to members from other disciplines.’

Legal services and advice
A good accountant offers much more than a tax and auditing service and will also provide valuations, cashflow forecasts and commercial asset value management advice. As dental equipment becomes more sophisticated and expensive, an industry-aware accountant can compare the merits of leasing against those of outright purchase as well as offering informed advice on debt/capital ratios. Specialist knowledge of how the health sector operates is vital.

An accountancy package
A recent recruit to the ASPD (September 2008), Sinton’s Solicitors, a benefit members can expect. Whilst individual solicitors say that it is usually a complete service, a good accountant offers much more than a tax and auditing service, particularly for those with complex affairs. Specialist knowledge of how the dental market which it would be hard to find elsewhere,' she says. ‘I feel my clients benefit as I now have access to other professionals I know I can trust.’

‘Have a large referral base of dental experts,’ adds Robert Miller of dental practice business sales experts Henry Perlow Group. ‘I can call fellow members for advice, and my clients are comforted that I am a member of a known trade body.’

Having been a member since 2000, ASPD Chairman Mike Hughes is delighted with how the Association has developed. ‘I have seen the organisation grow and strengthen enormously and become more defined in its role,’ he concludes. ‘While the core values have remained unchanged, the membership is now more diverse covering a wider range of professional disciplines. It has been a privilege over the last 12 months to have served as Chairman of an organisation so committed to ensuring that members of the dental profession receive the highest quality of help and advice.’

The ASPD is the leading association of dental service providers, and is always keen to attract new members with a proven track record of exceptional service to the industry. For more information on the ASPD, call 0800 458 6773 or visit www.aspd.co.uk.

The Association of Specialist Providers to Dentists (ASPD)
Your First Stop for expert independent Business advice

The ASPD is a group of highly respected companies, located throughout the UK, who specialise in the business aspect of dentistry.

ASPD members include:
- Accountants
- Solicitors
- Independent financial advisers
- Practice valuers
- Banks
- Finance and leasing companies.

The primary objective of the ASPD is to provide you with reliable, practical advice.

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T he success of any dental practice ultimately depends on the reputation it has. Whether this be to attract the best staff, or develop practice management and financial advice. ‘The dental sector is continually evolving and to maintain our specialist status we must keep up to date with all areas affecting the profession.’

An ideal solution
Another advantage to the client of engaging an ASPD member is co-operation – member firms are happy to recommend each other or will work together to provide the dentist with the ideal solution. Members are familiar with colleagues’ expertise; as George Manoussou of Dental Business Solutions remarks, ‘We know each others’ strengths and specialities, and can recommend other professionals with suitable experience and commitment.’

Financial services and advice
A hot topic for dentists today is identifying a safe haven for investment, particularly for those with pensions in view, as well as advice on surviving the credit crunch. This is the stamping ground of the dentist’s independent financial adviser (IFA), who has access to the latest global information as well as an understanding of the specifics of the UK dental market.

‘Being an ASPD member allows us to keep up to date with changes in dentistry,’ says Essential Money’s Sarah Gwilt. ‘It also offers good networking opportunities and helps us better understand the needs of clients.’

Richard Lishman of moneydentists agrees. ‘Our clients can be confident they are receiving reliable advice from the best service providers in the market.’

The value of the ASPD to both members and their clients is acknowledged by high-street banks, some of who are members themselves. ‘When I meet a prospective client,’ says Alan Springer of Lloyds TSB, ‘I explain to them do not offer the same, but we will work together.’

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