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 confidently refer clients to members from other disciplines."

An accountancy package
A good accountant offers much more than tax and auditing services. "The dental market is complex and keeps evolving and changes are hard to keep up with," says Beverly Mills of Smart & Cook, an insurance broker, which also provides financial and legal advice. "The dental sector is continually evolving and to maintain our specialists status we must keep up to date with all areas affecting the profession."

Dental equipment solutions
The ASPD encourages its members to network their experiences to benefit their clients. "We have recently started a quarterly meeting extremely useful as we are all kept up to date with all the latest global information as well as an understanding of the specifics of the UK dental market," says Edwin Ross of Edwin Ross & Co Solicitors, who have remained unchanged, the ASPD. "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."

Richard Lishman of Lishman Partnership, who has worked in the dental sector, adds, "I feel my clients benefit as I now have access to other professionals I know I can trust."

Mike Hughes of Dental Practice Consultancy Service (DPCS) and current chairman of the ASPD finds it difficult to over-emphasise the benefits of membership. "The ability to communicate regularly with other professionals whose interest in serving the dental profession is paramount, is of enormous benefit," he says, "whether those individuals are involved in the provision of similar advice or in a complimentary field. One objective is to ensure that advice is as broadly consistent as possible and secondly, I have total confidence in recommending clients to seek advice from fellow members as appropriate."

"Accreditation to the ASPD demonstrates that we are a professional firm specialising in the provision of services for dentists," says Beverly Mills of Smart & Cook. "When I meet a prospective client, I explain I am a member and recommend a visit to the association’s website. Clients often find a member offering exactly the skills they are seeking."

"Member David Brewer, healthcare manager at RBS, confirms that his dentist clients have instant access to a ‘one stop shop’ of the best financial service providers.

Legal services and advice
An accountancy package offers much more than just tax and auditing services. "The dental market is complex and keeps evolving," says Beverly Mills of Smart & Cook. "We know each others’ strengths and specialties, 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. "The dental profession is continually evolving and changes are hard to keep up with," says Beverly Mills of Smart & Cook. "The dental market is complex and keeps evolving and changes are hard to keep up with, so it’s extremely useful being part of a multi-disciplinary organisation so committed to ensuring that members of the dental profession receive the highest quality of help and advice."