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 enduring 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 dental 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 instrument 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; effective business decisions become harder to make. Opportunities are missed, particularly galling when opportunities are few and far between.

Looking beyond the practice, dentists need to be making the most of their spare time, investing in their hobbies, spending time with their loved ones, even planning for the future. Even this becomes 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 assistance you will have to pay for during this time, and you will see how the prospect can drive dentists to distraction. The media is full of doom and gloom at the moment, 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 required.

Protect yourself
Peace of mind is hard to come by in Britain, 2009. However, when it comes to protecting yourself from the expensive fees incurred during a tax investigation, leading providers are offering insurance of up to £75,000 – so when the bill from the investigation 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 concentrating on the good things in life: clinical excellence, job satisfaction and personal fulfilment.

About the author
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 investigation insurance. For more information, contact PFP on 0845 507 1177, info@pfp.uk.com or visit www.pfpfonline.com. PFP also offers unlimited human resources and employment advice with the HR Plus service.

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

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


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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,1 plus anti-inflammatory action2

• Its sustained antibacterial action significantly reduces dental plaque*3• Significantly reduces the number of sites with gingival bleeding*4

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

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*as ordinary fluoride toothpaste.

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.

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PRODUCT INFORMATION
Product Summary. Title Name of the Medicinal Product: Colgate Total Fortification. Active Ingredients: Triclosan 0.42% w/w, Sodium Fluoride 0.12% w/w (1450ppm F). Indications: For oral health care device. Intraoral usage only and the supervision of an adult. Do not use for children under 6 years old. If used for more than 3 months, consult your dentist. Contraindications. Interactions with Other Medicines: None known.6 • is important to consult your dentist about any fluoride containing toothpaste in children under generally fluoride therapy. It is important to consult your dentist about any fluoride containing toothpaste. Instructions for Use. How to use: brush teeth thoroughly after each meal or before bed with a special brush for those children under 6 years. Set a good example for your child. Special Warnings and Special Precautions for Use: Children under 7, use a pea-sized amount.