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 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 time, particularly now. Dentistry has been raised this almost to fever pitch. 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 1998, the first company to recognise the need for and provide dentists with tax investigation insurance. For more information, contact PFP on 0845 507 4177, email info@pfp.uk.com or visit www.compass-futures.com. PFP also offers unlimited human resources and employment advice with the HR Plus service.