The importance of a professional advisor
Alun Rees provides his top 10 tips to finding and working with an accountant

Online Patient Appointment Booking allows patients to book appointments online, whenever they want to, or need to, even out of normal surgery hours.

While this makes it very convenient for your patients, you still have complete control over who can make the bookings, the types they can book, with who and when.

A quick glance will tell you when an appointment has been made so that you are able to accept, refuse or adjust any request.

This gives your patients greater accessibility to you and your colleagues with increased feelings of inclusivity and you’ll have fewer missed appointments.

For more information or to place an order please call 0800 169 9692
email sales.uk.csd@carestream.com
or visit www.carestreamdental.co.uk

TERMS OF USE: The information and services contained herein are the copyrighted works of Carestream Dental Ltd. and may not be used without express written permission. This document is not intended to substitute professional advice or consultation. The opinions or views expressed herein are those of the writer and do not necessarily reflect the positions or policies of Carestream Dental Ltd., nor any of its members. Carestream Dental Ltd. reserves the right to change or update information without prior notice.
that you respect the way they operate that you feel some empathy with them and that you know you can trust them. There’s more to this than a brass plate and a firm handshake. In spite of their reputation they do have personalities.

4 Sort out your questions before you meet your prospective accountant, take as many as you can and ensure that they are welcomed - you’re the client, they are the ones with the knowledge and expertise and should welcome your input.

5 Do they understand your business? They don’t have to be “specialist” dental accountants but they must know and understand the background economy in which you are working and appreciate the changes that will affect your business.

6 Make sure that you are 100 per cent open with them and that you can be trusted too. If there are any skeletons in your cupboard, or even if you think there might be, make sure they know so that there are no surprises down the track. You wouldn’t want to operate in the dark, why should they?

7 Sort out their fees. Cheap is not always good. How do they operate, fixed fee or hourly rate? Some accountants can’t and won’t give you a quote up front - they simply tell you what the hourly rate for whichever member(s) of staff will be involved in preparing your accounts and roughly how many hours will be involved. They’ll know soon enough if you’re short of cash to pay them and will probably be proactive in helping you spread the cost, perhaps on a monthly standing order. Don’t haggle - unless you’re the sort of dentist who happily knocks their own fees down (and if you are then give me a call and I’ll put you right) then ask yourself how well disposed you are towards haggling patients.

8 Can they do everything that you will want of them? Are they happy to do your tax returns? Can they do payroll? Will they produce monthly management accounts for you and the bank if required? Will they advise on incorporation and handle the process without fuss? Will they advise you regularly on changes in legislation that will affect you?

9 How can you help them? How do they want the information from you? Will they send a bookkeeper to show you and your business manager exactly what records to keep, how they should be kept and when they should be submitted? Will they help train you? Will they show you how to prepare budgets? Remember the less work that you have to give them the better all round and the lower the bills. Files of invoices in date order and numbered to correspond with bank statements, cheque books make an accountant’s heart glow and helps them feel far better disposed towards you than a cardboard box full of paper in no particular order.

10 Timing. My own particular bugbear. If your year-end is (for instance) the end of October then your records ought to be with the accountant within a fortnight of the year-end. They for their part should have written and let you know that your books are expected, that there is time put aside for the work and who from the firm will be dealing with it. You need to know your tax bill well in advance to be prepared.

It’s not what you earn that matters, it’s what you keep that counts, and for that a good accountant is essential.

---

**The World’s First Online MSc in Restorative & Aesthetic Dentistry**

**Master of Science in Restorative & Aesthetic Dentistry**

*The Best of Everything*

Two of the UK’s most respected education and academic organisations have joined forces to provide an innovative, technology driven MSc in Restorative and Aesthetic Dentistry. Smile-on, the UK’s pre-eminent healthcare education provider and the University of Manchester, one of the top twenty-five universities in the world, have had the prescience to collaborate in providing students with the best of everything – lecturers, online technology, live sessions and support.

**About the author**

Alun Rees trained at Newcastle University and started his career as a oral surgery resident, before working as an associate in a range of different practices. With this solid foundation, Alun went on to launch two practices in the space of just 15 months, a challenge in the toughest economic conditions. After years of hard work, Alun finally sold his award-winning business in 2005. Alun’s background and experience give him a strong understanding of what others go through to build a successful practice. He has seen many different approaches and learned his own lessons in the real world.

Alun now runs Dental Business Partners to offer specific and specialised support for dentists, by dentists. He has always served as a media representative for both the BDA and BDHF and in particular has also been a regular contributor to the media, and has featured on BBC2, Sky TV and various radio stations. He has served as a media representative for both the BDA and BDHF and in particular has also been a regular contributor to the media, and has featured on BBC2, Sky TV and various radio stations. www.dentalbusinesspartners.co.uk. For more information email Alun at alunrees@dentalbusinesspartners.co.uk, or alternatively call 07778 148583 or 01242 511927.

---

**Call Smile-on to find out more:**

tel: 020 7400 8989 | email: info@smile-on.com

**web:** www.smile-on.com/msc

---

**Convenience**

The majority of the learning resources on this programme will be online.

**Ownership**

The programme is designed to encourage the student to take responsibility for his/her own learning. The emphasis is on a self-directed learning approach.

**Community**

Students will be able to communicate with a diverse multi-ethnic global community of peers, with who they will also share residential get-togethers in fantastic settings around the world.

**Opportunity**

This innovative programme establishes the academic and clinical parameters and standards for restorative and aesthetic dentistry. Students will leave with a world recognised MSc.