

New products and focus on profitable practice

Please send trade news information and illustrations to Joanna Lyall at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4-6 Crinan Street, London N1 9XW.

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CAREFREE WAY TO ACHIEVE YOUR VISION

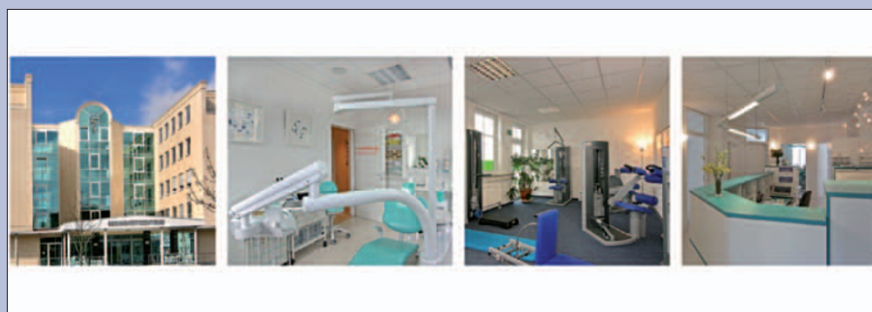
CareCapital is expert in providing a comprehensive range of dental needs: everything from allocating your ideal site, planning and financing, to design, construction and facilities management.

CareCapital retains the freehold of its developments and so are responsible for the property and, depending

on the lease arrangements, the maintenance too. This leaves you to benefit from the very finest surroundings. It can help you to realise your dream of running your own practice without the risks involved in owning a healthcare property.

Make sure you consider this option.

Reader response number 50



OVERSEAS OPPORTUNITIES

money4dentists can help you achieve your financial and lifestyle goals. With the UK property market in a downward spiral, why not invest in an overseas property? You will be able to benefit from a holiday home and let the property out via agencies such as www.holidaylettings.co.uk for an income. You can also use the property as an incentive for staff. Nothing says 'thanks for the hard work' like two weeks on a Mediterranean island.

In 2007 the Cyprus property market grew by almost 20% and the Cape Verde market by almost 30%. Do your research, make sure you know who owns the land, use an English-speaking local solicitor specialising in conveyance and property and make sure all agents are members of professional bodies.

Reader response number 52

TAKE THE STRAIN OUT OF RECRUITMENT

With the support of Browns Locumlink you can enjoy stress-free recruitment. Whenever you need a new member of staff, whether permanent or temporary, the experts at Browns will handle the entire process and find the most suitable candidate.

We carry out in-depth telephone interviews with every candidate to give you peace of mind. Make sure you benefit from our 20 years of experience in the dental industry and be assured that we can act quickly and efficiently. We also offer emergency locum placement to ensure you are covered if you suddenly find yourself short-staffed. Let us save you time and stress.

Reader response number 51



MAKE SURE OF A GOOD DEAL

Modern dentistry is extremely competitive with patients expecting to be treated in a 21st century building with all the latest technology. You will often find you need a loan for buying or developing a practice. Loan Hunter offers free help in locating the best deals.

If you have a good deal already why not see if we can improve the terms? Perhaps you would like to earn interest on your current account, or would like a business review. Whether you are arranging large, unsecured loans for new equipment and refurbishments, or want to discuss debt consolidation, we have a large range of services to help.

Reader response number 53

POWERFUL PROMOTION

In a tough financial market it is paramount that practices get themselves noticed and communicate clear messages. Admor has a wide range of materials which can be individually designed to suit your practice image. Admor takes pride in providing a service tailored to individual needs.

Fresh designs, contemporary colour palettes and striking imagery will play a big part in profitable practice. Products include practice leaflets, appointment and business cards, reminder and promotional postcards. Make sure your practice, whether private, NHS or mixed,



is reflected in eye-catching materials. [Reader response number 54](#)

PEACE OF MIND IN TAX INVESTIGATIONS

Make sure you are covered in case your practice is chosen at random for an investigation by the Inland Revenue. Through no fault of your own you could find yourself facing a full enquiry, including a review of all your books and records, a VAT dispute, a PAYE and NIC dispute or an inquiry looking at some aspect

of your self-assessment tax return.

Professional Fee Protection (PFP) offers insurance that will pay up to £75,000 towards accountants' fees in the event of a long tax investigation. Authorised and regulated by the Financial Services Authority, PFP offers several levels of protection and a round the clock helpline for access to legal consultants, barristers and solicitors.

[Reader response number 55](#)

EASIER CREDIT CARD PROCESSING

PracticeWorks' user-friendly credit card processing service allows you



to read credit and PIN numbers in the same way that high street shops do. Once payments have been placed and logged, the amount and the transaction is displayed on your R4 practice management software. The processing system has been specifically designed so that all the data is directed to the R4 accounting system.

The system eliminates the need to rent payment terminals or PDQ machines. It has been specifically tailored to meet the needs of dental practices.

[Reader response number 56](#)

STAFFING SOLUTIONS

Modern dentistry is all about teamwork but staff issues can directly affect your practice profitability. HR Plus can assist you in every aspect of human resource management so that you can

benefit from a motivated, happy and productive workforce.

For as little as £1 a day it provides a comprehensive service, including telephone guidance, online access to employment advice and help with carrying out risk assessments.

NEW PORTABLE UNIT

Quodent is pleased to announce a new portable dental unit – the Combi-Port 303. It includes a three-way (air, water, spray) stainless steel syringe with autoclavable tips, a one litre self-contained water system and three 1.5 metre instrument hoses.

The Combi-Port 303 comes with a high volume extraction hose and an oil-free compressor that supplies air at 108 litres per minute. Additional options available include fibre-optic outlets, a piezo scaler and a curing light. All of this is mounted on a stainless steel trolley.

The product is extremely robust and with other portable equipment, allows a miniature surgery to be set up anywhere in minutes.

It is compact and convenient.

[Reader response number 58](#)



Its legal expenses insurance covers awards and out of court settlements up to a maximum of £50,000 per claim, and pays your legal fees. Members also benefit from an occupational health advice line.

[Reader response number 57](#)

DEIONISED WATER FROM TAP WATER

The Safe-Water system employs a specifically designed ion exchanger that will rapidly transform ordinary mains cold tap water into high quality deionised/demineralised water suitable for use within all electrical steam generating equipment and appliances, including autoclaves.

The product is simple to use and each 500 ml bottle will produce 10 litres of deionised water. It is available in three bottle packs.

You will enjoy its convenience.

Reader response number 59



PANORAMIC IMAGER

Keep patients comfortable on the motorised bed while you take sharp images with the SkyView 3D panoramic imager which offers you the choice of left or right-sided scan controls. With its image-intensifier detector and double field 6-inch detector for superior contrast and definition, it delivers excellent images at low dosage rates, protecting patient wellbeing. Real time previews let you check position and post-processing lets you visualise 3D volumes, examine transversal slices, measure distances and identify landmarks and so develop perfect treatment plans.

Triple axis control enables quick, exact positioning, input via PC or joystick.

Reader response number 63

DEVELOP YOUR COSMETIC SIDE

Learn how to increase the profitability of your practice by introducing aesthetic work at next month's conference of the British Academy of Cosmetic Dentistry, which will be held at Hilton Birmingham Metropole, November 13-15. Kathleen

O'Donnell, vice-president of coaching at Jameson Management, will be speaking on improving scheduling and better communications and effective marketing. Maximise your ability to help patients say yes to cosmetic treatment.

Reader response number 60

FREE PROBES

Hygienists visiting the Oraldent stand at the British Society of Dental Hygiene and Therapy conference in Edinburgh on November 21 and 22 will be able to claim a free Sensor probe. The team will also be on hand to describe how the product can improve care.

Offering total consistency of probing force, even when used by different clinicians in different examinations, the Sensor probe gives the user complete control. Easy to use and ergonomic it has easily read markings, is non-abrasive and does not mark restoration services. Make sure you pay us a visit at the BSDHT conference at the Edinburgh International Conference Centre.

Reader response number 64

THE NATURAL WAY

Make sure you achieve superior infection control in your practice the natural way. Available as hand-gel, waste cleaner, cleaning and disinfectant liquid and surface wipes, Citroxx Bio is a natural organic anti-microbial agent. Extracted from orange pith it gives clinicians an edge in fighting MRSA, *Clostridium difficile*, hepatitis B and Streptococcus. Its broad-spectrum anti-microbial activity makes it effective against bacteria, viruses and fungi. It is safe for



regular use and kind to hands as well as the environment.

Reader response number 61

SUPERB SCANS

Save money and time with Kodak's



Iluma Cone-Beam CT scanner that gives superb high resolution scans ensuring more accurate diagnosis and treatment planning. It gives full-cranial, precise 3D radiographic images facilitating implantology, airway assessment, orthodontics and orthognathic surgery. The scanner is supported by Iluma 3D Vision software.

Reader response number 62

