

Celebrating aesthetic excellence

On a night filled with celebration and triumph, the third Smile Awards was a resounding success. Versha Miyanger reports on a celebration of clinical talent in cosmetic dentistry

The Smile Awards 2011 held at the Royal Garden Hotel on Friday 25th March were hailed as a great success. Now in their third year, and going from strength to strength, the Smile Awards have been created to promote clinical excellence in dental and facial aesthetics. These awards are giving those dental professionals the chance to be rewarded for practising at the highest level. The very best in cosmetic dentistry, including orthodontics, aesthetics, implants and facial reconstruction and aesthetics, arrived in Kensington to celebrate and promote clinical superiority in this field. Guests enjoyed a drinks reception and were treated to an impressive three-course dinner at this lavish venue.

Kam Sachdev who was shortlisted for the Single Implants category said he felt 'very honoured to be nominated' for the Awards. Dr Andrew Martin, also shortlisted for the same award said 'I am ecstatic and proud to be chosen by the leading dentists in the country'.

After the wonderful dinner and conversation and a sense of great anticipation, FMC Events Director Emily Cameron opened the ceremony and said 'The Smile Awards are unique and were created to recognise the exceptional and clinically excellent work you do. The positive and often life changing results of your work on patients is often overlooked and the Smile

Awards provides the opportunity for your work to be acknowledged'.

Patrick Holmes, of Seven Fields Dental & Health Centre in Swindon, Wiltshire, was winner of the Multiple Implant Smile and overall Smile Award of the Year and was 'delighted to have won'. He said 'One of our technicians encouraged me to enter. It was late in the day but so obviously worthwhile. It is good for patients to have an external source telling them that this dentist has done some good work. It makes you want to come back and try again. I thoroughly enjoyed it, and am still trying to get to grips with winning the Smile Award. I love trying to do my best for my patients, and it is reassuring to have an independent validation that I am getting it mostly right. I will be encouraging my team, and others to enter next year'.

Ken Harris won an impressive six awards including best Conservative Ceramic Smile and Generosity of a Smile. Ken said 'It is a great privilege to receive these awards. I am humbled, shocked and not just surprised, I am completely over the moon. It is so good for the practice. I was lucky enough to win some awards last year and the publicity that it has generated has been amazing, so I would encourage anybody to try and enter. If you do win a Smile Award it is great for marketing yourself and your practice. Five years ago, winners of awards like these

used to all be based in London. Now, the winners are from all over the country. It shows the standard of entry is not just limited to the West End. It's great to see people from all over the country winning this year'.

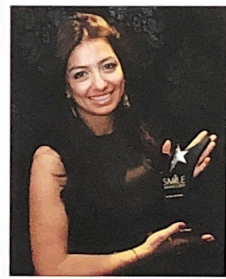
Ian Hallam, of Meon Dental in Petersfield, Hampshire, and winner of the Non-surgical Facial Aesthetic Award, was also happy with his win. He said 'Last year, I was absolutely surprised to be shortlisted. I put the entry in last year and was shocked to be shortlisted and I got the highly commended award. This year I won - to win and be recognised for clinical excellence is amazing. To be acknowledged by the elite of our profession for the treatment I am doing is such a fantastic feeling and so satisfying. I am absolutely overwhelmed to get an award like this. I will absolutely treasure it, it means so much to me.'

It was third time lucky for winner of Aesthetic Restorative Technician, Simon Caxton, of Simplee Dental Ceramics in Brentwood, Essex, said: 'It means a lot to me. I had the highly commended awards before and this year I was third time lucky. This award is for all the technicians as much as me. They all need to be recognised as they do such a valuable job and are a big part of the end result. I would encourage more technicians to enter'.

Sunita Verma of Sparkle Dental, Boston



Smile Award of the Year 2011 winner Patrick Holmes



Clockwise from top left: Ken Harris, Conservative Ceramic Smile and Generosity of a Smile, Shameek Popat: Interdisciplinary Smile Winner, Sunita Verma: Restorative Smile Winner, Simon Caxton: Aesthetic Restorative Technician Winner, Nitu Abizadeh: Orthodontic Smile Fixed Winner, Arun Darbar: Patient's Smile Winner

DEBATE

IS GOING 'LTD' A GOOD THING?

6 I first started thinking about incorporating the practice about a year ago. A few of my friends had already gone down this route and were recommending the process.

My main reasons for considering it were to do some sensible tax mitigation, recognise goodwill in my books and to provide a corporate brand image to the practice.

The thought evolved into action when I was looking for an accountant who had not just dental practice knowledge, but also tax expertise. I am part of the Kois study group and one of the members had brought a guest speaker along, who was an accountant. This is when I came across Anwer Piracha from ASP Accountants Ltd.

He was very passionate about what he does and had a good knowledge of how to incorporate a dental practice with the least amount of hassle. (Read some advice from him at the end of this page.) Most of us dentists hate change and he managed to take that pain away from me!

It also gave me a fresh start with the business. I now have monthly profit and loss accounts which I can discuss with my accountant, who has become a valuable member of our dental team.

BENEFITS OF BEING LIMITED

So what are the benefits of being 'Ltd' vs sole trader? Overall, there is a tax saving advantage compared to being a sole trader, whether it is your annual tax bill on profits or capital gains at the time of selling the practice.

- There is a cash flow advantage in paying taxes when they are actually due, as opposed to sole trader payment on account system
- One of the most distinguishing features of a company is that it is a separate legal

YES



Shameek Popat

qualified from Guy's Hospital in 1993 and went on to get his MFGDP in 1998. His Chorleywood practice, Rosebank Dental, was named Best Practice in the South East at the Dentistry Awards 2009 and Shameek was named Private Dentist of the Year at the Private Dentistry Awards 2010.

- person to its directors and shareholders
- A corporate brand image is created
- It is easier to sell the practice as a Limited Company
- Profit extraction is easier and more tax beneficial
- The liability of the owner is limited, as opposed to unlimited liability under sole tradership
- There is no VAT or stamp duty implication on incorporation, as long as the practice freehold/long leasehold (999) years property is left outside the incorporation process and this is usual
- My staff feel good about being associated with a dental practice with

a corporate brand and it also gave us the opportunity to create new, comprehensive contracts for the team, which was beneficial to everyone.

GOODWILL

It actually helps positively to reflect the financial position of the practice in the market. The increase in goodwill can be shown in accounts upon incorporation only or at the time of buying. If there is no goodwill crystallised in the accounts, then it cannot be created in the middle of ownership. The only option left at this point is to incorporate the practice and increase the goodwill that the practice holds. It creates a pattern of growth if the practice has progressed and achieved growth.

A FEW POINTERS FROM ACCOUNTANT ANWER PIRACHA:

'When incorporating a practice to a limited company, the most vital thing to check is whether the patient base is private or NHS. This is because if private, there is no NHS contract to renegotiate from an individual to a limited company as being separate legal entity status. This is the most risky situation NHS-based dentists face. Primary Care Trusts (PCT) are not willing to renegotiate the existing contracts in place with the dentist. There is a great danger of even losing a contract from a PCT if you enter into such a situation, especially when PCTs are undergoing budget cuts.

'Being private also has no impact on any NHS pension contributions. This is proving to be one of the biggest factors 'not to incorporate' if the practice is either partly or mainly built with NHS based patients.'