

# Inci-dental-y



## ADP Expansion - Healy Dental Group Partnership

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ADP has acquired the Healy Dental Group, based across East Anglia, in a strategic move to further its presence in the South of England.

Taking on the existing seven practices, it is intended that the acquisition is part of a partnership venture that will see significant growth across East Anglia in the coming years. Maurice Healy, the Group Principal, will become Regional Director for the Group and will oversee both day-to-day operations and future growth and acquisitions. He therefore retains an interest in its future development.

With the existing practices operating near full capacity and the planned growth of more practices to join the Group through 2003, it is planned that the Healy Group will become the pre-eminent provider of dental care services in

East Anglia.

It is also important for the existing ADP practices and staff to make the additional 70 or so staff feel welcome and comfortable. Using Maurice's regional knowledge, experience and significant negotiating and management skills, there is every reason for the staff to feel confident in their futures. As Maurice says, *"This is a great opportunity for everyone involved. I believe we can build a highly successful group and in going into the venture with ADP, we will go from strength to strength."*

The identity of the Healy Group shall remain in its current, successful style. Over time, suitable investment shall be made to further improve the environments for dentists and staff. We look forward to a long and fruitful partnership venture.

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The Existing Healy Dental Group Practices

### Maurice Healy Profile

Maurice Healy has built the Healy Dental Group to a thriving seven practice business over the last 12 years, using his dental ability and his management skills. No doubt, his 'persuasive Irish talents' have also played a part! ADP is delighted to bring the Group into the ADP family and also being able to tap into a resource and knowledge of the region

that very few people can challenge. Graduating from Cork in 1981, Maurice has been heavily involved with the regional Local Dental Committees and Health Authorities and is a very well known and respected figure in the East Anglia dental community.

Maurice Healy



# Chairman's Report - Dental Corporates

As you are all well aware, we work in a dental corporate. As part of a chain, we are therefore interested to know whether corporates are likely to thrive or not.

## How many corporates are there?

Legally, there are 27 'dental body corporates'. In reality though, there are some half-dozen companies which actually impact the market significantly. These companies together currently account for about 5% of the total dental practices in the UK. However, observers think that this will increase to 20% in the next five years.

## Who are they?

The larger multiples fall into two camps:

the mainstream companies (with a mix of NHS and private revenue) such as IDH, Oasis and ourselves. Then there are the predominantly private operators: Boots, JD Hull, Dencare and Ora (the latter two having recently been bought by Oasis).

The mainstream companies are generally doing quite well. Oasis has been growing rapidly and improving its profits. The good news for IDH is that they are now profitable; the not so good news is that they disappointed the stock market with their results. We too, as you will read elsewhere in this issue, are growing, with the purchase of several practices that form the Healy Group in East Anglia. We are also profitable.

The private focused groups, on the other hand, have in the main, done badly with most of them having lost quite a lot of money in the past few years.

In conclusion, what this is telling us at the moment is that you can make a success of mainstream dentistry (where we are), but it is more difficult in the purely private sector. Corporate dentistry is certainly going to grow and grow and we are going to be a very important part of it.

*Richard Flaya*

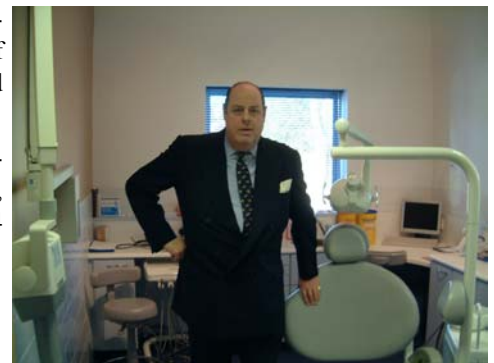
## Hayward's Heath Official Opening Ceremony

Whilst the ADP practice at Hayward's Heath has been operating and accepting new NHS and private patients since mid January, an official opening ceremony was held for the whole Medical Centre on March 14th, 2003.

Guest of honour was the Rt. Hon. Nicholas Soames, MP. In conjunction with the Vale Doctor's surgery and the Selby Pharmacy the local community will be well served for medical treatment. Such developments as

these, in collaboration with the local Primary Care Trusts (PCT) are a method of servicing a community that ADP is pleased to be involved with.

Should you wish to enquire as to appointment availability in Hayward's Heath, please call the practice direct on 01444 441116.



Nicholas Soames, MP at Hayward's Heath

**"This is a very impressive development and I am delighted that you are offering such a service to the residents of Hayward's Heath" Rt. Hon. Nicholas Soames, MP**

## South London Ceramics

During the first couple of months of the New Year Brian, Mark and Peter spent their time on the road visiting the majority of the ADP practices. There were two purposes for this, initially to put names and voices to faces and also a more serious reason. They felt it would be beneficial to receive feedback on lab performance and also to inform dentists of new techniques

and services that are available to them. One of the most important and most enquired about of these was the Gradia composite system.

Gradia is the latest step in porcelain / composite hybrids, which started with Artglass 10 years ago. Porcelain is suspended in the composite, offering the aesthetic, translucent qualities of Vita Lumin shading with

the flexibility and wear co-efficient of composite. Coupled with Stick-Tech techniques, fully metal free bridges are possible, as well as Veneers, Inlays and Crowns.

In-depth explanatory literature for patients is available and should you wish to know more, please contact Brian, Mark or Peter at the lab on 0208 689 2905.

# Just what do our “field officers” do?

As ADP expands, we have a growing need to ensure our practices are provided with all the support required to work effectively and efficiently. To this end, we employ a growing army of people who spend the majority of their time traveling between practices in a variety of roles.

Continuing the trend started in the Winter issue, it is important that everyone becomes clear as to who is who, what they do and how they fit into the running of the business.

## **Jitesh Patel, Clinical Director**

Jitesh has responsibility for all clinical and day-to-day chair-side aspects. He advises dentists regarding clinical skills and mentoring, encourages clinical excellence and is always involved with implementing Clinical Governance. He is also the main point of contact for the recruitment and placement of new dentists.

## **Bharat Patel, Operations Director**

Bharat has joined ADP with the ultimate aim of recommending and introducing methods that will improve profitability in our practices. His remit will involve the study of the existing practices in order to implement the appropriate changes that will assist the continuing success of ADP.

## **Tony McCarthy, Regional Manager**

Tony works closely with the Area Manageresses in operations to improve income and maximise profitability. His role includes the introduction of updated purchasing initiatives, property, marketing and health and safety. He works closely with Bharat and the Area Manageresses to help with people management and to ensure each practice is capable of reaching its peak performance.

## **Area Manageresses**

We have six Area Manageresses, Jayne, Katie, Laura, Maxine, Tracey and Wendy. who divide the existing 27 surgeries between them. In taking on a number of practices, their responsibilities are to manage those practices and staff on a day-to-day basis. Using their local knowledge, they are asked to recruit practice support staff, monitor and maintain standards and ensure staff are trained to perform their job role.

# Staff Notice Board

We have had several new dentists join us in the New Year, so please wish a warm welcome to Karin Hailgren at the Cambridge practice, Athanasios Stamoulis in Dorking, Anita Bhalla in Farnborough and Capt. John Stolz in Wandsworth. We hope you have a long and enjoyable time with ADP at your practices.

Tracy Byrne has joined as Operations Project Manager. She will be working with the practices to improve SOE knowledge and help train staff to use the system to their advantage.

We have also seen a new addition to the Head Office staff. Stuart Owen has joined as an Acquisitions Accountant to help with the purchasing of new practices. We hope

all our new joiners settle in quickly and please help them feel comfortable.

As you are no doubt aware, there have recently been discussions within the industry with regard to the future of dentistry. Some of the key issues are due to be introduced from April 2005 and as such, ADP is keeping abreast of these developments. The key points will be addressed in a future issue of the newsletter, but the main factors currently surround Options for Change and PCT Contracts and dental relationships. It is interesting to note a leading member of our profession has commented “*ADP will be ideally placed to do business with the new PCT management and will do very well*”.



The Dorking Practice, in Comic Relief mood, raised £100



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*Associated Dental Practices was founded in 1985 and has since grown to 34 practices, serving approximately 145,000 patients across the South of England. It employs approximately 90 dentists and around 230 other staff.*

*ADP is continuing to expand and grow as it looks to become the pre-eminent dental corporate in the South of England.*

*If you would like further information on how you can become involved with ADP, please either write to the address on the left, or telephone during office hours, asking for Jonathan Woodbridge..*

ADP  
Offering Affordable, High Quality Dental Care

## Spotlight on: Kidlington

The surgery at Kidlington, just north of Oxford, has been part of ADP for two and a half years and is an all private practice. Before this, the practice had been operating for 50 years, so to say it is well established is something of an understatement!

In this time ADP is only the third owner. Alistair Cameron, a Scot and the principal dentist, has been at the practice for 30 years. He is very ably supported by Edward L'Estrange, an Australian and Brenda O'Connor, who is Irish.

The remainder of the team are made up by Michelle Redknapp, Kerry Thacker, Justine May and Jonathan Cameron. But, in Alistair's words, "they are only English!", al-

though they are told this is meant in the most endearing way...

The main focus of the practice is for the prevention and conservation of patient's teeth. Within this, there is the skill and ability to perform treatments that cover crown and bridge work, bleaching (where permitted), endodontics and aesthetics.

In his comments regarding the surgery, Alistair highlighted the fact that while people may not have heard of Kidlington before it is, in fact, the largest village in the EEC.

You get the impression that the Kidlington practice is a happy one, and as Alistair says "We are a low volume, high tariff, no clini-

cal stress practice. The staff assure absolutely everyone, wholeheartedly, that they are very hardworking". Who are we to doubt them?!



The Kidlington Surgery

**"The remainder of the team - Michelle, Kerry, Justine and Jonathan... are only English!" - clearly a happy, 'multi-national practice'... Alistair Cameron (Scottish), Kidlington**