



## Surgery Developments Continue

ADP is continuing to update, renovate and develop new surgeries to bring all working environments up to a minimum standard for the future. The most recent practice to benefit is Edgware Road, in central London, which underwent substantial treatment in November 2002. This has included the complete renovation and redecoration of the inside of the building. The roof, staff and patient areas have all been updated and older equipment replaced, to give a considerably brighter, more welcoming and attractive environment for both patients and staff.

The new surgery in Haywards Heath is due to open in mid January 2003. A three chair surgery on the ground floor of a new primary care medical centre, it will offer NHS and private treatments to a rapidly growing town.

We also welcome Steve Barlin, his surgery and staff to the Basingstoke surgery. His team will be located in the Popley practice until his new Gillies surgery is ready for opening in late 2003.

ADP has been active in seeking initiatives to promote the surgeries and services offered and as we move into 2003 there are several developments that will be appearing. In November 2002, over half a million leaflets were distributed to households locally to 21 of our surgeries. We expect this to include all surgeries in a second

mailing in Spring 2003.

In the early months of 2003 all surgeries shall be provided with Patient Treatment Leaflets. A series of eight leaflets will be placed in reception explaining different techniques and services available. This information shall be supported by Medivision, a rolling video and audio explanation of what our dentists can offer a patient.

Dental Health Boutique cabinets will be installed in all surgeries in the coming weeks, providing an attractive environment for offering dental products to our patients. These are all part of our ongoing commitment to offering our patients a full dental service.



The Haywards Heath Surgery, due to open early January 2003

## Staff Notice Board

Since the autumn it seems everyone has been so busy in the surgeries there has been little else to include here.

Some of the London and Surrey surgeries have been acting as guinea-pigs for a Graham Barnby, DDU approved Reception Training Course. It is expected that once refined, it will be taken to all surgeries. Further information to follow.

The next day conference at the DDU in London is planned for Saturday January 25th, 2003. The main subject will be confidentiality and successful relationship building with the DPB. Once again, places will be limited.

Finally, after a year of big changes and some stress, have a Very Happy Christmas and Merry New Year.

### Inside this issue:

Chairman's Message	2
South London Ceramics	2
What is the Head Office for?	3
Spotlight on Gillingham	4

### Special points of interest:

- Haywards Heath Surgery
- New team addition in Basingstoke
- Receptionist training
- Gillingham—a fun place to be



# Chairman's Report - Looking Forward



We have just finished our first financial year of the new ADP. I'm glad to say the 'end of term report' reads pretty well. As ever with such a report, there is an element of "could do better", but generally we are pleased with the results.

The last newsletter gave quite a bit of detail about achievements to date, so I won't repeat it all. The brief summary is: lots of good investment (practice computers and refurbishments, of which you can read more on the front page), the start of the clinical governance programme, training with the DDU, the building up of a cracking top team committed to everyone's success and several excellent acquisitions / squats to add to the ADP family of surgeries. And, despite all this activity and investment, we remain profitable!

So what of the future plans? Now we have

laid strong foundations for the Company we feel we can expand faster. There is an impressive pipeline of potential acquisitions which includes both groups (several practices together) and independent surgeries. We hope to make some exciting announcements in the New Year.

We will press ahead with implementing our clinical governance programme. The manual (prepared by Nadine Epp and Jitesh Patel) is being sent to all the practices and should lead to improvements across the board. Down the line we are planning to introduce peer reviews and audits.

2003 will also see a big push towards nurses and receptionist training. Part of the Company is already doing good work in this area and we will replicate this across all our practices.

Many of you will have noticed the smart, colourful marketing flyer that recently went out. We are told it has worked very well. We intend to keep our practices busy, so you can expect to see more, imaginative marketing through the year.

On the financial front, we plan to have our dental chairs more fully utilized (helped by the marketing above) and to be doing progressively more private work.

The Directors want to thank everybody for getting us off to a great start. We wish you and the Company a profitable and eventful New Year!

## South London Ceramics Dental Laboratory

ADP acquired South London Ceramics Dental Lab in 1998. It was at this point that the current managers, Brian Flood, Mark Daniels and Peter Wagon were recruited and took over. Between them they have over 60 years of experience, 21 of those running their own successful lab in Thornton Heath. Whilst the lab is owned by the corporate, it also serves surgeries and dentists outside the ADP group.

Since the purchase of SLC, the Bensham Lane building has been refurbished and the range of services and products available to ADP dentists and surgeries has been greatly expanded.

An example of this greater availability is shown below:

- Circon Computer milled all-ceramic crowns and bridges

- In-Ceram
- Gradia Inlays
- Vita-Omega 900 porcelain, for use with the 3-D shade guide, and
- Ancylos implant work

These have all been added to the private / independent lists. A full NHS crown and bridge service is also still available.

As well as Brian, Mark and Peter, there are some 16 technicians working at the lab, manufacturing the dental products for over 100 dentists.

It is the intention of the managers that in the first few weeks of the New Year they will be visiting all the ADP surgeries to meet the dentists and explain in further detail the services available. If you have any questions or would like to speak to them in the mean-

time, they can be contacted on 0208 689 2905.



The South London Ceramics Lab

**"We fully intend to visit, sit down and explain all our services to each ADP dentist in the New Year. We are more than happy to discuss options and new ideas with all ADP staff" Brian Flood**

# Just what does the Head Office in Reigate do?



As the company grows and employs more people it is always a danger that we all become detached from each other. There is often a feeling that no-one knows who does what, what is happening and who is who. In the case of ADP, this can be especially true for the office and staff in Reigate, a building the majority of the 240 or so ADP staff have never been to.

Whilst we try to speak to and visit the surgeries on a regular basis and communicate through the newsletter, it is always a challenge to ensure everyone feels part of a growing and successful business. As the people in Reigate have an idea as to where our surgeries are and who to speak to at each one, we feel Reigate should introduce itself, so you know who to turn to when you need assistance from us.

## **Peter Fredericks, Finance Director**

Peter has overall responsibility for all financial matters, including payroll, computers and IT. His team consists of Mark, Debbie, Vinny, Maria and Mandy. His aim is to lead the company to improved profitability through better information flows and working closely with the operational management.

## **Jonathan Woodbridge, Acquisitions Director**

Jonathan is responsible for identifying, negotiating and completing surgery acquisitions and new surgery development including new squats and primary care centres. Whilst it may seem very straight forward to identify possible deals, we are moving to a very focused regional structure and have to be careful to ensure transactions fit our strategy and can be successfully integrated.

## **Mark Reeve, Financial Controller**

Mark deals with all day to day financial matters and is responsible for preparing the management accounts for the executives. He also tends to pick up other areas that otherwise do not have a current home, so if you need help and don't know where to start, try his team first, which includes Debbie, Vinny and Maria.

## **Debbie McGlade, Management Accountant**

Having recently started with the company, Debbie's role is developing and already includes responsibility for supplier transactions and payment. Being very computer literate, she is also being trained in SOE to assist in the increased integration between Reigate, the surgeries and the new accounting systems.

## **Vinod (Vinny) Chudasama, Payroll Manager**

Vinny has responsibility for ensuring everyone gets paid, so don't upset him! He will shortly be responsible for all dentist payments as well, which is currently dealt with by Mark.

## **Maria Rodrigues, Accounts Assistant**

Maria's responsibilities cover the processing of supplier invoices, processing supplier payments and posting bank transactions. You will also often hear Maria's dulcet tones when you phone Reigate.

## **Mandy Wilton, PA**

Mandy acts as PA to the directors, primarily Peter. Working on Tuesday, Wednesday and Thursday, her responsibilities of document preparation and personnel administration with Vinnie are therefore condensed into a hectic week. She is also involved in writing new company policies and procedures. If you have any questions on these topics, she is a good place to start.



## **Giles Graham, Acquisitions and Business Development Manager**

Giles' role is to seek and negotiate new acquisitions targets, ensure acquisitions are completed and integrated on time and oversee the support of the existing surgeries. He also works with the Regional Directors and the Area Managers' in longer term problem solving and marketing. Added to this is always the challenge to get an interesting newsletter out on time!

From the left, front row: Maria, Giles, Debbie and Mandy.  
Back row: Mark, Jonathan, Peter and Vinny.



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*Associated Dental Practices was founded in 1985 and has since grown to 26 practices, serving approximately 110,000 patients across the South of England. It employs approximately 75 dentists and around 160 other staff.*

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

*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 either Jitesh Patel or Jonathan Woodbridge.*

**ADP**  
Offering Affordable, High Quality Dental Care



## Spotlight on: Gillingham

The Gillingham surgery has been a part of the ADP group since 2000. Found in attractive rolling countryside in Dorset, the town is on the main A303 from the West Country to London.

The town has a population of around 11,000 and during 2001 – 2002 was given the title of “fastest growing small town in Europe” as business and commuters sought a pleasant living environment. The south coast towns of Poole and Weymouth are only a 45 minute drive away, London just an hour and a half by train or road.

The surgery has four well equipped surgeries and these are filled by four dentists and a part-time hygienist. The lead dentist is

Mark Brown, who owned the surgery for a number of years before selling to ADP. As well as Mark, the other dentists are Chris-Powell, Alastair Fleming and Rick Vermuelen and they are supported by five nurses, Georgie Love, Katie Green, Lynne Chalk, Ruth Wells and Zoe Greenstock., Emma Newsom-Smith, Heather Newton and Liz Lagadu run and organise everyone from reception.

As Katie has mentioned, the recent installation of SOE “has lifted the standard for both staff and patients and now complements the high standard of treatment provision”. She also asked that comment was passed on “how lovely and attractive we all

are”! So perhaps for those of you who are not familiar with Gillingham, it is worth a visit next time you are heading for the West Country.



The Gillingham Surgery

**“The installation of SOE has lifted the standards for the staff and patients to match the high standard of treatment provided” Katie Green, Gillingham**