

## Acquisition complete

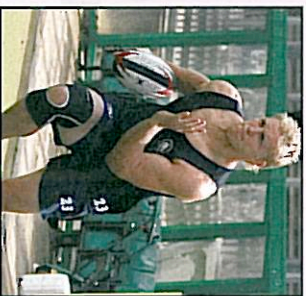
HOMECRIFT ROLYAN has acquired Mobilis Healthcare, the medical and sports healthcare group. Homecraft is a wholly-owned business of Patterson Companies Inc, a publically-quoted US corporation serving the dental, veterinary and medical markets, with annual sales approaching \$3bn. This is its first European acquisition since establishing its Patterson Medical business in 2003.

Based in Huthwaite, Sutton in Ashfield, Nottinghamshire, Homecraft Rolyan is a long-established company with a strong presence in the rehabilitation and occupational therapy markets and annual sales of around £28m, export business representing almost a third of turnover. It offers a strong range of exc-

lusive own-label lines and produces a series of market-leading product catalogues, publishing more than a million copies each year.

Mobilis Healthcare brings market expertise in physiotherapy, podiatry and sports medicine to the newly enlarged company, together with a strong customer base that includes NHS and private hospitals, independent practitioners and leading football, cricket and rugby clubs and associations. Its sports ambassadors include international rugby union stars Lewis Moody (*pictured*), Aurelien Rougerie and cricketer Matthew Hoggard.

David Anson, managing director of Homecraft Rolyan said: "This strategic acquisition, combined with our existing market strengths, will



position us very competitively for future growth."

Colin Webb, CEO of Mobilis Healthcare, added: "Homecraft is a highly successful company and there are obvious synergies between the two businesses that make them a good fit. Its extensive global distribution network should certainly enable us to develop international sales of our key brands."

## Dentsply UK rewarded for commitment

DENTSPLY UK's commitment to supplying dental practices with the products they need has been recognised at the DENTSPLY Global Awards Ceremony, where the team received the prestigious Wall Street Award.

This top award is presented to the organisation that has enjoyed the most successful period, and as ever, DENTSPLY's success depends on the success of its customers. DENTSPLY UK has proved its dedication to outstanding service and is sure to continue

supporting UK practices and delivering the best products promptly and consistently.

"I was honoured to receive the prestigious Wall Street Award on behalf of the team," commented Gerry Campbell, DENTSPLY general manager in the UK. "This comes at the end of a major year of change for the organisation. We have been working hard to give our customers what they need, and it is good to receive recognition for this."

DENTSPLY ensures that dentists can achieve the best

standards in treatment, thanks to its superior consumables and manufactured to the highest specification.



"We recognise that in the current economic climate our customers' needs are changing," Gerry concluded. "Our goal this year is to continue to adapt our approach to continue meeting their requirements."

## New pro-biotic to tackle tooth decay

WITH a view to helping remedy a main cause of tooth decay affecting an estimated five billion people world-wide, BASF SE, in collaboration with OrganoBalance GmbH, are set to commercialise pro-t-action™.

Based on probiotic microorganisms, the active ingredient in pro-t-action™ binds to and eliminates carries causing bacteria (Streptococcus mutans) from the mouth. The Berlin based OrganoBalance specialises in microbial strain development and

microbiological screening.

Together the companies identified a very particular strain of Lactobacillus paracasei and BASF has since developed a proprietary production process enabling the active ingredient to be easily integrated into everyday consumer products like toothpaste, mouthwash, candies, lozenges and chewing gums used for daily oral care.

"Working closely with OrganoBalance, we have been able to identify the L. paracasei strain

that effectively and exclusively binds to the caries bacteria and in doing so improves elimination from the mouth," commented Dr Markus Pompejus, senior manager BASF Future Business GmbH. "The effectiveness of the active ingredients combined with BASF's ability to offer a product ready for incorporation into everyday oral care products, truly represents new and exciting possibilities in the way of significantly improving oral health."

MOST dentists know that for practices there are generous Inheritance Tax (IHT) reliefs which can work to make practice assets exempt or partially exempt from IHT. This relief is called Business Property Relief (BPR).

There are three key factors that determine whether your practice will attract Business Property Relief:

**Not be subject to a binding agreement of sale:** Many businesses have been set up so that on death the business is forced to be sold to a partner or spouse, but in this situation you would lose the BPR. To avoid losing this crucial benefit you can simply use a double option agreement. This works by allowing the deceased's surviving spouse the option to sell the business back to the surviving partners and also the partners the option to purchase. If either of the parties takes up the offer the survivor must oblige.

## Sign to dine with Denplan

PLAN provider Denplan has announced the launch of the 2009 new Key Client rewards programme, "Sign to Dine". With Sign to Dine your practice team could be entitled to prizes such as bottles of champagne, restaurant vouchers or even a day trip to Paris with a gourmet lunch.

The Sign to Dine rewards programme is different to anything Denplan have offered before as it rewards the whole practice team. The more patients a practice can register to Denplan, the more prizes it can earn, as well as enjoying £3 cashback for every new patient registered between June and December 2009.

Sign to Dine is open to eligible Denplan Key Client member dentists and associate dentists treating Denplan patients at their practice. You can enter Sign to Dine by either attending A Menu for Success marketing course, or by agreeing to a patient mailing.

As Denplan net patient growth is achieved you will receive practice prizes throughout the rewards programme to help keep you incentivised. As your Denplan net patient growth increases, so do the prizes on offer. For example, you can receive:

- 25+ Patients: Either champagne or 'Fresh' recipe books
  - 50+ Patients: £100 worth of Pizza Express vouchers for your practice
  - 100+ Patients: £250 Pezzo/Tragus vouchers (Brasseries including Café Rouge, Bella Italia and Strada)
  - 200+ Patients: An evening session for eight people at the Smart School of Cookery
  - 500+ Patients: MacDonald Hotels Fine Dining for five or an evening session for ten people at the Smart School of Cookery
  - 1000+ Patients: A Paris day trip and gourmet lunch for seven people
- For more about how to apply for Sign to Dine and the applicable Terms and Conditions please contact your Denplan consultant or call your PSA on 0800 328 3223.

## NEWS IN BRIEF

**ECDL TRAINING:** 36 members of staff from Tisbury-based company DPAS began training towards their ECDL (European Computer Driving License) qualification, provided by Wiltshire College. Naturally, DPAS were keen to minimise the travelling time from their rural location, so the Employer Responsive Team at Wiltshire College devised a solution that suited everyone: the College's Mobile Learning Unit would travel to DPAS' Tisbury HQ, where the training could then take place on-site. The fully equipped Mobile Learning Unit is able to accommodate up to 12 learners at a time with full internet access and software packages onboard.

**GOOD GOODWILL:** Dental practice sales are still being agreed at an impressive goodwill value of 100 per cent of fee income, allowing some retiring dentists to achieve a golden farewell, despite the economic downturn. This analysis is the result of the latest goodwill survey from NASDA, the National Association of Specialist Dental Accountants (NASDA), and provides evidence that the dental practice sales market remains relatively buoyant in some quarters. Figures showed that valuations and actual sales for the quarter ending Jan 31 were both on average at around 76 per cent of turnover. In the summer of 2008, practice values peaked and this was illustrated by average valuations of 86 per cent being outstripped by deals of 98 per cent.

**TRADING PLACES:** The Directors of 3D (PLUS:3DDP), a holding company whose wholly owned subsidiary, CarneScan Limited "CarneScan", has announced its admission to trading on the PLUS-quoted market. On admission to PLUS, the market capitalisation of 3D Diagnostic Imaging PLC is approximately £7m. 2,980,536 new Ordinary Shares have been placed at a subscription price of 7p per share to raise approximately £200k for the Company. Whim Gully Capital is acting as PLUS Corporate Adviser.



By Thomas Dickson,  
Essential Money

**TAX IHT**  
"Let's look at the issue of Business Property Relief (BPR)..."

**Pass an ownership test:** The ownership test broadly means that the business should be owned for the previous two years.

**Should be classed as relevant business property:** To receive 100 per cent Business Property Relief you need to own a practice or a share of a practice. Other qualifying assets are unquoted securities in a business that gives the transferor control (owning more than 50 per cent of the shares) of the practice and unquoted shares in a trading company.

One approach taken to avoid IHT is to buy shares or securities in Alternative Investment Market (AIM) listed stock. After two years the assets benefit from 100 per cent BPR.

You can also use BPR to your advantage by setting up a family trust. This can be useful if you're planning

to sell your practice, you want to reduce your IHT liability and you don't necessarily need all your assets to provide an income. All you need to do before you agree to sell your practice is to set up a family trust and gift your practice property into it.

The assets then immediately qualify under BPR and remain outside your estate for IHT purposes. The only downside to point out is that the assets are now irrevocably outside your estate and the only people that can benefit will be the beneficiaries – typically your children or grandchildren.

● The figures are for guidance only and reflect the position at the time of writing. The value of investments can go down in value as well as up. It is important that you understand the risks and commitments. Essential Money Ltd is authorised and regulated by the Financial Services Authority. Thomas Dickson is a Certified Financial Planner (CFL) and director of Essential Money, a firm of independent financial advisers who help dentists across the UK manage their money and achieve their financial and lifestyle goals.