



From L-R: Senior Nurse Jayne Stancer, Practice Manager Julie Harris, student nurse Toni Lemm and Dentists Aditya Singh & Rod Egglestone

Case Study:

Sheffield's Kiveton Park Dental Practice joined forces with Genix Healthcare Limited in June 2006 after its owner Dr Rod Egglestone took the decision to sell the practice.

Genix Healthcare secure future of Kiveton Park Clinic

The Decision

Dr Egglestone, a dentist for 35 years, had been looking to secure the future of the business for his patients following his decision to take early retirement. He was approached by the rapidly expanding Genix Healthcare team who wanted to offer local residents improved dental facilities.

"Genix Healthcare was the first buyer to show a serious interest in securing the future of my practice and of putting patient care first," says Dr Egglestone. "Over the past few years there's been a great deal of change within NHS dentistry. The work has shifted away from patient care and more towards form filling and general administration. It was therefore a logical move to sell to a company that not only had patient care at its heart but also had the capability of fulfilling all the extra work that the NHS required."

Genix Healthcare offered Dr Egglestone piece of mind for his patients and his long-standing employees, as well as financial security for his future.

The Process

Dr Egglestone went on: "There was no apparent problem in financing the purchase and at a time of great change Genix Healthcare were willing to negotiate other terms and conditions of the sale such as agreed retention of the principal dentist (if the dentist wishes to stay or move on)."

Genix Healthcare invested £200,000 into the practice, refurbishing it with state of the art dental technology and adding disabled access to the clinic. It also increased patient capacity from 3000 to 5000 by recruiting extra dentists (bringing the total to 3) as well as providing a hygienist.

In August 2006, an official open day was held for patients and the local community to view the newly refurbished dental clinic. The open day was a success and was welcomed by the community.

The Reception:
Before & After



The Waiting Room:
Before & After



The Surgery:
Before & After



NATIONAL AWARDS FINALISTS:

The Result

"I felt the move to Genix Healthcare went smoothly and for patients, waiting times have been reduced because of the additional dentists."

"I feel that all dentists are seriously considering their NHS commitments right now – personally Genix Healthcare came along at the right time, not only securing the future of the business in Kiveton Park but also making major improvements so that other people can benefit from excellent oral health care."

The new Genix Healthcare Dental Clinic was also a finalist at:

- The Dentistry Awards 2006 Best New Practice
- The Dentistry Awards 2007 Best Young Dentist: Dr Aditya Singh
- Private Dentistry Awards 2007 Most Improved Practice

"I wouldn't hesitate in recommending Genix Healthcare to other dentists."

