

EMBRACING CHANGE

Written by Laura Horton



Having seen numerous changes during her 10 years in business, Laura Horton shares what she has learnt along the way

I started my career journey as a dental nurse and it was during this time that I took the oral health education course, and I absolutely loved it. For me, this was the defining moment in my career as it made me realise that learning and sharing knowledge was my passion.

When I then took on the role of the treatment coordinator in practice, I believed it was going to be based on oral health education - how wrong was I! However, it gave me lots of ideas, which my boss at the time, Dr Ash Parmar, really supported me with; we worked together on developing treatment coordination for his business and all the systems around it.

I had always wanted to work for myself and there came a time where everything clicked into place for me. I realised that instead of looking for my 'Dragon's Den' business idea, I could actually create a business model doing what I love – sharing knowledge and supporting people in their practices. I gave my three month's notice and started Horton Consulting just as the recession began!

CHANGE

Over the last 10 years I have seen lots of change within the dental profession. The GDC register for dental nurses, and direct access for hygienists and therapists have both been fantastic. The way that trainee dental nurses have to be taken on has caused recruitment

LAURA HORTON

Laura worked has worked in dentistry for 21 years and has an unrivalled passion and enthusiasm for treatment coordination, business and team development. In 2008 Laura left her full-time practice management role. Ever since, with her years of experience and vast amount of knowledge, Laura has been working with dental practices to help them successfully reach their true potential. Laura is a master at communicating with patients and provides training to dentists with her grass knowledge experience. Every aspect of training comes from real experiences with patients over a period of many years. Horton Consulting works with dental practices through the UK and Europe to motivate and inspire the leaders and the team to deliver the vision of the owner(s) in a patient-centred business.

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problems, it has made it really hard to find good nurses. Legislation has been absolutely massive, especially the introduction of the CQC, RQIA, and Health Inspectorate Wales.

I do like change. So many dentists are demotivated and downtrodden by things like legislation and I understand that because of the impact it has on their business, but it's here to stay so we need to embrace changes and move forward with them. Whether it's legislation or digital dentistry – we should see everything equally as something great, an opportunity to learn, bring teams together, move ourselves forward and become better.

I've learnt this from my own experience. From the outset, I designed the business around the life I wanted – Dr Ash Parmar taught me this having done it himself. I knew I wanted eight weeks holiday a year so my time off was always planned really well. However, what I got wrong initially was the scheduling of clients. I made the mistake of seeing too many clients in a week and towards the end I was worn out.

I want every client to always get the best me – or Michael – because we are fresh. This is why we do not do more than two days with clients per week because it's so important to us that we are energetic when we are in that practice. Although my business has always

been designed around regular breaks, it took a few years for me to figure out my perfect working week. I'm not afraid to admit that something isn't working and find a method that works better.

WHAT'S NEXT?

In terms of the dental profession, I'm highly excited about digital dentistry, I think it is absolutely amazing – it has come so far so quickly and it is just going to keep growing and getting better and better. I think it is absolutely wonderful for dentists and patients.

At Horton Consulting we are going to carry on as we are! We are really passionate about what we do. We listen to our clients and react to their unique needs using our own in-practice experience and then we design coaching tailored to the practice's needs. In this way, everything we do for every client is different, which means every day is different. We are unique and we believe this is why we have consistently achieved excellent results for our clients over the last 10 years – something that I am very proud of. ●

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