

# Is your practice poised for greatness with DeNovo?



DeNovo Dental Partners does things a bit differently. Having recognised the common challenges of the traditional dental practice sales market, we offer a completely new and unique model to the UK, designed to improve outcomes for principals, their teams, their businesses and their patients.

Our approach is based on a shared ownership model. The concept ensures that principals receive the full value of their business upfront, with the majority in cash and the remaining amount in shares of the broader DeNovo parent company. This affords several benefits, including multiple wealth generation opportunities, with payments in the years post-sale to reward continued growth and development.



**Dr Michael Sultan became a Founding Partner** when he joined DeNovo Dental Partners at the start of their journey. He commented:

‘The idea that I could share ownership of the practice, receiving both an upfront payment and the opportunity for further payouts down the line as both the practice and the broader group grew, was hugely appealing. It’s the gift that keeps on giving!’

‘I also retain full clinical autonomy and I can taper my clinical involvement over time to meet my personal goals.’

**Fellow Founding Partner, Dr Richard Miller-White**, also trusted DeNovo with his thriving 30-year-old practice. He said:

‘The DeNovo business model intrigued me – it was refreshingly new to the UK but was a tried and tested model in Canada, Australia and the USA. The DeNovo founders were down to earth and passionate about forming a partnership with practices where they could grow and maintain their own identity with the welfare of the



practice staff and patients at the core of the business – since practice autonomy is at the core of the model. The seller would also become a shareholder and every practice would be working for the same goals.’

The guarantee of complete business and clinical autonomy is a cornerstone of the DeNovo model, ensuring the Partner dentists retain the control they need to protect the legacy of their practice. As the individuals who know their business best, they are also best-placed to plan and guide strategic growth – but now with access to central support services from DeNovo.



**Another Founding Partner of DeNovo, Dr Fazeela Khan-Osborne**, highlights the benefits of having this support available to use when it suits her practice:

'DeNovo were keen to take a supportive yet hands-off approach, and were interested in growing the practice with us, to help move it in the direction we felt was right. They are the only buyers in dentistry that actively encourage you to grow, but also share in the benefits of that growth. They are very flexible in whether you work clinically or shift towards a more management-focused role post-transition.

'In my opinion, they have the best offering in the marketplace. If you want to continue learning and growing, DeNovo provides an exciting next step in your career, taken with an enthusiastic team who are motivated but not pushy. There's no one else like them and I couldn't be happier.'

As such, joining DeNovo is much more than simply selling a practice and walking away. It is an opportunity to work with experts in the field, to build a network of clinical excellence and to be part of a nationwide community taking a fresh and entrepreneurial approach to dental practice ownership.



**Dr Peter Saner also chose to become a Founding Partner** when he joined the group. He shared his initial experience just six months after completion:

'We are already benefiting from cost-savings with access to good deals on equipment through preferred pricing from dental suppliers. The DeNovo team have also been incredibly supportive – if they can help, they will. Their approach is very practice-specific, meaning that they understand one solution does not fit all.

'The DeNovo team are very straightforward and are genuinely trying to do right by their partners, practices and patients. They have remained consistent and I have never had reason to question their integrity or intention. Ultimately, I have nurtured and protected my practice very carefully for many years, and DeNovo allows me to continue doing so.'

Does this sound like a community you could be a part of? Even if you haven't been actively seeking to sell your practice, DeNovo might just be offering an opportunity you don't want to pass up. To see if your practice is the right fit, contact the team today.



Find out if DeNovo is right for your practice's future by visiting <https://www.denovo.partners/> today.

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## A New Model for UK Dentistry

### Practice Autonomy

- Independence celebrated
- Operational control
- Staff retention
- Legacy & career protected

### Growth Orientated

- Multiple ways to create wealth
- Ongoing incentives
- Growth rewarded
- High economic returns



### Culture Driven

- Alignment via shared ownership
- People first philosophy
- Strong ethical values
- Positive behaviours

### Partner Focused

- Shared best practices
- Access to support services
- Scale benefits
- Group value upside shared