

**KT Orthodontics**  
**90 Salisbury Road**  
**Gisborne**  
**[www.ktorthodontics.co.nz](http://www.ktorthodontics.co.nz)**

**History and Practice**

KT Orthodontics was established in 2003 after purchasing the existing practice from John Hawksworth who was retiring.

The practice is purely a specialist orthodontic practice and the only specialist practice in Gisborne and the East Coast region.

We fit out the fantastic beachfront, Salisbury Road premises and moved there in 2006. The practice is a leased two storey building.

Located on the ground floor is a spacious, modern reception, consult room with dental chair, x-ray room (panex and ceph), toilet, staff office and staff room with a small deck. There is storage under the stairs.

The upstairs includes a spacious clinical area complete with two dental chairs, tooth brushing / patient area, orthodontist office, sterilizing and lab areas and a bathroom with a shower. These spaces have a spectacular view over the bay and Young Nicks Head, with a view all the way to Mahia on a good day! It truly is a spectacular working space - I would endeavour to say, possibly one of the best clinical views in the world!

The clinic was repainted early 2016 and new outdoor signage has been in place since 2017. We undertook rebranding in 2016 and this follows on with an updated website (requires some updating). We undertake minimal marketing.

The lease for the practice includes four car parks. I can provide a copy of the lease with the rights of renewal. The lease was renewed in March 2020.

We utilize Orthotrac software clinically and for practice management / accounts which is exceptional. We are currently transitioning back to an in-house server after trialling a remote server. There is also back-up through Orthotrac.

Cases are a mixture of fixed appliances and Invisalign. We have had our Itero scanner since 2017. This has enabled elimination, for the most part, of dental impressions and streamlining of Invisalign patients.

There is the potential for an expansion in clinical hours (as I used to practice!) or perhaps for another specialist ideally to share the space.

## **Team**

One of the greatest assets of the practice are the highly skilled and trained self-managed team, particularly currently having two orthodontists. We have invested significantly in practice management and team training. Continuing education is an important part of our culture. Obviously, things have been a little different in 2020!

Most importantly, as mentioned, this team is self-managed with high communication skills. This aids in creating a unique and wonderfully relaxed and happy, however also professional environment. The team have been amazing with change and constantly provide initiatives within the practice. A sense of ownership exists.

This team would make a transition into the practice smooth and supportive. As the practice owner and orthodontist, I would be available to ensure any purchaser had all the support possible for a smooth transition, with ongoing support for as long as necessary (particularly in completing cases I have commenced and Invisalign plans). Providing this support is very important to me for ease of transition.

Currently, we are very fortunate to have Andrew Parton working in our practice 2 days per week three times over a two month block. Andrew is ready to cease his work in Gisborne, as Laura intends to return to work and they juggle a baby and a toddler. Busy times! Andrew is well aware KT Orthodontics is on the market. The intention is transparency with all my team.

At this stage, I practice clinically approximately 7-8 days over two weeks every two months. As I have been stranded in Queensland, we have been incredibly fortunate that Caleb Lawrence has been available to locum. Caleb has advised he is able to locum my weeks through to the end of 2020.

Over the past two years I had been gradually reducing my case load as I wished to reduce the days I am required to be in Gisborne, for less disruption to my family life. However, over the past year, we are back up to almost 200 active patients in comprehensive treatment.

The New Patient waiting list was 150 on the last report from my Practice Manager Wendy and we are well behind on our recalls. There is a fantastic opportunity for more clinical hours and growth should any purchaser wish for expansion.

#### Current Team

Katherine Thompson – specialist orthodontist / company director, salary  
Andrew Parton – specialist orthodontist, commission based remuneration  
Caleb Lawrence - specialist orthodontist locum, daily rate  
Wendy Lindsey – practice manager / front desk  
Sue Hermon – registered orthodontic auxiliary  
Marie-Pierre Bastien – front desk / sterilizing / lab

We generally undertake staff reviews / discussion annually but have an open door policy and continually freely communicate during the year. We are working on two monthly hourly schedule for the team.

We are very lucky the team is great with change and particularly over the past couple of years with regard to their flexibility with the schedule which varies week to week.

As I value my team so highly, and am somewhat progressive when it comes to my practice, KT Orthodontics does provide a 2 hour block per week for exercise for the team, within working time, when clinical time allows. From my understanding this has enormous benefit to the team for their own well-being and focus during working hours.

#### **Patient Numbers**

Currently, there are close to 200 patients in comprehensive treatment and a dozen or so cases undertaking Interceptive Treatment.

As mentioned, I have been reducing my case load by choice as I wish to devote my time to my family (hence the practice sale).

In general, I used to have anywhere between 200-220 cases in treatment on my own when I worked a 3.5-4 day clinical week.

As mentioned, the waiting list is approximately 150, and we also have a strong recall base with a percentage of these patients currently converting into treatment starts. We are behind schedule with our recalls. Therefore, scope to increase days and case starts exists.

We see New Patients and these patients then carry on to records (sometimes at the same appointment if the schedule allows) / consultation OR patients enter our recall system.

There are a percentage of contracts paid in full and this has been taken into account in the sale figure.

Our contracts do not include the fee for retainers, which is additional and included in the parent/patient treatment letter. However, the contract does include the retention phase of treatment.

### **Purchase and Future**

I undertook an independent valuation back in 2017. The practice valuation came in at \$750K.

I have a realistic figure in mind for sale, for such a thriving and successful business, with an obvious potential for expansion. This figure is well below the valuation, and takes into account fees paid in full. Of course, I am open to negotiation.

The primary motivation for selling the practice is so I may devote my time to my daughter and partner. After 17 years of solid commitment to KT Orthodontics, 20 years practising Orthodontics, 2 years of dental practice and 11 years of University education, the time has come for change!

We have created, what I believe, is an amazing and very productive practice with it's own unique culture, providing an exceptionally professional specialist service to the community of the East coast. I'm truly proud of KT Orthodontics and all this brand stands for.

As the vendor, I would love to offer support to any purchaser on a regular basis and I am only happy to discuss this with openness.

My belief is that the purchaser will enjoy practice life at KT Orthodontics, and also revel in all that is on offer on the stellar East Coast and the diverse Gisborne community.

Please contact me directly for further discussion or via email.  
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