



# **VENTURING INTO DENTAL HEALTHCARE**

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## Introduction

Venturing into the healthcare business is a daunting prospect for people without experience in the healthcare industry. Purchasing relevant and required equipment makes up a small portion of the tasks involved in setting up the clinic and running the business is another challenge altogether. Another important area that should be looked into is the management of clinical services that would be the main source of income for the business.

We at Dr Nazli Haffiz & Associates provide consulting solutions to investors who are interested in venturing in the dental healthcare business with or without any prior experience the industry. We offer solutions from the setting up of the dental clinic, recruitment and training of staff as well as actual clinic management.

## Prospect of the clinical dental services in Malaysia

Dentists in Malaysia number around an odd 4,000 professionals to serve near 30 million Malaysian population. This number brings to a ratio of 1 dentist to more than 7,000 people which is still far behind the accepted developed country ratio of 1:4000. Factor in the current wave of health tourism, the business of providing dental healthcare is thriving and is part of the billion ringgit health tourism industry. Malaysia, being fortunate to be in the region of South East Asia, is riding the industry boom where world class healthcare at very affordable cost is highly sought after from the locals as well as foreign visitors.

A day-to-day typical dental treatment may consist of dental fillings and scaling and polishing (the cleaning of teeth). Each filling or scaling session may range from RM60 to hundreds of ringgit, and that is only a small part of 15 minutes in the dental clinic. Think of aesthetic and more advanced treatments such as crowns (from RM1,500 per crown), teeth whitening (from RM2,000 per treatment), dental bridges (RM3,000 per bridge) and dental implants (RM7,000 per implant), clinical dental services has the potential to give you a good investment return as well as provide you with a highly profitable business portfolio.

### **Consultancy services that we offer**

We offer a comprehensive consultancy services from the setting up of the clinic (registration of clinic, purchasing of equipment and recruitment and training of staff) to actual management of the dental clinic business. With our wide network of partners, we could also offer you finance and accounting services through our partners (account management as well as business financing), as well as the marketing activities for your dental clinic business.

Feel free to inquire at no cost to find out how we could help you venture into the dental healthcare business.

### **Recommended project specifications & requirements**

Health tourism in Malaysia is a booming business and is well supported by the Malaysian Government as well as its agencies. To create maximum potential as well as to reap the highest benefits through the venture, we would recommend our clients several specifications and requirements prior to investing into the Malaysian dental healthcare industry.

We would recommend that the dental clinic should have a start up of at least 4 to 5 dental chairs to maximise sales. Factor in cost of other equipment such as digital x-ray machines, patient management system, dental instruments, dental materials, renovation works, furniture and initial running costs, the minimum investment required for the project is around RM1 million. Of course if higher budget is available, a larger dental clinic with a more comprehensive treatment capacity is possible and highly recommended. With efficient clinical sales and management, we shall work together and set an achievable target to break even and begin to garner sustainable profits.

### **Our consulting fees & charges**

We do not charge for initial inquiries through our website and email. We encourage you to tell us more about your visions and aspirations for your dental healthcare business.

Consulting costs vary on size and depth of the project. For a basic 4 chair dental clinic setup, we generally would require an upfront charge of RM25,000 as commitment to the project and the balance is upon setting up of the clinic.

Each project is unique in investor needs, requirements as well as clinic specifications, therefore it is difficult for us give a complete general budget quote. For detailed costing, please feel free to contact us.

### Contact Us

We can be reached through our website, email as well as snail mail. Feel free to make an inquiry and take your first step into the highly profitable Malaysian dental healthcare industry. We look forward to be working with you.

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