

Your financing choices can help combat climate change

Richard Porter explores how dental teams can balance the need and desire to grow the business whilst embracing corporate responsibility for all-round success.

Eighty per cent of internet users in the UK are concerned about the future of the environment and nearly half are prepared to pay a premium for services from a socially conscious or environmentally friendly brand, according to a survey carried out by consumer insights platform, GlobalWebIndex.

This band of people are known as conscious consumerists and, put simply, when they are happy, they tell everyone else about it via their social media – arguably the best form of PR in this day and age.

Truly, corporate social responsibility is at the heart of brand loyalty, something that dental practices can capitalise upon at the same time as doing good – just like any other business looking to flourish.

Healthy and sustainable growth

For those looking to grow the business side of things, the level of investment required can seem daunting, however leasing and asset finance to fund equipment offers a simple and reliable route to success.

The truth is that very few practice owners have ready cash to purchase the equipment they need, so dental equipment finance is vital for practice growth.

What's more, given the rate at which



technology advances, leasing enables healthcare providers to make use of the latest technologies while continuing to operate at a profit.

Branch out and plant a tree

With all of us becoming increasingly aware of the environmental risk to both the planet and future generations, many dental practices are embracing corporate social responsibility endeavours such as having a recycling programme for consumables and doing charitable work.

What you might be less aware of is that you can also do good through your leasing choices. A new initiative from WestWon, in association with Ecologi UK, means that when customers proceed with a lease agreement a tree will be planted for every month of that term in the Westwon Woodland. Customers receive a certificate of planting as well as a link to WestWon forest, where they can see their trees being brought to life. The aim is to plant 100,000 trees within The

WestWon Woodland and remove 7,500 tonnes of CO₂ from the atmosphere over the next five years.

To put this in perspective, in 2013 to 2014, the total greenhouse gas emissions of NHS dental services in England measured in tonnes of carbon dioxide equivalents (tCO₂e) was 675,706, which is clearly significant. Although there is no more recent data available, it would seem fair to imagine things have improved in the last few years, as awareness has grown. Nonetheless, you can see our efforts, and more, are greatly needed.

The nature of better business

So, when looking for funding to help you to obtain equipment finance for a start-up business or to inject some cash into an established business, there are options available that will support your environmental efforts and can also be the basis of a PR story that you can proudly shout about on social media that will help to build your brand and your business.



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