



NHS to
private

NHS to private. Ready to take the first step **towards private dentistry?**

If you're looking to make a gradual step to private dentistry or leave NHS dentistry for good, our expert team can help guide you through a successful conversion.



Want to know more? Contact us:
hs@patientplandirect.co.uk

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NHS conversion *5-step process*

At Patient Plan Direct, our NHS conversion process is a proven method that will ensure the transition from NHS to private dentistry is successful. Whether it be a partial or full conversion, we guarantee that you are in control at all times and can take each step at your own pace.



Viability analysis

We will start by assessing your practice dynamics, reviewing and considering specific indicators and areas that we know are key to making a successful transition.

This assessment can include a clinician's length of service at the practice and patient loyalty, fee-paying to exemption ratio, and your vision.



In-depth financial analysis

For a thorough financial analysis to assess conversion success, we advise on an ideal plan structure, price point and plan uptake target to replace the current NHS income (alongside private treatment income). We then indicate the required surgery time to deliver care to patients that opt for private care.



Team buy-in, engagement and training

Once you have decided to proceed, our Business Development team will be on hand to ensure your practice teams are fully trained and engaged with the transition process and plan launch. Dental plans may be new territory for many team members, so it's essential that everyone is comfortable and fully on board.



Patient communication

We will manage the patient communication process, providing promotional materials and managing mailings to patients - clearly explaining the change and their options. It is paramount that these communications are clear and uniquely designed to speak directly to the practice's patient base positively and confidently.



Practice and ongoing support

In the early stages of the transition, we offer in-practice support via our team, who are on hand to deal with any questions or queries, no matter how big or small. Our team will help with all aspects related to your plans, including marketing material, team training, pricing reviews and more.

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Switch and save.

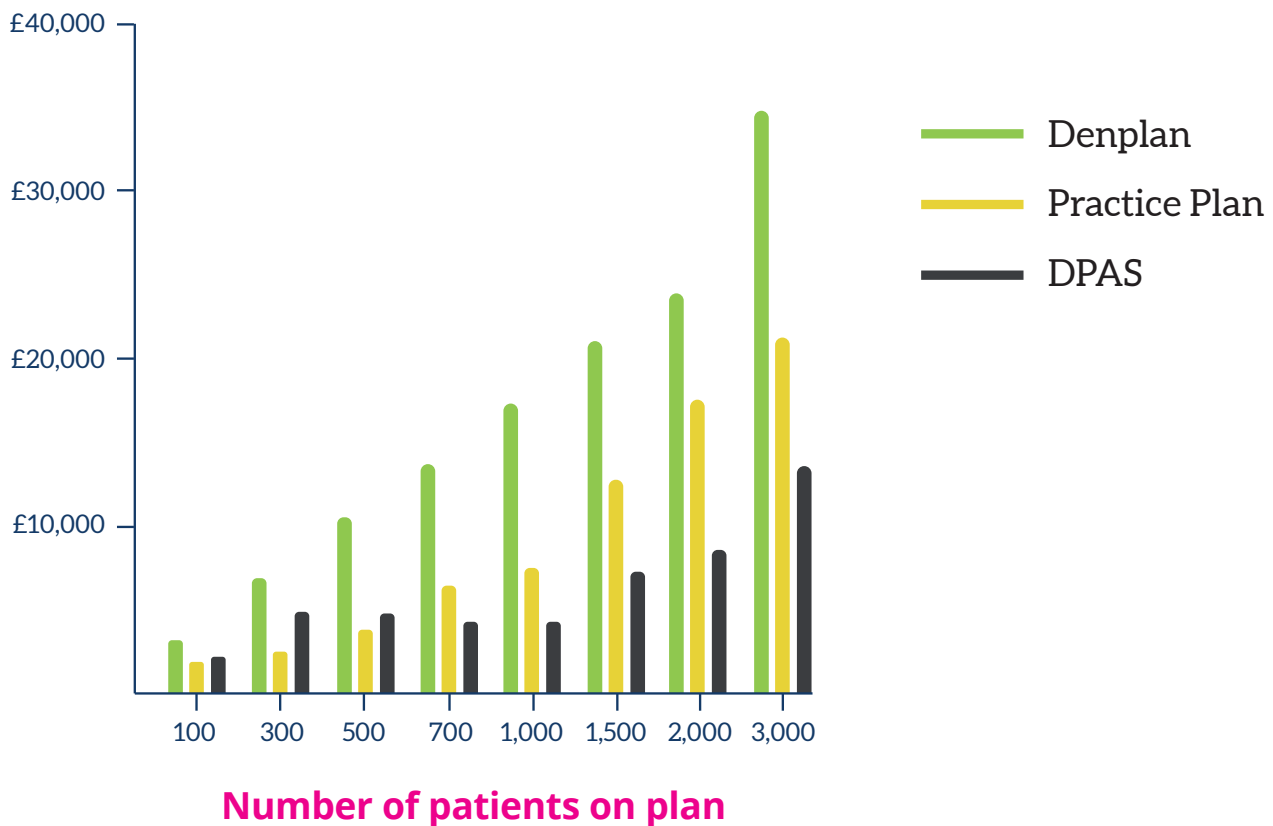
It's easier than ever before to switch to us from your current plan provider thanks to **simple switch** – the bulk transfer of your plan patients' direct debits with zero hassle.

We are known for being a low-cost plan provider as our admin fees are often 2-3 times less than other major plan providers.

Our fees stay low because we provide a highly focused solution for your patients and your dental plans. You don't pay for extra services you may not require or utilise, such as compliance, recruitment, or accreditations. Such 'extras' from other plan providers are all wrapped up in their administration fees (resulting in you incurring higher costs).

Because of this, **we enable you to retain more of your plan income** when you switch to us.

If you are already with another major plan provider, see below the potential savings you could achieve with simple switch.



Introducing *Simple Switch*

Historically, a change of plan provider required writing a letter to patients and asking them to complete a new direct debit mandate, which was a tedious process and could result in patient drop-off.

At Patient Plan Direct, our Simple Switch process transfers your patients' direct debits from your existing provider to us in the background, giving you access to huge cost savings. No admin is required of your practice team, and there is no action needed from your patients - **it really is simple!**

You needn't worry about patient drop-off. Our multiple case studies demonstrate that this is not a concern. We can also provide evidence that the overall result will be **substantial cost savings for your practice**, which is why more practices are switching to us than ever before!



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plan
launch

Time to launch dental **plans in your practice?**

If you are yet to introduce private dental plans to your patients, we can help your practice benefit from our low-cost, practice-branded dental plan solutions, taking your profits to the next level.



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Why launch a **dental plan**

As more dentists revoke their NHS contracts, new squat practices open and private dentistry becomes ever more popular, dental plans are becoming the norm across the UK.

If you're yet to take the leap towards implementing dental plans into your practice there are huge opportunities to be had, which include:

- Benefiting from patient loyalty.
- Regular monthly income.
- Clearer structure to the running of your practice.
- Improved patient oral health thanks to regular attendance.
- Maximised plan profits thanks to our low-cost admin fee.

Why work with **Patient Plan Direct?**

We are all about what's best for you, your practice and your patients. Our strategic experts know how to implement successful plan launches, so you're in safe hands. Here's what to expect:

- Top training, advice and support to ensure your team know how to capitalise on your plan offering.
- Low-cost admin fees - much lower than other major competitors.
- Determine your plan pricing, benefits and more - you are in control.
- Practice-branded promotional materials to promote your dental plans.
- Global Dental Accident & Emergency cover for your plan patients.
- Continued support from our client services and business development teams before and after the launch.



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