A new approach to dental plans

Dr Jon Bax explains why he made the decision to switch dental plan administrator and why he hasn’t looked back

Patient Plan Direct is the UK’s fastest growing and most cost effective dental plan administrator offering a unique approach to dental plans. Our fee structure of just £1 per patient per month (including worldwide A&E insurance underwritten by Hiscox Insurance) is transparent and reflects the nature of our core service, that of being a plan administrator.

Our plan administration has proved to save practices £10,000’s in costs year on year.

Practices that have transferred to Patient Plan Direct benefit in two ways. Firstly by the huge savings which transfer directly to bottom line profit and secondly by having the flexibility and choice to reinvest these savings to access tailored support in areas that demand attention as and when required.

This unique approach differs to the standard model adopted by some larger administrators whereby support and services offered in other key practice functions are “bundled” together to justify inflated fees. In reality these services can be either limited or incur additional costs and indeed many practices don’t utilise any additional services whatsoever but have to pay for them!

The benefits in practice

Macclesfield-based dentist Dr Jon Bax made the switch to Patient Plan Direct in March last year and has reaped the benefits of doing so ever since.

Dr Bax is principal dentist of Bax Dental, a purpose-built practice established in 2005 that is equipped with the latest technology and provides the highest quality dental care in a relaxed contemporary environment.

Here, Dr Bax explains his decision to explore other plan administrators in the market, the transfer process and the benefits he is now experiencing since working with Patient Plan Direct.

Reasons for switching

‘The decision to change plan providers is never an easy one, we dentists are happy in our comfort zone and it takes quite a catalyst to make us implement that change,’ says Dr Bax.

‘The catalyst for me was the buy-out of our old plan administrator and all that was familiar therein. Within a very short space of time we were faced with onerous contractual conditions. Should we just go ahead and sign? What if we didn’t sign? In such a stale economy surely we would lose patients?’

‘The pressure was immense and it was difficult to make that decision to ‘break the mould’ and explore other options in the market, but I’m glad I did!

‘I need not have had such worries, my team and I thoroughly researched the options available to us in the plan market and came to the conclusion that we would be better off with a lower fee base and decide ourselves where we would spend our “saved” revenue.’

The transfer process

‘Patient Plan Direct helped us to prepare our mailing to patients and we had “hands-on” training from the client services team at Patient Plan Direct who supported us throughout the transfer. My practice team were also marvellous and committed to the task to make the transfer a smooth and successful one.

‘It’s worth mentioning here that Patient Plan Direct have since enhanced their transfer support even further since we made the switch and have now put in place new staff and a range of flexible options to help smooth the transfer process and ensure patient retention is not an issue, some of which we have taken advantage of ourselves.

‘Our Patient Plan Direct account

It’s time to challenge the status quo, don’t pay more than you need to for your plan administration and don’t access the same generic support and advice as the practice around the corner.’

Dr Jon Bax
manager is a regular at the practice and has helped us with training and delivered sales and marketing advice. We have commissioned new practice marketing material via Patient Plan Direct's top quality partner network and I’m reassured that if we need further support, training or technical advice in any other key practice functions then this partner network will serve to give me access to bespoke support specific to my requirements.

The results
‘We transferred our entire patient base in less than a month. To our immense relief the patient losses were minimal (0.6%) and our annual savings are now in excess of £9000 per annum which made the move more than worth while.

‘We now offer implants to our patients at the practice and the saved revenue has been key in the investment of new equipment and materials in this area.

‘I would highly recommend Patient Plan Direct to practices of all sizes. This is a different business model to the likes of other plan administrators and one that works!

‘Don’t be swayed by the “losing patients” propaganda, do your team preparation, utilise the experience of Patient Plan Direct and reap the benefits.’

Worth considering?
In summary, it’s time to challenge the status quo, don’t pay more than you need to for your plan administration and don’t access the same generic support and advice as the practice around the corner.

Cut costs sensibly, give your practice a competitive edge via bespoke support services and explore the alternative approach to dental plan administration that makes sense.

Find out more with no obligation by visiting www.patientplandirect.co.uk or call 0844 848 6888 to arrange a no obligation practice visit and chat with one of our experienced business development managers. Follow us on Twitter @patientplan to stay up to date with the latest news.

THE BIG FEE FREEZE
‘A new year offer and guarantee that cannot be ignored from the UK’s most cost effective and fastest growing dental plan administrator – Patient Plan Direct’

Patient Plan Direct’s unique approach to dental plan administration saves dental practices thousands in costs year on year, gives them access to bespoke top class support and brings dental plans in to the 21st century.

For the first 20 practices that transfer their plan administration or introduce a plan for the first time with Patient Plan Direct before the end of March 2013 we’re offering...

1 Guaranteed NO fee increases for the next 3 years!
   We’ve not increased our fees for the past three years and we’re happy to promise not to do so for another three years. When did your existing plan administrator last increase their fees, every year probably?

2 40% plan administration fee reduction for your first 6 months!
   Just £0.60p per patient per month and still only £1.00 per patient per month thereafter (includes worldwide A&E insurance)
   That’s up to 6 times more cost effective than other plan providers in the market!
   In times that demand tight cost control, cut costs without compromising quality of service.

3 A FREE Kindle Fire!
   Have a belated Christmas present on us. As soon as you sign up we’ll get a brand new Kindle Fire in the post to you.

Take action today, cut costs, increase income and maximise the effectiveness of your plan... call 0844 848 6888