

ADVERTISEMENT FEATURE

How and why at Honesty

The team at **Honesty Dental Care**, the BDA's practice of the year in 2013, examines the success of their practice's dental plan since transferring to Patient Plan Direct over two years ago

An introduction to Honesty Dental

Richard Denny, clinical director, and his wife Carole Denny, patient liaison coordinator, are the proud owners of Honesty Dental Care in Baildon, the BDA's (British Dental Association) practice of the year in 2013, a purpose built practice established in 2011, which is equipped with the latest technology and provides the highest quality dental care in a relaxed contemporary environment. Honesty Dental made the switch to Patient Plan Direct from another plan provider in February 2012

as it looked to develop its practice, its reputation and the relationships it held with its patients.

Reasons for switching plan provider

Honesty Dental Care had previously administered its dental plan through another plan provider. The practice had objectives to grow its plan base recognising a dental plan as a fantastic vehicle for patients to access affordable, preventative dentistry, generate a recurring revenue stream and build patient loyalty.

Carole Denny explained the reasoning behind reviewing the way the practice administered its plan: 'When reviewing the market and considering a transfer there were some obvious nerves and fear of how the transfer would turn out. I need not have had such worries, we thoroughly researched the options available to us in the plan market and came to the conclusion that we would be better off with Patient Plan Direct thanks to its lower fee base and efficient approach.'



'Patient Plan Direct helped us to prepare our mailing to patients as well as ensure the transfer was communicated as a positive for the patient. We had 'hands-on' training from the client services team at Patient Plan Direct who fully supported us throughout the entire transfer.'

The results and continuing benefits

Carole Denny continued: 'Working alongside Patient Plan Direct has been a good business decision. The financial benefits to the practice are huge and the icing on the cake is the excellent ongoing relationship management. At that time we had around 350 patients on plan and now just over two years later we have over 1,000. Patient Plan Direct fits with our practice ethos and gives us confidence and value for money. We now have a third dentist and are currently looking for extra space to fit in our 17 staff members.'

First class support in the form of marketing, business advice, training and much more makes Patient Plan Direct the complete package

Elaine is the practice administrator at Honesty Dental Care and explained the advantages of using Patient Plan Direct to administer the practice's dental plan: 'The web based portal and ease of signing up new patients to the plan is so straight forward. We have much more control than we had previously. For example; making amendments to patient details is all done with the click of a button through our own user-friendly web portal, which is extremely easy to use. I can also easily check a patient's payment history, pull reports, check the status of a patient and so much more.' Elaine went on to explain: 'The few patients that have claimed on the worldwide A&E insurance have been handled very smoothly. I would highly recommend Patient Plan Direct to practices of all sizes. Patient Plan Direct's approach to administering a dental plan is amazing value and works. The first class support in the form of marketing, business advice, training and much more makes Patient Plan Direct the complete package and one that really does prove to win prizes!'

Who is Patient Plan Direct?

Patient Plan Direct is the UK's fastest growing plan provider, offering a first class approach to administering your practice's dental plan at a fraction of the cost of other providers.

Simon Reynolds, commercial director at Patient Plan Direct, commented: 'Practices across the UK are starting to assess what value it gets from its plan provider. Patient Plan Direct's approach ensures a practice doesn't pay for access to things a practice does not use and at the same time the approach offers first class support to get the most from a dental plan. Patient Plan Direct has refined its processes to ensure a transfer is simple and successful. I would encourage any practice to further explore Patient Plan Direct, or at the very least, if you already have a plan in place, quiz your existing plan provider as to what value they provide.' 

FIND OUT MORE about Patient Plan Direct's unique approach to dental plans, charged at just £1 per patient per month by visiting www.patientplandirect.co.uk, call 0844 848 6888 or email info@patientplandirect.co.uk. Twitter: @PatientPlan.

Do you already offer your patients a dental plan administered by Denplan, Practice Plan or DPAS?

Perhaps its time to Switch and Save without losing patients

- **Bax Dental** transferred over **700** patients from Practice Plan. Successfully transferred over **99%** and saved over **£9,000** per annum. Then grew their plan patient base by **10%** within 12 months
- **Park Lane Dental** transferred over **600** patients from Denplan. Successfully transferred **100%** and saved over **£10,000** per annum
- **Brtworth Village Dental Practice** transferred over **200** patients from DPAS. Successfully transferred **100%** and saved over **£3,500** per annum
- **Honesty Dental** transferred over **350** patients from Practice Plan. Successfully transferred **100%** and saved over **£3,000** per annum. Then grew their plan patient base by **200%** within 24 months

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