

ADVERTISEMENT FEATURE

Are you NOT a 'key client'?

Simon Reynolds, commercial director of Patient Plan Direct – the fastest growing and most cost-effective plan provider in the UK – discusses the 'key client' culture applied by many plan providers and the apparent lack of value many none 'key clients' could be facing

I'm amazed that so many dental-plan providers openly categorise or label some of the practices they work with as 'key clients'. What does this mean for those practices that aren't 'key clients'? Are these practices not as important? Do they receive less focus, less contact or an inferior service compared to a 'key client'?

I appreciate from a commercial and sustainability perspective that any business will generally ensure that customers generating the greatest income will be a priority and focus. However, I also recognise that, because of the tiered fee structure many dental plan providers adopt, it is often the case that if you don't have hundreds of patients 'on plan', you pay a significantly higher administration fee than a 'key client'. In short, does this mean you pay more to be of less importance to a plan provider?

Fewer than 450 plan patients?

During my time within the dental plan industry, I have come across many practices that have a dental plan base of around 50-450 patients with one of the well-known plan providers that seem to feel forgotten or neglected. They pay a significant fee to their plan provider but don't feel they get value for money.

Some practices haven't seen a rep in months or don't require or utilise the support their plan provider offers. Yet, these practices all too often suffer an annual administration fee increase, eating into the practices plan income or forcing a price increase to patients, making the cost of a dental plan more expensive for a patient and risking patient drop off with consequential loss of income. Does this ring true at your practice?

Scenario analysis

Take as an example a practice with 250 dental plan patients, likely to be paying in the region of £6,000-£8,000 per annum in administration costs via one of the well known plan providers. This proves to be £3,000-£5,000 per annum more expensive in comparison to the plan administration fees applied by Patient Plan Direct. Many practices could reduce the cost of administering their dental plan by over 70% by transferring to Patient Plan Direct.

Moreover, depending on the pricing of the dental plan to patients, other plan providers administration fees can represent a significant proportion of the total plan income. I have come across practices that are paying an administration fee to a plan provider that eats up over 35% of their plan income! Clearly making plan profitability very challenging or even non-existent.

It is often these practices that pay such a significant administration fee to run their practices dental plan that are not recognised as a 'key client' and comment that they don't hear much from their plan provider or don't feel they get value as a result of the fees they pay.

Take action: what's stopping you?

Whether you run a capitation based dental plan or a maintenance/membership dental plan, transferring the administration of your plan can be simple, beneficial, in the best interest of the patient and NOT result in patient drop off – we have the proof.

You don't have to have hundreds of patients 'on plan' to benefit from a plan provider transfer. Patient Plan Direct welcomes the opportunity to work with those practices with 50-450 patients on-plan that are interested in significant cost savings, control and efficiency (thanks to our slick and user friendly web portal) and support from an experienced business development and client services team with strong marketing and business expertise to ensure you get the most from your plan. Don't put up with high administration fees whilst 'key clients' pay less.

The importance of cost cutting

There is a strong focus on rising costs within dentistry at the moment and it's important for practices to review their cost base and act accordingly to reduce costs where possible without compromising the dentistry they deliver.

NASDAL has recently highlighted that the cost of compliance to the average sole practitioner has increased by 845% in the last decade and, of course, there is the proposed 64% increase of the GDC's annual retention fee, which is a hot topic. With this in mind, don't pay more

than necessary to administer your dental plan; discover Patient Plan Direct. [▶](#)

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Question

64% GDC annual retention fee increase?

Answer

Reduce your dental plan provider fees by up to **73%**

Discover the most cost effective plan provider in the market offering first-class business and marketing support. Don't pay more than necessary to administer your practices dental plan.

CALL **0844 848 6888**

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