

Have you heard us banging the drum?

Conrad Broadbent, managing director of Patient Plan Direct, explains how the company has defined and established itself as a cost-effective, forward-thinking, client-focused and reputable plan provider and why dentists should take the time to review the way they administer their dental payment plan

Hopefully at some point recently you will have come across our marketing and media coverage via the video interviews, email campaigns, adverts and editorial we've been pushing out to the dental community since the beginning of the year.

The reason we've been banging the drum so much is because we believe we've got plenty to shout about.

The story so far

Already in 2013 Patient Plan Direct has enhanced its client services support and administration portal, increased its business development and account management team, continued to develop its partner network ensuring clients have access to first

'...Converting from NHS to private was the hardest business decision I have ever had to make, but making that transition with Patient Plan Direct was one of the easiest. I discussed conversion options with all of the main providers of private plans and Patient Plan Direct were the only providers who really understood the practice and its patients. We needed a membership plan that was good value and could appeal to our patients who were used to NHS prices, at the same time we needed to ensure our prices were sufficient to support the practice. The team at Patient Plan Direct made this easy, offering financial guidance throughout the whole process.'

Elise Walker-Coyle
Chesnut Smile Centre, Cheshire

'...When shopping around we were extremely impressed by the Patient Plan Direct offering, which entailed a lot less paper shuffling and significant cost savings. The transfer, although a big decision at the time, was smooth and successful. We were very well-supported by the team at Patient Plan Direct and the whole process was thoroughly explained and well managed.

Working alongside Patient Plan Direct has been a good business decision. They are always just a phone call away, their services are flexible and we find the web-based sign up and reporting a real time saver. The financial benefits to the practice are huge and the icing on the cake is the excellent on-going relationship management.'

Carole Denny
Honesty Dental, West Yorkshire

'...As we move forward in our business there are further benefits to be enjoyed from Patient Plan Direct, the web-based reporting system offers us the opportunity to track our patients and their payment history and we are also using the information captured on the portal to assist us in various marketing initiatives. Nothing is too much trouble for the team at Patient Plan Direct and our account manager is always on hand when we need her. Choosing Patient Plan Direct was a sound business decision, I have recommended them to other practices and will continue to do so, not only for the huge cost savings but also for the excellent customer relationship we have experienced.'

Helen Hutchings
Brixworth Village Dental Practice, Northamptonshire

'...We were looking to plan towards our retirement strategy and wanted to offer a payment plan to our patients. We looked at all the plan providers in the marketplace and decided to go with Patient Plan Direct as they were able to assist us in getting where we wanted to be and the staff were helpful and knowledgeable. We would recommend Patient Plan Direct to anyone who is looking for a new plan provider.'

Susan Holding
LT Holding Dental Surgery, Wales

'...We signed up with Patient Plan Direct in 2010 and it's one of the best things the practice has done. Their practice branded web portal allows us to sign up new patients online, which means we don't have to spend time filling out forms. And they only charge £1 per patient including A&E insurance, which is incredibly good value!'

Gareth Morris



Conrad Broadbent is the managing director of Patient Plan Direct Ltd and parent company First Capital Cashflow Ltd. He has more than 25 years' experience in the banking and payments sector.

'...We chose Patient Plan Direct mainly based upon cost, but this has proved to be a sound all-round decision. Thinking carefully we would say the main benefits of working with Patient Plan Direct for us are: massively reduced admin time via the paperless system, being able to check patient status at any time online, the financial savings we have made are being ploughed back into the practice with a planned refurbishment to the reception area, the biggest benefit of all is the element of control we now have.

Being in possession of our own patient details is hugely important to us and wasn't something we had wholly considered until we were faced with the prospect of our patients 'belonging' to a faceless entity who could write to them without our permission sending letters whose content we had not approved.

Catherine and I would happily recommend Patient Plan Direct. Just check out their strapline: Your Patients... Your Plan'

Charlotte Constantine
Belmont Dental Practice, Durham

effective and transparent, how we can work with a practice to ensure they get the most out of their plan and how simple it is to transfer from one provider to another.

Naturally, I could write about the positives associated with Patient Plan Direct's plan administration and fill the rest of this magazine, but this would be a one-sided and biased opinion. With this in mind, instead of talking about myself and our company, I thought I'd let a small selection of our client base do the talking and tell you about our dental plan administration services in practice so you can make up your own mind. **PD**

class support in other key practice functions, drawn on the experience of our chief dental adviser (Dr Chris Potts) to shape future developments and worked to make the transfer process from other providers quick, simple and seamless. I can assure you there's plenty more to come in the next few months with some exciting developments on the horizon – watch this space.

This has resulted in the dental

community (including our competitors) expressing a significant interest in the solution we offer. It has also seen an increase in the number of practices that have either transferred their plan administration to us or started a plan with us for the first time. Practices are keen to understand how our unique approach to plan administration is so efficient and user friendly, why our fee structures are so cost

Find out more about Patient Plan Direct's unique cost saving and 21st century approach to dental payment plans. For more information visit www.patientplandirect.co.uk, call 0844 848 6888 or email info@patientplandirect.co.uk. Follow Patient Plan Direct on Twitter @Patientplan.



Patient Plan Direct

"Your Patients...Your Plan"

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only cheaper.**

Not convinced? Plenty of other dentists are.

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