

ADVERTISEMENT FEATURE

You could be better off

Bernard Danquah, head business development manager at Patient Plan Direct, explains why and how practices of any shape, size or focus could be better off by working with Patient Plan Direct

I joined Patient Plan Direct earlier this year having recognised the company's flexibility in offering payment plan services being inline with the demands and requirements of the modern dental practice in light of the challenges they face. I wanted to add to the company's continued success, vision and direction with my own experience of the dental market and my recent commercial skills developed through my MBA from Warwick Business School.

Patient Plan Direct's unique mix of; low administration fees enabling a practice to maximise plan income and profitability, a user friendly web portal and online patient sign up affording efficiency and promotional reach, an experienced and highly qualified team of experts offering first-class business and marketing support, and complete

flexibility in the structure and positioning of a plan is a recipe to success when it comes to payment plans.

There are three main scenarios where I believe practices could be better off in 2015 by working with Patient Plan Direct based on market trends, our existing clients own successes and in consideration of what the future of dentistry may hold.

Reducing dependence on NHS income

With the uncertainty of the NHS at the forefront of many dentists' thoughts, the introduction of a payment plan to drive private income and become less dependent on their NHS income is an obvious strategy. A strategy that many other plan providers are currently encouraging, namely as

a result of the last surge in the plan market and increase in private dentistry following the last NHS reform in 2006.

If you sit in front of any established plan provider, assuming you're speaking to someone with the right experience and good commercial awareness and skills, they should be able

to identify the viability of introducing a dental payment plan to fit your objectives and the right strategy to justify and introduce the change to patients. Objectives of such a change will vary from practice to practice eg purely financial gain, working fewer hours or spending more time with patients.

However, regardless of the objective when looking to grow your private income, maximising the income a plan generates should be a key goal. Because of Patient Plan Direct's low administration fees in comparison to other plan providers, income and profitability is maximised and it is usually viable to offer a lower price point to patients because of reduced costs to the practice meaning your patients are better off too.

You could be better off by introducing a payment plan to become less dependent on the NHS and maximise your income by facilitating this via Patient Plan Direct.

Re-thinking a payment plan launch

Because of Patient Plan Direct's complete flexibility in how the structure, positioning and pricing of a payment plan is presented to patients, I firmly believe we can work with any practice to identify a payment plan that is attractive to patients, offers greater choice and at the same time provides a practice with a regular and profitable income stream.

Irrespective of whether a practice is mixed, NHS or private we can assist in identifying what patients find attractive and develop unique payment plans likely to generate high uptake, proving beneficial to patients and profitable to your practice. The days of the stringent and fixed dental plan incorporating the usual services is a thing of the past. Practices working with Patient Plan Direct are able to be creative in what's incorporated within a plan eg teeth whitening, perio treatments and other services offered.

Clearly it's in our interest to help practices to promote and grow their plan base, which is why our proven hands-on training alongside business and marketing support is delivered as part of our on-going service, something we're really enhancing as we move in to 2015. All of this is delivered at lower cost than any other payment plan provider, ensuring you maximise the income and profitability of your payment plan and your practice. You could be better off by introducing a payment plan in 2015.

The positives of transferring provider

Of course for those practices that already have a dental payment plan in place there is always the opportunity to transfer the administration of this plan to Patient Plan Direct and in doing so make significant cost savings, whilst still benefiting from quality business and marketing support.

We're experts in communicating this change to patients, retaining your income and helping to grow your plan base thereafter, as our existing client Park Lane Dental explains: 'Why were we paying so much for our plan provision? A question we found hard to answer. Could we do the same thing maintaining the same standards for considerably less cost? Apparently, yes. Don't hesitate to take on this move. Transferring is simpler than we envisaged and we are now reaping the rewards for years to come.'

Exploring costs nothing

You could be better off by working with Patient Plan Direct, irrespective of your current situation or future objectives. If you are looking to reduce your dependence on NHS dentistry, set up a new payment plan or transfer an existing plan speak to us today. 



You're invited to our FREE webinars. 30 mins to explore:

NHS 'Principal only' conversion: Retain and Gain

Thursday 27th November at 1pm and 7.30pm

Wednesday 3rd December at 1pm and 7.30pm

Tuesday 9th December at 1pm and 7.30pm

Transferring Plan Provider: You could be better off

Tuesday 25th November at 1pm and 7.30pm

Monday 1st December at 1pm and 7.30pm

Wednesday 10th December at 1pm and 7.30pm

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Patient Plan Direct

"Your Patients...Your Plan"

PATIENT PLAN DIRECT is the UK's fastest growing payment plan provider: experts in dental plan launches, plan provider transfers and introducing private dental plans to create less dependence on NHS income.
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