

## ADVERTISEMENT FEATURE

# My dental plan is the core of my practice

**Bury based Dr Daniel Cheung explains why he chose the UK's most cost effective and 21st century plan provider, Patient Plan Direct, as the core of his business**

Dr Daniel Cheung is an ambitious and passionate young dentist, a familiar face in the dental social media space and always keen to share his successful and positive experiences of dental services and products to the rest of the dental community.

Daniel recognises his practice's dental membership plan as one of the core elements of his private practice and its success and profitability. Daniel takes the time to explain his reasoning for choosing Patient Plan Direct over other plan providers in the market.

Daniel explains: 'If it isn't obvious why a dental plan is a good idea, then I'll begin by saying quite simply that without being able to offer a dental plan, your practice is more than likely behind the times.'

'Patients are asking for dental plans and expect them from a dental practice, particularly a dental practice that is offering any form of private dentistry, no matter how big or small.'

'A plan is a practice builder. In fact, a dental plan is the foundation of a practice in terms of building revenue, and in building the treatment and maintenance infrastructure that your team work within to provide excellent care and service.'

'And to stay ahead, Patient Plan Direct is the right kind of dental plan provider to help you develop your plans, your ideas, and your business. Setting-up my practice's dental plans was made extremely easy by the dedicated, informed and professional team at Patient Plan Direct. Their expertise and experience in working with all sorts of dental practices makes them ideal to help with practice owners who are new to the concept of designing a dental plan (maintenance or capitation), or who may find the idea daunting.'

'Daniel explains further: 'Patient Plan Direct can help you devise plans to suit your practice ethos and goals. They can help you look at what is happening nationwide and locally and will help you to identify a plan that suits your needs and those of your patients.'

'The flexibility of designing your own dental plans with Patient Plan Direct is ideal for me because my practice is always changing. A change in business strategy or treatment options, or a change in your practice structure needs to be accommodated by flexible, easy to manage plans. Patient Plan Direct makes the process easy. They provide excellent training to help all the team to understand the plans you devise for your practice and how best to communicate and promote the plan to

patients. The online platform Patient Plan Direct offer is so quick and easy to use, helping cut down paper work and providing control and visibility. Signing up patients just flows on a daily basis.'

**'It makes sense to choose Patient Plan Direct because of their extremely competitive fees for plan implementation, management and support. They offer excellent value and the savings from being with Patient Plan Direct over other more expensive dental plan providers means I can invest more in my practice and my team to help grow the business.'**

'The plans we have created with Patient Plan Direct have so many benefits that the selling of plans is easy. Quite simply our plans sell themselves at Bury Dental

Centre meaning we can do more of the dentistry that we're passionate about.'

Simon Reynolds, commercial director of Patient Plan Direct, concludes: 'Our plan administration fee structure is just £1 per patient per month, positioning us as the most cost effective plan provider in the market. As evidenced by Daniel's experience of working with us, we offer a quality service at a fraction of the price of other plan providers.'

'We have helped many practices launch successful plans as well as helping practices who already have a plan in place transfer provider, taking advantage of significant cost savings and receiving on-going first-class support. You may be 'happy' with your existing plan provider, but imagine being happy as well as increasing your profits. This is what practices that work with Patient Plan Direct achieve.' **DD**

**Patient Plan Direct is the UK's fastest growing dental plan provider. Experts in dental plan launches, plan provider transfers and introducing private dental plans to NHS practices.  
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