



your dental plans

Your practice. Your patients. Your choice.

## CASE STUDY

# group | dental, Hampshire

## BACKGROUND

group | dental is comprised of two practices located in Hampshire's New Forest: The Mews Dental Practice in Lymington and Oakdene Dental Practice in Holbury. The practices' founding ethos had been to offer people a choice of dentist and location while remaining an NHS patient.

The harsh reality however was that the two practices were making losses, the entire team was under intense pressure and patients lacked such choice. As a result – and despite being one of the last in their area to consider the move – the practices were determined to make the transition from NHS to private, and chose DPAS to help them on the journey.

When The Mews completed its transition to private practice in September 2003, the business officially became known as group | dental.

## SOLUTION

For principal dentist Dr Andrew Girling, a key factor in the transition was the need to retain their own brand rather than promote that of someone else. Andrew was determined to remain in complete control of the business, and there was an overriding conviction that maintaining the brand identity would help ensure this. Andrew and his colleagues believed it to be integral to the future success of the business that they find an option that offered the facility to review patients' treatment costs, allow patients to budget and spread that cost, and offer emergency cover.

Having spent a significant amount of time researching their various options, the team realised that the key element of the DPAS proposition was that the people who ran the practice remained in complete control of the business, yet could take advantage of all of the support services they required.

group | dental opted for a plan that gave patients two levels of entry, which were to be identified by the treating dentist at the patient's first private examination, both supported by accident and emergency insurance. group | dental is also able to offer discounts on treatment (with the exception of implants and hygiene), oral hygiene products and the option of interest-free instalments on extended treatment.

## BENEFITS

Practice manager Lori Llewellyn believes that DPAS' vast experience in helping practices go private, combined with the background support it provides (including assistance with timeframes, patient letters and explanatory literature) were the keys to group | dental's successful conversion. DPAS further supported the practice staff with a number of training and question and answer sessions held at lunchtimes, and provided ongoing telephone support when needed.



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#### **CASE STUDY CONTINUED**

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The conversion had other valuable benefits with improvements on many different levels: for example, the dentists find that they have more time to spend with patients and are much more relaxed about discussing treatment options, treatment costs and many other issues that were more difficult to address in the past. The move also gave associates and staff a new sense of belonging, commitment and identity. Following the change, the practice was able to offer its staff improved rates of pay and branded uniforms, plus private healthcare cover and pension schemes, which in turn has meant that recruitment problems are far less of a concern than before. The staff at group | dental also feel that the quality of personal service and quick response of the support team have been invaluable in assisting the resolution of patient and practice queries.

To find out more about how DPAS can help smooth your journey from NHS to private practice, or to see how we can make your existing payment plan administration work more efficiently, please call us on 01747 870910 or visit us at [www.dpas.co.uk](http://www.dpas.co.uk).