



Converting to Private Practice

Leading provider of “practice branded” dental plans and administration services, DPAS, are at the forefront of helping practitioners convert to private practice.

Once the decision to convert has been made, there are a multitude of things that need to be considered. Revenue projections, patient retention forecasts and pricing structures are all fundamental aspects of a successful conversion and DPAS have an experienced team able to assist practitioners in all of these areas. Practice marketing and establishing a credible brand are also important factors and DPAS’ plans serve to enhance the practice’s own brand, helping to develop and implement exactly the type of effective patient communication that is vital to the success of a private practice.

With a dedicated in-house design and fulfillment operation, DPAS customers can benefit from all manner of promotional assistance, including logo design, letter writing, data cleansing and distribution.

A new “marketing toolbox” developed as an online resource for customers will include help with marketing planning, advice on how to attract and retain patients, as well as tips on how to write interesting copy for adverts and brochures, which is further evidence of DPAS’s commitment to helping practices through the conversion process.

DPAS also run a series of evening seminars entitled “Growing Your Practice” designed to demonstrate how payment plans can help develop a successful private practice.

A list of venues and dates is available by visiting www.dpas.co.uk or calling 01747 870910.