

Everything you need to market your plan!

Marketing your dental plans is an important part of running a successful practice and covers many diverse elements. Firstly the plan itself must be designed to be of financial benefit to patients and then patients need to be made aware of the plan and understand how it can help them to budget for their oral care needs.

For private practices the strength of the “brand” is a key investment priority as ultimately it is the brand that retains the inherent value. So anything that can add to your brand value has to be worthwhile and this is where a practice-branded payment plan comes into its own.



DPAS administer practice branded plans on behalf of client practices, providing an efficient, cost effective administration service. But their support goes much deeper, assisting with the practical elements of marketing such as brochure design and distribution, ultimately providing the help you need whilst maintaining a “backstage” position and allowing you to stay in control.

DPAS provide everything necessary to launch and maintain your plan and the Marketing Toolbox is just one of the exclusive benefits available to DPAS customers. This interactive website helps practice teams to understand and embrace marketing techniques, providing ready-to-use practical tips and tools.

Resources include advice on marketing, PR, advertising and e-commerce, as well as template referral letters and newsletters. The site also features exclusive deals from a variety of providers and discussion boards to encourage practices to interact with each other and share their marketing experiences.

Converting to private practice? DPAS have everything you need, nothing you don't. For more information call 01747 870910 or visit www.dpas.co.uk. DPAS customers can access the Marketing Toolbox at www.dpasmarketing.co.uk