

DPAS - Everything you need, nothing you don't

A Helping Hand

To safeguard revenues and maintain patient confidence requires dentists to transform themselves and their practices from service providers into organisations that are "solution-driven". In the same way as a dentist provides clinical solutions, so you need to present an answer to your patient's financial questions regarding dental care. Dental payment plans are one method of providing just such a financial solution, keeping patients attending regularly and helping avoid the problems of skipping routine appointments.

The decision to introduce a payment plan for the first time or to change provider is an important strategic decision for a dental practice and having the right kind of assistance is vital to ensuring the process runs smoothly without disrupting the day-to-day running of the practice.

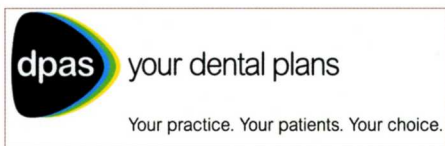
The advantages of plans are many fold and benefit the practice and patient alike. For the principal, being able to predict consistent income levels is of huge financial relevance as is the ability to maintain income during holidays or periods of natural slow down. A payment plan offers patients a means of safeguarding their general oral health giving them peace of mind and confidence and paying manageable monthly amounts is clearly more cost effective in the long run, as it ensures a good level of preventive care which will reduce the need for extensive, often costly treatment that can result from neglect. Communicating this message in a clear, concise and very positive manner can prove highly beneficial for both you and your patients.

Although during the economic downturn there have been some anecdotal stories of patients cancelling their dental plan membership, DPAS's client practices have reported that membership levels have remained steady, - perhaps that's because DPAS are the lowest cost of all the major providers, so plans that are administered by us are seen by patients as being extremely good value for money. DPAS

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makes financial sense for practices as well, because for those who convert a high percentage of patients to a plan, the benefits are further enhanced due to the fact that our monthly charge of £366.66 is a 'flat fee' made on a 'per practice' basis, irrespective of the number of dentists, patients or plan; a fee that hasn't increased since 1996.

DPAS Dental Plan Administration
Although the generic term "payment plan provider" is often used to describe DPAS and our competitors, the term does not in essence describe exactly what we do. At DPAS we are very clear - we provide our client practices with services for administering patient payments and everything required to support both the introduction and the continual marketing and promotion of the plan.



As the lowest cost of all the three major providers, DPAS holds a unique position within the market and is the perfect partner for practices who want to establish and run a payment plan in an efficient and effective manner but do not require their plan provider to offer unnecessary, costly services which they might rarely use. In fact statistics show that practices who introduce a DPAS plan save on average £10,000 per year for every 1,000 patients on plan, compared to another leading provider.

Despite our low cost promise, practices can be reassured that we do not compromise on the quality of our service and in addition we offer a variety of additional support services that helps practices to maximise plan take-up.

Business and marketing support available from DPAS:

- 1. Field sales force** - a nationwide team of experienced consultants who are available to guide you through the process of introducing a payment plan
- 2. Office-based fulfilment team** - our in-house facility takes care of all your patient communication
- 3. Nationwide series of annual seminars** - covering a wide variety of topics relevant to the business of dentistry and attracting and retaining patients
- 4. On-line marketing toolbox** - exclusively designed for use by the practices we administer dental plans for, the Marketing Toolbox aims to be an on-line knowledge hub providing resources on marketing, PR and advertising. There are template referral letters, alongside tools to help you build a marketing plan as well as useful information on partner companies.

Joining the DPAS Family

We believe that building relationships is a key criteria for success and once established, strong relationships between plan provider, practice and patient will not only prove ben-

eficial during short-term challenges, but will provide the basis for sustained patient loyalty in the long term.

The DPAS 'family' has been providing low cost practice-branded payment plan solutions to the profession for more than 14 years and having been at the forefront of introducing the "nationally branded" model, DPAS' Chairman Quentin Skinner and Director Andrew Warren have a deep understanding of the pitfalls and advantages of every type of payment plan making our experience in this sector second to none.

DPAS client practices are free to design plans to meet the specific needs of themselves and their patients without having to compromise in order to "fit in" with a designated format. This gives our clients complete flexibility to build a range of plans that will help them appeal to new patients and keep the ones they already have. The range of plans we can accommodate is extensive and includes payment plans, membership plans and children's plans, all of which include supplementary insurance as standard.

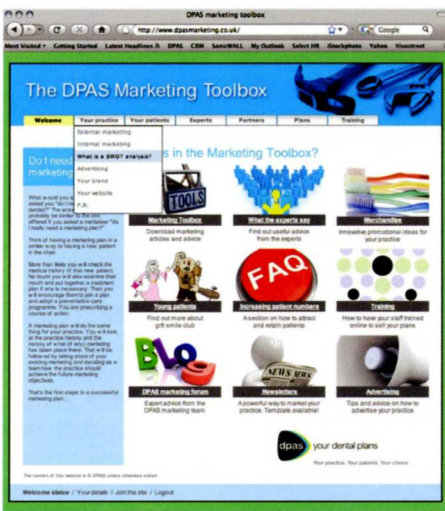
An integral part of our service is advising and assisting in communication with existing patients from the outset and we have the experience to guide a practice through the process. Using our in-house artwork and printing facility we can help you re-brand if necessary, write letters, deal with distribution - in fact, we can manage the whole process on your behalf.

Why Choose DPAS

- Lowest cost of major providers
- Flat rate practice fee of £366.66
- Practice branded plans put the dentist in control
- Extensive business and marketing support
- Nationwide seminar series free of charge for prospective and existing client practices
- In-house customer service and fulfilment teams take care of all your patient communication needs

The ability of a practice to control all elements of its provision means it can provide a type and level of service commensurate with its patient base. Introducing a practice-branded plan with the help of DPAS builds on the strengths of your brand and encourages patient loyalty that will provide a strong foundation on which to build substantial future growth.

So, if you're considering the move to private practice or want to build a relationship with DPAS, give us a call and find out how we can help you make the most of your practice. For more information visit www.dpas.co.uk or call 01747 870910.



The toolbox aims to be an online knowledge hub

DPAS Action Plan Seminars will be held at the following venues, for more information call 01747 870910 or visit www.dpas.co.uk:
Leeds - 11th November 2010
Glasgow - 27th January 2011
Bournemouth - 17th February 2011
Newcastle - 17th March 2011
Brighton - 7th April 2011