

# Protect your patients' peace of mind

Dentists' ability to offer implant insurance cover and peace of mind for patients should now be an accepted part of their customer care offering, says **Gary Anders**

A treatment that has enjoyed double-digit growth year on year, dental implants have become the foundation on which many dental practices have built their success. Of course, reputable practitioners will only consider reliable and predictable therapies as worthy and implants certainly fit the bill. Historically, as a treatment, they are what most people would consider a 'safe bet'.

With osseointegration success rates of over 98%, the leading dental implant systems have the clinical evidence to support their claims of success, 'failure' is not something that as yet has been of real concern and if looked after correctly, implants are undoubtedly a durable and long-lasting solution.

However, although dental implants are an attractive and reliable treatment option they also represent significant investment, both financially and emotionally, by the patient. It is therefore unsurprising that many patients look to insure their implants against possible damage, covering themselves for repair and even replacement if it is deemed clinically necessary.

However careful and vigilant a person might be, it is a fact of life that one cannot legislate for the unexpected actions of others and despite the best efforts of the health and safety police, accidents still happen. Whilst the fact that insurance can be taken out to cover the most astonishing things often invites a degree of cynicism, it is when life throws up a series of events that may have a significant impact on an individual's financial situation that insurance can be of enormous value.

The rising popularity of dental implant treatment naturally increases exposure and the likelihood of damage.

Dentists' ability to offer implant insurance cover and peace of mind for patients should now be an accepted part of their customer care offering.

A variety of dental implant insurance offerings are now available, some of which insure against failure of the implant to osseointegrate. Given the extremely high rates of implant success however, many feel that in return for a much higher premium these policies target the area of least risk. Everyday accidents (e.g. falls, trips, sport-related injuries etc) can clearly result in substantial damage to an implant borne restoration.

DPAS is a market leader in the provision of practice-branded dental plans and is one such company currently offering its client practices the opportunity of adding implant insurance to the suite of products and services it offers to its patients who are members of its DPAS-administered dental plans. Underwritten by ACE European Group, DPAS's Dental Implant Accident Protection policy is designed to protect patients against unexpected accidents that cause damage to one or more of their implant borne restorations.

The cost of the insurance is negligible; currently the premium is £25.20 per year, regardless of the number of dental implants placed. In the event of an accident, policyholders can receive up to £2,500 per implant towards the cost of repair or replacement. Additional benefits include compensation for the inconvenience of a hospital stay or travel costs when patients consult their chosen implantologist following an accident.

As DPAS's Dental Implant Accident Protection policyholders are already covered for accidents and emergencies

involving their existing dentition (including crowns, bridges etc) under their dental plan, they now have a comprehensive package.

The ability to offer patients an implant insurance solution is further evidence of your commitment to them and DPAS's implant insurance is the perfect option for patients committing to such a high value treatment. As the demand for implant dentistry increases, this cost effective policy has never been more appropriate.

In addition, Implant Accident Protection insurance will soon be available for patients who are not members of a DPAS-administered dental plan.

For more information on DPAS, practice-branded plans or implant insurance visit [www.dpas.co.uk](http://www.dpas.co.uk) or call 01747 870910. You can also follow DPAS on iTunes, Twitter and Facebook. [PD](#)

## [Comments to pd@fmc.co.uk](mailto:pd@fmc.co.uk)

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