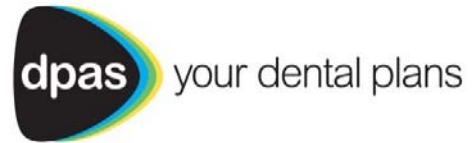


Dental Plans – “Recession-proof” your business

As dentists look forward to the New Year and consider the potential for an upturn in business, many are still concerned about falling attendance levels and short notice cancellations.



DPAS’ experience during 2010-2011 is that in comparison to fee-per-item patients, relatively few patients “on-plan” have chosen to delay or cancel routine appointments and Chairman Quentin Skinner believes that there is room for optimism in 2012. “The one upside of this downside situation that we all find ourselves in, is the continuation of low interest rates, as there is a significantly high correlation of patients who opt for funding their dentistry via private dental plans with those members of the public who have mortgages.”

This is largely attributed to the fact that disposable income levels have remained comparatively high, thanks to the “cash-flow bonanza” that reduced mortgage rates have delivered to homeowners, leaving them less likely to feel the need to scrutinise and cancel direct debit payments.

There is little doubt that dental plans, whilst offering patients the benefits of budgeting for dental care, also provide practices with a means of smoothing the peaks and troughs of a traditional fee-per-item model. In current economic conditions any contribution to ensuring revenue streams remain predictable is worthwhile and whilst dental plans will not make a business immune to FTAs or postponed appointments, they do offer an element of protection and all the evidence from 2010-2011 shows that plan patients display greater loyalty than their fee-per-item counterparts.

For more information on how a DPAS practice-branded dental plan can help improve your business visit www.dpas.co.uk, or call 01747 870910.