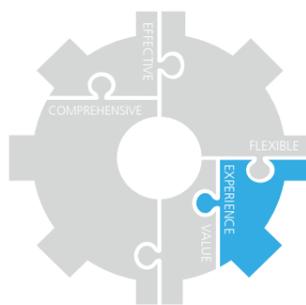


For a plan
that fits



EXPERIENCE

With over 18 years' experience, we know dental plans. Whether you are launching a plan, transferring from another provider or converting from the NHS, we can give you all the support you need.

UNPARALLELED EXPERTISE

Key members of our team were instrumental in developing the original dental payment plan concept and have been with us since the beginning. Individuals such as Quentin Skinner, Andrew Warren, Stephen Noar and Gary Anders offer our clients an incomparable level of expertise and experience, so you know you'll be in safe hands.

If you want to attract and retain more patients, DPAS Dental Plans could be the missing cog.

01747 870910

Gentle encouragement proves profitable in practice

@dpas_ltd

Stuart Norman, principal at The Gentle Touch Dental Practice, Kelso, gives his experience of using DPAS Dental Plans

The Gentle Touch Dental Practice is my four-surgery practice based in the market town of Kelso on the Scottish borders. We converted to private dentistry over seven years ago and our aim is to provide affordable, family-orientated dental care for the whole of our local community.

Although it was a while ago now, I do remember the conversion process. Converting to private practice certainly presented some challenges, but it would have been a lot harder had we not had the support of DPAS Dental Plans, who took on the administrative burden of keeping our patients informed and on-board, whilst we got our new dental plan underway. I'm pleased to say that we've never regretted our decision to convert and haven't looked back since.

In the immediate aftermath, as principal dentist, I personally didn't need to have a lot of contact with DPAS. They worked together

with my administration team and were doing a very efficient job in the background, not least in helping us to get patients on-plan, a process that was greatly helped by having our own dedicated practice consultant, Louise Bone, who was always on hand to help.

Competition

It was a couple of years ago when I first started to notice how much more competitive the dental market

was becoming in our area of the border regions. Patient numbers had begun to drop slightly and although I am all in favour of patient choice and competition, I decided it was time to take action and start promoting our practice to encourage more patients to choose to come to us.

This is when I needed to call on the expertise of DPAS once again, and with Louise's help in particular, last year we began the process of developing a marketing plan for the practice. DPAS gave us ideas and suggestions on the design of practice-branded marketing materials, new and improved signage, incentives for new patients, social media and local advertising, in fact all of the things we had never done properly before. They even organised the printing of all our marketing materials and from a personal point of view I found their support throughout the whole process to be invaluable.

Key to everything we offer to our patients is the 'Gentle Touch Care Plan', our practice-branded plan that DPAS tailored specifically for us and which they administer and manage on our behalf. We want our patients to believe in us as a practice and I don't think that having a corporate plan could support this ethos. Thankfully this is what DPAS do best; helping to promote the benefits of our practice, whilst they quietly look after the administration in the background.

It is really important to me that the whole team is involved with the marketing and promotion of our practice, and staff need to be fully aware of exactly how our dental plan works. Louise has been a great resource in this respect, organising regular staff training sessions so that everyone



The reception area at Gentle Touch Dental Practice



is confident to talk to patients about the benefits of being on-plan, without being too pushy, which can be very off-putting for patients. We don't want to force our patients to join the plan; we just want to gently communicate the benefits, giving patients an informed choice.

Value for money

We now have a full marketing plan in place, all our staff are confident to talk to patients about what we can offer them and in the past 18 months we have seen patient numbers steadily increase.

The whole marketing programme has given a new impetus to the practice, so that when patients come through the door, from the receptionists to the nurses and the dentists, they experience a real quality of service and feel they are getting great value for money.

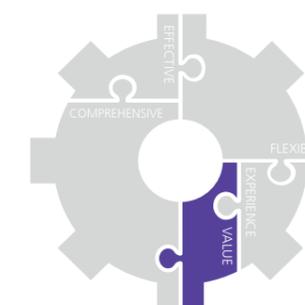
We enjoy a really good working relationship with DPAS. Louise is always available to come into the practice when we need her support and there is always someone in DPAS' head office available via phone or email should we need them. I'm extremely grateful to both Louise and the whole DPAS team for all the help and reassurance they have given us over the years and for the many ways in which they have really helped to move the practice forward over recent months. ■



To find out how you can benefit from DPAS' flexible, comprehensive and effective dental plans, call 01747 870910 or visit www.dpas.co.uk.



For a plan
that fits



VALUE

By focusing on our comprehensive range of plan support services rather than adding in a host of peripheral extras, we can offer the best value in the marketplace with no hidden charges.

THE POWER OF 3

With the support of your local Practice Consultant, senior Business Development Manager and dedicated office-based Customer Services Advisor, you know you can always speak to someone who understands the intricacies and individual nature of your practice, benefiting from their extensive knowledge and expertise.

To find out more, email enquiries@dpas.co.uk

www.dpas.co.uk