

how

...to make a seamless and successful
conversion from **NHS to private dentistry**

Practiceplan
The business of dentistry |

Part of the **WESLEYAN** Group

Hello

First things first...

This booklet is not about us...**it's about you.**

Making the move from NHS to private dentistry is one of the biggest decisions you could make in your dental career. It's a decision that needs careful thought and the support and guidance of people you can trust.

Whilst we have helped many hundreds of dentists to make the move, we have also advised many others against it.

There are lots of things to think about and many questions to answer.

This booklet is designed to help you make an informed decision about your future. It sets out the common concerns that many dentists have when contemplating a move to private dentistry and seeks to help you find a way through. If you have any additional questions or things you'd like to discuss, please get in touch...we're here to help.



Andrew D'Arcy

Managing Director





Imagine for a moment...

...waking up having made a successful move from NHS dentistry to private practice. **If you could do that tomorrow...**

...would you?

If the answer to that question is...



YES!

...then **you are not alone!**



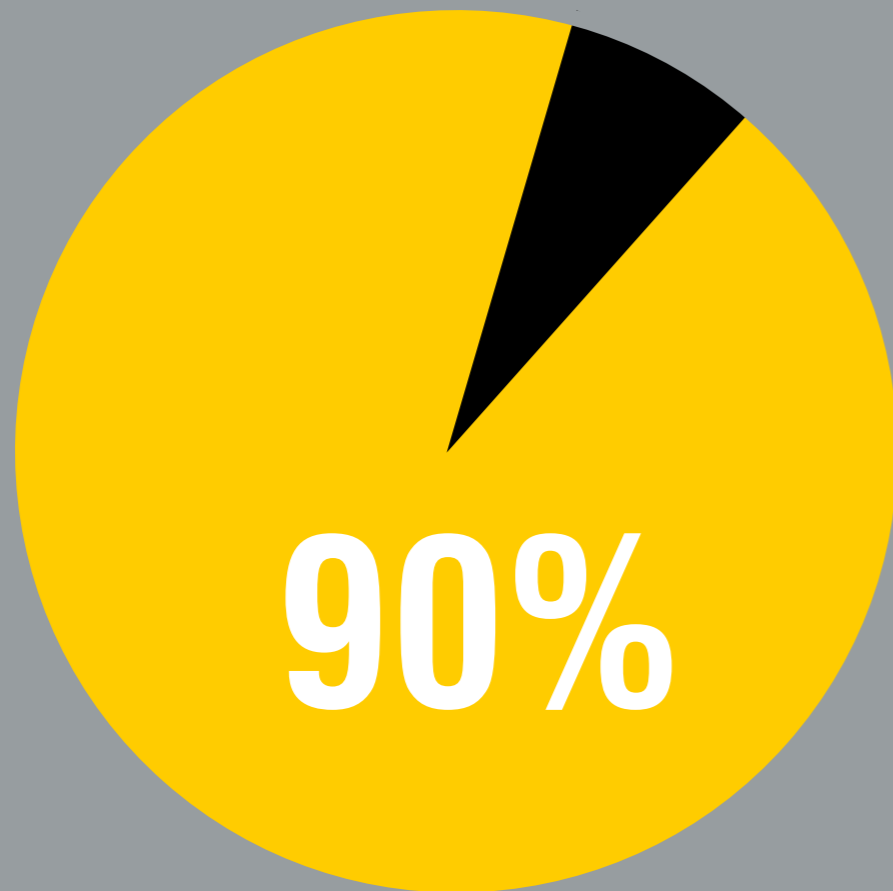
It's a wish we hear time and time again from dentists working within NHS dentistry.

Perhaps it shouldn't come as a surprise if you think about where NHS dentistry is at the moment.

You won't need us to tell you about the frustrations in the length of time the new contract is taking to come through and the ambiguity as to what it might look like when it does.

What *is* clear, however, is the Government's insistence that there is no more money for NHS dentistry, which will inevitably lead to increased pressure on NHS dentists, like yourself, to deliver more for less in the face of rising costs.





90% of respondents say that they have lost confidence in the future of NHS dentistry over the past twelve months

Our own research via our '**NHS Confidence Monitor survey**' shows that the vast majority of dentists working within the NHS have lost confidence in its ability to deliver on many fronts.

They feel that they don't have the time or the resources to provide the level of care they aspire to for their patients.

They feel undervalued and underpaid.

And, they feel stressed by all of the targets and compliance hoops they are having to jump through.

Feelings you may well be experiencing yourself.

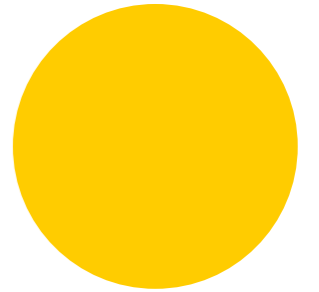


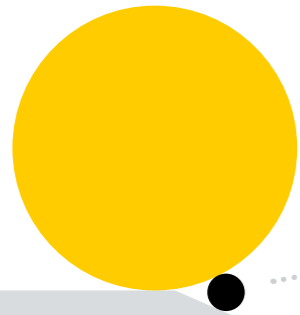
Of course, despite rapidly falling confidence levels in NHS dentistry, the key question has to be...

is the grass really **greener** on the private side?

Well, it appears as though it is. Dentists who have made a successful move away from the NHS to private dentistry talk of significant and positive changes within their practice and private lives, including:

- a feeling of being back in control of their own destiny
- reduced stress levels and a better work/life balance
- the ability to give their patients the time and care they feel is appropriate
- the opportunity to broaden their skills and deliver a wider range of treatments
- increased profitability.





But here's the biggie...

If the future is looking so gloomy within the NHS environment *and* private dentistry could provide you with so many of the things you wish for in your career...

what's holding you back?

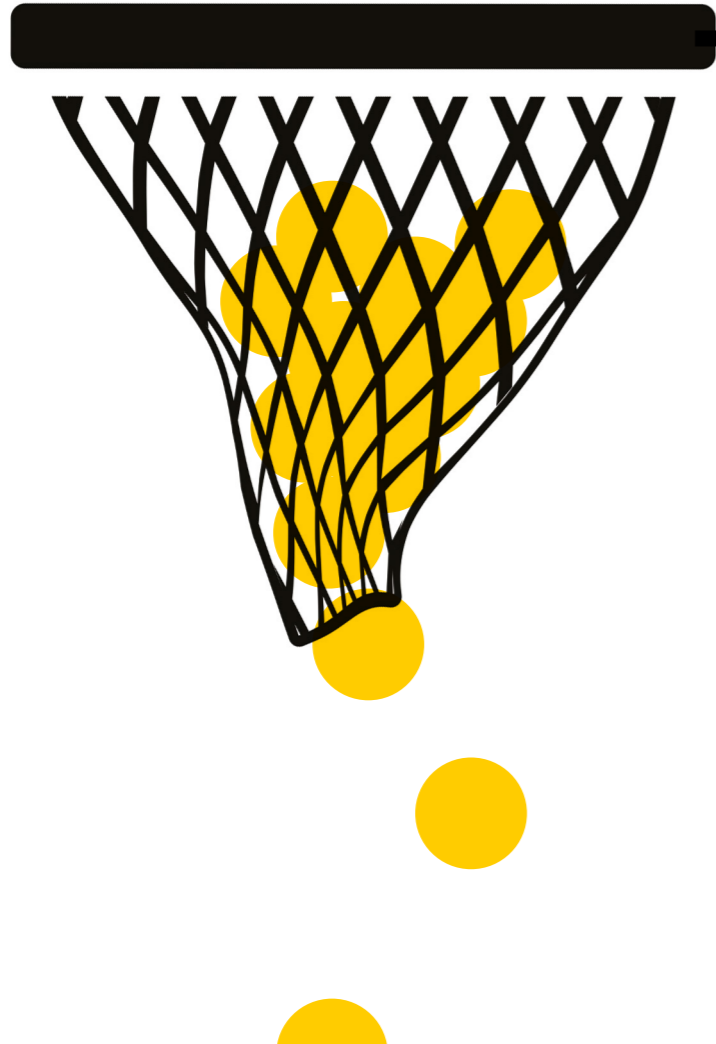
What's stopping that ball from rolling down the hill?

In our experience, there are three common sticking points that hold dentists like yourself back from making the move to private dentistry.

knowing **'what'** you want to do can be quite simple, it's the **'how'** that's the tricky bit



The first concern for many dentists is...
‘will I retain enough of my patients?’



The answer to that question is...YES, most probably.

However, there are a number of influencing factors that will affect how your patients will respond.

For instance, loyalty is a big deal - patients are more likely to stay with you if you've been seeing them for a good amount of time...we think a minimum of four years is the key measure here.

Demographics also play their part. If you're in an area with a high concentration of exempt patients, things are not as much in your favour than if you were in a more affluent area.

That said, you'd be surprised how many patients you could afford to lose and still make a successful conversion - **in some cases it's possible to reduce your patient base by up to 50% and still have a thriving and profitable practice.**

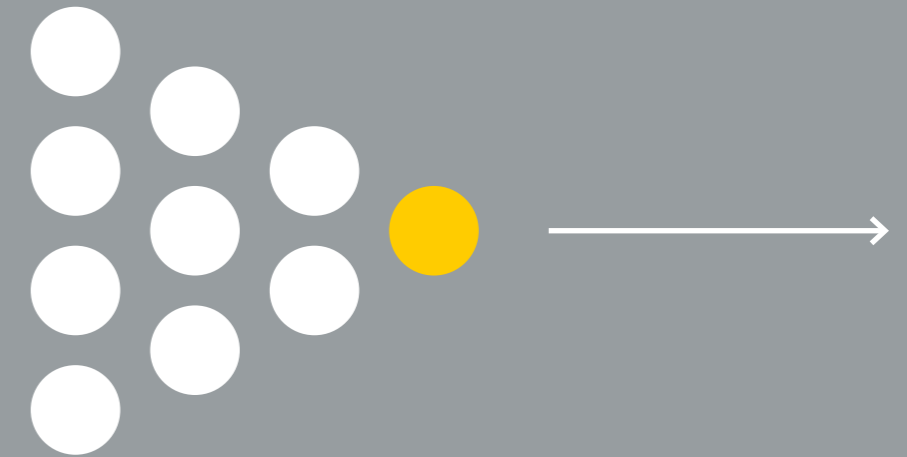


There are one or two other common concerns that we regularly hear from dentists - such as **the practice team's appetite for change** and their willingness to get behind a move to private practice.

Again, this is something that you will need to consider - an engaged and committed team will definitely make the transition far easier.

The key here is **clear and effective communication** - the team need to hear the reasons behind the move and the benefits it will deliver to the practice, the patients and to them as individuals.

Experience tells us that most teams get on board once a positive picture of the future has been painted.



getting all of your team on board and **pulling in the same direction** is critical to a successful transition to private dentistry





Perhaps the most common frustration we hear from dentists wanting to make the move to private dentistry is that they don't know **where** or **how** to start.

The first step seems too difficult or just unclear...

It's one thing knowing what you want to do, but the 'how' is what often eludes many NHS dentists. As a result, they resign themselves to continue working within the confines of their NHS contract.

But here's the good news...
...this is where we can help.



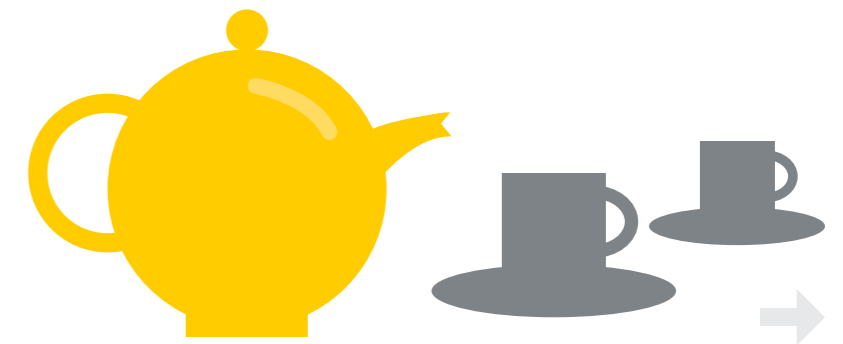
Practice Plan exists to help dentists like you to make a successful move to private dentistry...

(but only if it's the right thing for you)

...it's what we do and it's what we've done with many hundreds of practices across the UK.

What's more, the first step is far easier than you might imagine - it's just a relaxed, open meeting for us to get to know you and your objectives and for you to find out a bit more about us and how we can help.

During that meeting, we can help you develop a clear picture of the key factors that will influence your decision and also give you an understanding of what the journey might look like.





**The most important thing is
to take things at your pace**

You can rest assured that we will never, ever put any pressure on you to make the move - it's too big a decision and one that only you can make, when the time is right for you.

**If there was a need to convince you to make the move,
you're not ready.**

Also, if we think the move represents too great a risk for you based on your own specific circumstances, we'll advise you against it - we're only ever interested in the win/win - no losers.

If, after our first meeting, things are looking positive for the move to private dentistry - we'll put an outline plan of action together for you with some suggested timescales - but these are just an indication - you need to move at the pace that is most comfortable for you.

AND...if at any time you change your mind,
that's fine by us.

We'll also put you in touch with other dentists who have made the same journey, if it helps to talk to them about their experiences - like David on the next page.





Dr. David Isted

Joint owner of White Peak Dental Practice

HUSBAND AND WIFE TEAM DAVID AND SUSAN ISTD ARE THE OWNERS OF WHITE PEAK DENTAL PRACTICE IN ASHBOURNE, DERBYSHIRE. THE PRACTICE HAD BEEN PREDOMINANTLY NHS FOR OVER FIFTEEN YEARS BUT DAVID AND SUE HAD BECOME INCREASINGLY DISILLUSIONED WITH THE NHS SYSTEM AND THEY DECIDED TO MAKE THE MOVE TO PRIVATE DENTISTRY WITH PRACTICE PLAN. DAVID TALKS THROUGH THE EXPERIENCE.



Although we had concerns about making the move to private dentistry - mainly about how our patients would react and whether we would cope with losing the regularity of our NHS income – we just couldn't see how we could continue to work within the NHS and maintain the standard of care we aspired to provide.

It was a big move and something we didn't want to do on our own. We'd heard a lot of praise about Practice Plan and the support the company provided, so we sat down with Josie, the Regional Support Manager for our area, and she helped us to evaluate our options.

She listened to our reasons for wanting to make the move, what our fears were, what we wanted from the future and helped us to look objectively at what could be the right move for us. We were really comforted by the fact that Josie carried out a full financial analysis and risk assessment to ensure that making the change was right for us and took all the fear out of the things we just didn't know where to start with - like how to calculate what fees to charge. Having an expert on hand with

an understanding of how many patients our business needed to keep was invaluable.

Once we'd made the decision to go private, Practice Plan took us through every step of the process, consistently supporting us, the team and ultimately our patients. Their planning was meticulous and the support from both Josie and the rest of the team was, and continues to be, brilliant. Practice life is now much less hectic and much more enjoyable. I can't thank Practice Plan enough for making the change so simple.

Practice life is much less hectic and much more enjoyable now



So, that's it!

We're not here to sell you anything.

We're here to support you through the process of making one of the most important decisions you'll make in your dental career.

And, should you decide to make the move away from NHS dentistry, we're here with the expertise, experience and knowledge to give you the best possible chance of making it a success.

If you'd like to get a meeting in the diary, just give us a call or email us on hello@practiceplan.co.uk

We look forward to meeting you.

You can call us on:

01691 684165

Thank you



I don't think there can be a more friendly, supportive and knowledgeable team in dentistry today!

Simon Thackeray : Private Dentist

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nhs.practiceplan.co.uk

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