

A **CHANGE** FROM THE NHS

Why Practice Plan are the plan provider to
support you to make a seamless and successful
conversion from NHS to private dentistry

Practiceplan
The business of dentistry

Part of the **WESLEYAN** Group

THINKING OF LEAVING THE NHS? WE'RE HERE TO HELP!

Did you know?

Practice Plan has over 22 years' experience of helping dentists make a successful move to private dentistry.



Hello, if the statement above rings true for you, then you're in the right place. Practice Plan are the industry experts in helping NHS dentists make a successful move to private practice.

Since 1996, we have supported hundreds of dentists to objectively analyse their situation and evaluate if a transition away from the NHS would be the right move for them. We have a team of experts who are experienced in every aspect of the move, along with dedicated systems and approaches that have been purpose-built to make the move as seamless as possible for you and your patients.

If you're looking to make the move to private dentistry, Practice Plan is your natural partner.

We can support you every step of the way and into the future. And, we can help you establish a strong and well-populated patient plan in your practice that will replace the regular income you receive from the NHS.

Nathan Beckett : Managing Director

In this short booklet, we have set out to provide you with the information you need to make an informed decision as to your way forward.

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The survey asked how happy NHS dentists are about seven areas of working life:

- **Patient care**
- **Remuneration**
- **Job satisfaction**
- **Working hours**
- **Managing patient expectations**
- **Stress levels**
- **Work/life balance**

Across all seven areas the results were damning.

On average 86% of NHS dentists felt either **unhappy** or **very unhappy**

86%

To see the full results of the NHS Confidence Monitor survey go to www.nhsdentistryinsights.co.uk



NHS DENTISTRY IS AT CRISIS POINT, THE TIME TO MOVE IS NOW!

Did you know?

Practice Plan has over 1600 dental practices as clients with over 580,000 patients on a plan.

If you are frustrated with an NHS contract that puts you under too much stress for not enough remuneration, then rest assured - you are not alone.

Our recent NHS Confidence Monitor survey of over 300 NHS dentists shows that the majority are struggling to make their NHS commitments work for them and as a result there is a huge amount of disillusionment that leads to unhappiness and a lack of fulfilment and job satisfaction.

The sad fact is, it's a situation that seems unlikely to change, with the Oral Health Improvement Plan shaking up dentistry in Scotland and the new English NHS contract not due until 2020. Indeed, many of the English practices engaged within the prototype project are already showing strong signs of dissatisfaction with the proposed new system.

Without proper funding and support for NHS dentists there is no future

Survey respondent



Add to that, the fact that the Government has been clear and consistent in saying that there is no more money for NHS dentistry and the future looks bleak for NHS dentists. But there is a way out. Making the move to private dentistry will give you more opportunity to be the dentist you want to be.

Since moving to private I have increased the amount of time I spend with patients and the type of services I can offer.

*Ann-Marie Bard : Principal Dentist
Cleobury Dental Practice*



PRIVATE DENTISTRY IS **MORE REWARDING** AND POTENTIALLY MORE PROFITABLE

Did you know?

*Practice Plan is
the UK's leading
provider of
practice-branded
patient plans.*

All the evidence shows that the grass really is a lot greener on the private practice side.

Dentists who have made the move from NHS dentistry to private practice talk of big changes in many aspects of their working life.

These include:

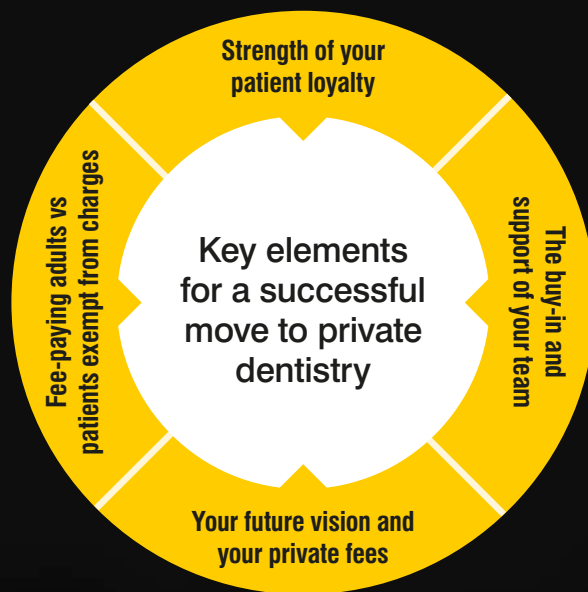
- Having more time to spend with patients
- Being able to carry out a wider and more fulfilling range of dental treatments
- Feeling less pressure and stress
- Having a much better work/life balance
- A level of remuneration more in line with their skills and experience.

On average...

83%

of private dentists who have made the move from NHS dentistry said they were **happier** or **much happier** in private practice.

Source: NHS Confidence Monitor Survey 2018
www.nhsdentistryinsights.co.uk



You'll be supported throughout the analysis by your Regional Support Manager (RSM), who will be someone like Sarah, Amy, Suki, Jayne and Matt here. All of our RSMs have an immense amount of experience and knowledge in helping dentists to move to private dentistry - you'll find their support invaluable throughout the whole process and beyond.

WE CAN HELP YOU ANALYSE YOUR SITUATION AND **ASSESS YOUR OPTIONS**

Did you know?

Practice Plan's RSMs have a combined experience of working with dental practices of 160 years! And they still look so young!

Despite the fact that the benefits of making the move to private dentistry are clear and well documented, it's still a big decision and one that needs careful consideration.

Like many other things in life, there are no guarantees, but what we can do is minimise any risks and swing the odds in your favour. The route to a successful move to private dentistry is understanding your unique circumstances and measuring them against a number of key influencing factors.

The first of these is the strength of your relationships with your NHS patients, specifically the length of time you have been treating the patients on your list - the longer the better! If you have long-established relationships with your patients they are much more likely to stay with you through the change.

The next is the demographics of your practice in terms of those patients who are fee-paying adults versus those who are exempt. That said, you'd be surprised how many patients you could afford to lose and still make a successful conversion.

We were really comforted by the fact that Practice Plan carried out a full analysis and risk assessment to ensure that making the change was right for us.

*Moss Osman : Principal and owner
Bridge Dental & Implant Clinic*



Which leads to other areas for consideration: your future vision and the private fees that you choose to set. As well as your practice team's appetite for change and their willingness to get behind a move to private practice.

We can do a full analysis with you and advise you on your suitability to make the move to private dentistry. One thing you can totally rely on is an honest answer - there are no winners if the move is not successful.

6 steps to a successful conversion

01

An in-depth viability review of your unique circumstances

Every dental practice is different and we want to make sure that you're in the best possible position to make the change to private practice. We'll do a full analysis based on your current situation and future aspirations that will help you make an informed decision.

02

Full financial analysis and development of your membership plan

Your Regional Support Manager will support you to set appropriate private fees and align your membership plan to your future vision and goals

03

Development of a change plan aligned with your timescales

There are a few different approaches we can take to the transition so, with you, we'll work out a plan that suits you and your practice best. And, rest assured, everything moves at your pace.

04

Training for you and your team

One of the key elements to a successful move to private practice is the signing up of your patients to your patient plan. Your RSM will give your team a full training session that will give them all the tools they need to communicate the change clearly and positively.

05

Implementation of the plan

Once you press the 'go' button, the Practice Plan engine will rev up. We'll organise a mailing to all of your patients informing them of the change and we'll provide you with all of the materials and support you need to make the move a success.

06

Monitoring and on-going support

Of course, the changeover to private practice is just the start. We'll be closely monitoring your progress and we'll give you access to all your patient data via our online management information so that you have a clear picture of how things are going.

THE PROCESS IS SIMPLE AND **YOU ARE IN CONTROL** AT ALL TIMES

Did you know?

Practice Plan brands all of your plan literature to your practice, so you can build your brand and your reputation... not ours.

We have helped hundreds of dentists to make the move to private dentistry and we have developed tried and trusted methodologies that deliver the right results at every step of the journey.

When you make a big decision, you want to feel that you are in a safe pair of hands. Like yours, our business depends on a successful outcome for you and your practice, that's why we work extremely hard to ensure that things go smoothly and with the minimum of disruption to you, your team and your patients.

As such, simplicity and clarity are our two buzzwords. We are continually monitoring and developing our approaches to make sure things are as simple and as clear as can be for all involved.

Of course, the most important thing is that you feel confident and in control at all times, so we will always take things at a pace that suits you and we're here to chat things through if you're ever unsure or have any questions.

Once we made the decision to leave, the Practice Plan team were with us every step of the way and supported us at our own pace.

*Zoe Sharp : Practice Manager
Alexandra Dental Care*



The diagram on the left shows you the key stop off points along the journey, but we'll explain them in much more detail when we meet.

Everyone we've met from Practice Plan is highly skilled and totally committed to doing the best job for our practice. ”

Ged and Kate Cummings, Joint owners, Hanford Dental & Implant Clinic

Meet some of our experts...

Janet and Josie are two of our Regional Support Managers. You'll have your own RSM who will be your main point of contact when you're with Practice Plan.

Becky is part of our Business Support team at head office. The team will help you get the ball rolling and ensure you have everything in place when it comes to setting up your plan.

Hannah is part of our friendly Customer Support team. They are on hand to support your practice with any patient or team queries you may have.

Laura and Nick are part of our in-house Marketing and Design support team. They will ensure that you have all the tools you need to promote your practice and membership plan.



CHOOSING PRACTICE PLAN MEANS YOU HAVE EXPERTS ON YOUR SIDE

Did you know?

Practice Plan has its own in-house design and marketing team to help you promote your practice and your practice-branded plan.

We might be a bit biased, but we genuinely believe there is not another team in the whole of the UK better equipped to help you make a successful move to private dentistry. Why do we say that?

Since 1996 we have helped hundreds of dental practices make a similar move and over those years we have learned many valuable lessons. As a result, we have built our expertise and developed our systems.

We have worked with the unique circumstances of dentists across the country and know what works and what doesn't.

You can expect us to be clear in our communications, meticulous in our planning and by your side through every stage of the transition - after all your future depends on it, and so does our reputation.

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

*Simon Thackeray : Principal
and Owner Thackeray Dental Care*



Finally, you can expect a total lack of pressure - you do things at your pace and to your agenda - after all, it's your practice.

*Introducing a patient membership plan
into your practice gives you:*

- ➡ a regular and dependable monthly income
- ➡ the ability to plan ahead with confidence
- ➡ a potential increase in treatment plan uptake
- ➡ support to build your brand
- ➡ increased patient loyalty

PLUS... *There are major benefits for your patients too:*

*A deeper, longer-
lasting relationship
with their dentist*

*Gives access
to practice-set
discounts and
treatments*

*Provides peace of
mind in the event
of a dental trauma,
emergency or oral
cancer*

*Spreads the
cost of their
routine preventive
dental care*

*Improvement in
dental, and overall
health as potential
issues are spotted
earlier*

A PATIENT PLAN IS THE PERFECT WAY TO NURTURE YOUR PRIVATE PRACTICE

Did you know?

Practice Plan's online management information gives you real-time access to all of your patient membership data, any time of day or night.

As an NHS dentist there is one element of your business that you might be reluctant to give up, and that's the certainty of a regular monthly income. Introducing a patient plan into your practice is the perfect way to replace and build on that income.

Helping you to introduce and grow a patient plan within your practice is what we do, and we've been doing it for over a quarter of a century.

How it works is very simple. Your patients register to join your plan and they pay monthly, a fee set by you,

for the treatment they receive. Practice Plan collects all of those monthly payments on your behalf and gives you one single payment at the end of each month. It makes life easy for you and gives you more time to do the thing you do the best...the dentistry.

A huge number of private dental practices work on the foundation of a patient plan because it gives them stability and confidence based on a predictable income and cash flow.

Plus...in comparison to our main competitor, all of our plans are branded to your practice, after all, they are your patients, not ours.

Our patient membership plan is now the foundation of our business. It gives us the peace of mind that we have regular income coming in and helps us to avoid the peaks and troughs in income that many other businesses suffer from.

Andy Lavelle : Practice Manager, Castle Way Dental Care

”

*Practice Plan events are brilliantly organised,
highly relevant and the most fun – I love working
with them and their practices. ”*

Chris Barrow : Dental Consultant

EVENTS & WORKSHOPS



IN-HOUSE TRAINING



MARKETING SUPPORT



BRANDING & DESIGN



DEDICATED TEAMS



INNVOATIVE SUPPORT



A WIDE RANGE OF SUPPORT SERVICES TO HELP YOUR BUSINESS GROW

Did you know?

Practice Plan hosts regional events across the UK to help you build your business skills and stay ahead of the competition.

Everything we do is about helping you to grow a strong, profitable and sustainable business and our support comes in many different forms. So, in no particular order...

A dedicated Regional Support Manager

We have the most experienced team of support managers in the UK...bar none. You'll have your own RSM who will be on hand to provide advice and guidance or just an ear to listen.

Design and marketing support

Our in-house Design and Marketing team would give any outside agency a run for their money - they're creative, experienced and best of all, they know dentistry, which means they know what works.

Training and events

THE best speakers in dentistry delivering events and workshops on the hottest and most relevant topics to dental practices today.

Practice Plan continually provide me with the support I need to run my practice the way I want. They have helped me to transform my working life.

Simon Thackeray : Principal and Owner Thackeray Dental Care

”

Online management information

To put you in control of your patient membership data in real-time

Head office support

When you're RSM is not about, the teams at head office will be.



Our conversion with Practice Plan took place in 1996 and it was the best business decision we ever made. In fact, it was a major positive step towards the secure and happy retirement we now get to enjoy.

Andrew Attwater : Retired dentist & former Practice Plan member



THE FIRST STEP IS EASY...

Did you know?

Practice Plan's
Workshop Tour features
many of the sector's
most inspirational
speakers and it's FREE
for our members.

Making the decision to move from NHS to private dentistry is a big one. However, if there's one sentence we constantly hear from dentists that have taken that step, it's 'I wish I'd done it sooner'.

So, the plan is...take the first step, an open and relaxed meeting to assess your situation to give you an understanding of what a potential change might look like. If we think the change represents too great a risk for you based on your own specific circumstances, we'll advise you against it. If it opens up possibilities, but you need time to mull everything over, then that's fine too.

And, after our initial meeting, if things are looking positive and you want us to explore the next stage,

*I transformed my business
by making the change to
Practice Plan.*

*Lesley Morgan-Barlow : Owner
Synergy Dental*



we'll put an action plan together. One that is based on facts and experience – and one that moves at a pace that is most comfortable for you and stacks the odds in your favour.

But don't take our word for it...

Turn over to see how we helped one of our practices ➡
successfully make the change from NHS to private

LEADING US THROUGH OUR CHANGE

Moss Osman is the Principal and Owner of Bridge Dental & Implant Clinic in Derby, Derbyshire. The practice had been predominately NHS for over 15 years but Moss and his team had become increasingly disillusioned with the NHS system and he decided to make the move to private dentistry with Practice Plan.

Moss talks through his decision and the experience...

'Although I had concerns round how our patients would react to the idea of going private and whether we would cope with losing the regularity of our NHS income, my team were struggling to adhere to the time pressures of meeting our NHS UDA targets, and I felt that making the move to private practice was our best option if we wanted to improve our practice and the quality of care we provided.

I was aware of dental colleagues who had implemented a membership plan at their practice and I felt it might be a solution that could eliminate some of the perceived risks I feared of leaving the NHS, like losing our regular income and the loyalty of our patients.

But it was a bold move and I didn't want us to do it alone. I'd heard a lot of praise about Practice Plan and the support they could provide and I wanted to work with a plan provider who would work with us and, more importantly, lead us through the change.

I got my management team involved and we all sat down with Josie, the Regional Support Manager for our area, and she helped us to

evaluate our options. She listened to my reasons for wanting to move away from the NHS, what all of our fears were, what I wanted from the future and helped us to look objectively at what could be the right move for us. She then carried out a financial analysis and risk assessment to ensure that making the change was the right option for us and, if it was, what our new charging structure should be. I was really impressed with her drive to do the right thing by us rather than just trying to sign us up.

I did have some concerns about losing too many of our NHS patients for the move to be viable, so having the backing of an expert and an understanding of how many patients we needed to keep was invaluable. Josie suggested that, rather than simply relying on sending a letter to all our patients explaining the move, we should talk to people as they came into the practice. This would take longer, but would give us the chance to speak face to face with patients, answer any questions they had and keep us in control of the change.

Once we decided to move forward, Josie helped us plan and prepare for how to inform the team. My management team was

Practice life is much less hectic now we've converted and I can't thank Practice Plan enough for making our transition so simple.

”

nervous about how they would react, but knowing the types of questions to expect and having someone who had taken practices like ours through this transition before was really helpful.

There were a few reservations at first, but these were alleviated once we explained the benefits it would have for us and our patients. Once the team were totally comfortable, Josie started to train them on the details of the plan, how to promote it and how to handle patient questions. She even helped us script the answers, providing us with an easy reference guide if we needed it.

What was also really useful was a draft letter explaining what was happening should any patients want us to confirm what we were doing in writing. Having this type of practical support was invaluable to us at such an important time and only when we felt

completely prepared and confident did we press ahead with our conversion.

In the end, we were really pleased that the majority of our patients signed up to our plan or continued their care on a pay-as-you-go private basis and only a minority left. Even though it was sad to lose these patients, we were all surprised to see that there was no financial impact on the business as the amount we lost was quickly covered by the additional income generated privately.

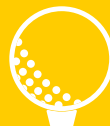
Practice life is much less hectic now we've converted and I can't thank Practice Plan enough for making our transition so simple. Their planning was meticulous and the support from both Josie and the rest of the team was brilliant. We trusted them implicitly throughout our conversion and still do today.'

Since moving to private practice, Moss has:

Increased his turnover • Increased his profits • Reduced his working hours

Trained and become an accredited Dental Implantology mentor

Played more golf • Spent more time with his family • Smiled a lot more!



WELL, THAT'S IT FROM US...

All the evidence says that making the move will deliver huge benefits on many different levels, as we've already outlined in this booklet.

The key thing to remember is, you're not alone. We're here with the skills, the expertise, the experience and the methodologies to make that move a success for you and your team.

So, whenever you're ready, please get in touch, we're waiting and we're ready to help you transform your business and your professional life.

Thanks for taking the time out to read this booklet.
The Practice Plan Team

We'd love to hear from you!

01691 684165

info@practiceplan.co.uk

nhs.practiceplan.co.uk

Did you know?

*Practice Plan is part
of the Wesleyan Group
giving you access to a
wide range of additional
support services.*



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Or email us at : info@practiceplan.co.uk

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