

NHS to Private Support

Moving away from the NHS to private dentistry is a significant decision and one that requires detailed analysis and planning, ensuring any transition is a success for you, your team and your patients.

If you're looking to make a gradual step to private dentistry or leave NHS dentistry for good, our expert team can help guide you through a successful conversion.

Below is an overview of how Patient Plan Direct (PPD) can help you to assess whether a move to private dentistry is the right objective, and if so, how we can support you to ensure any transition is a huge success.

Why consider a conversion?

The appetite for exploring the transition to Private has never been as prevalent. Hitting UDA targets and making NHS dentistry commercially viable is arguably tougher than ever before. Reasons why many practices are considering the move, include but are not limited to:

- Alleviate pressure, stress and exhaustion
- Unrealistic UDA targets and SOPs
- Recruitment challenges to find staff to deliver NHS care
- A heavy reliance on one customer, the NHS!
- Inadequate time to deliver the quality of care patients deserve - the risk (or fear) of complaints and litigation associated with 'rushed' care
- Frustrations around a lack of clarity on future contract changes, timings and funding
- The attraction of all that private dentistry has to offer

The benefits of private dentistry

- Clinical freedom and the option to offer a wider range of treatments
- The control to determine your own future and career development
- The availability to spend more time with your patients
- Unlimited business growth potential
- A less stressful, target-driven, culture

The benefits of a patient plan when converting

Introducing a patient membership plan is a proven vehicle to help you make the transition from NHS to private practice. A well-structured plan or range of plans is a win-win for both your practice and your patients.

- **Generate recurring income to replace NHS income**
Receive regular, monthly payments from your patients – improving your cash flow and replacing NHS income alongside private treatment fees.
- **Patients can budget for their care**
Support your patients with their transition to private care by giving them an option to spread the cost of regular care with an affordable monthly payment.
- **Encourage regular attendance**
If a patient is already paying for a service, they are more likely to use it, encouraging patients to visit your practice on a regular basis and embrace preventative dentistry.
- **Nurture patient loyalty**
Being a plan member gives an identity and connection to a practice. Your plan patients will feel part of your practice community.
- **Upsell other treatments**
You can offer exclusive discounts or promotions on treatments to your plan patients, allowing you to increase treatment revenues.

Full or partial conversion?

Depending on your circumstances, you can adopt an approach that is best suited to your practice. Whether you're ready to move from the NHS to private dentistry in full, or looking to do it one dentist at a time. Each option can be tailored to best suit the approach you want to take.

Full Practice	Clinician-led (partial)
Forgoing your NHS contract and only offering private care as an option for your patients. Introducing a patient plan option is a proven way to replace NHS income and allow patients to budget for private care.	Retaining your NHS contract and providing patients with the option to see you privately under a plan or access NHS care via another clinician. The principal dentist usually converts to private in this instance, leaving NHS to their associate dentist/s.

Our NHS to Private expert and wider team support



Janice is our Head of Business Development and NHS conversion expert. Janice has over 30 years' experience in supporting practices with NHS to private conversions, seeing the good, the bad and the ugly. She also formerly worked as a dental nurse, dental therapist, practice manager and practice co-owner, so understands practice life.

All practices undertaking a conversion with PPD have access to Janice alongside a dedicated Business Development team contact, our client services team and our online portal. This extensive support network provides the necessary advice, analysis, training, tools and resources to ensure conversion success.

The Process

We have developed a proven process to help practices transition from NHS to Private. With the support and guidance of our expert team, we will ensure you fully understand each step of the process. We will be with you every step of the way but will always ensure you are in control at all times, taking things at your pace too.

We have summarised the process below, which our team will cover in detail when we meet with you to explore the objectives you have in mind.

1. Viability analysis

We will start by assessing your practice dynamics, reviewing and considering certain indicators and areas that we know are key to making a successful transition. Examples of such areas include a clinician's length of service at the practice and patient loyalty, fee paying to exemption ratio, and your vision.

2. Financial analysis

We perform an in-depth financial analysis; advising the practice on an ideal plan structure and price point, a plan uptake target to replace NHS income alongside private treatment income, and indicate the required surgery time to deliver care to patients that opt for private care. It is at this stage that we also encourage clinicians to consider seeking independent pension advice, ensuring the whole consideration of whether to convert to private is completely unbiased.

3. Team buy-in, engagement and training

Once a decision has been made, our Business Development team will be on hand to ensure the practice's team are fully trained and engaged with the transition process and plan launch. This is new territory for many team members, so it's of utmost importance that everyone is comfortable and fully on-board.

4. Patient communication

We will manage the patient communication process, providing promotional materials and managing mailings to patients clearly explaining the change and their options. It is paramount that these communications are both clear, but uniquely designed to speak directly to the practice's patient base in a positive and confident manner.

5. In practice support

We also offer in-practice support in the early stages of the transition, being on hand to deal with any questions or queries, no matter how big or small.

6. Ongoing support

The support doesn't just stop there. Our team provides support for all aspects related to your plans:

- Marketing material and guidance.
- Our online portal providing reports, insight and online patient sign up
- Plan fee planning and managing future fee increases
- Plan related advice, support, training and resources
- Global dental A&E scheme for patients

How we differentiate from other plan providers

- A small but well established team and technology. We are not a huge corporate organisation, we deliver a highly personable service.
- Unbiased advice and no pressure to commit to a conversion.
- We encourage independent pension advice.
- Our admin fees are 2-3 times less than other providers meaning you retain more of your plan income.
- Expert support and huge cost savings versus working with other providers. Why pay more?