

Denplan *Champions*

What is the role of a Champion?

"I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion." Mia Hamm

We see the Champions as being ambassadors for Denplan. You'll know all about our products and services. You'll be responsible for motivating and encouraging your team to promote and be able to talk knowledgeably about us and our plans.

"None of this would work if we did not have such a fantastic team."

Helen, Denplan Champion

As a Denplan Champion, it's so important that you have the full support of the dentist and the rest of the practice team. We know you all approach the role in different ways. For instance, some Champions hold regular meetings with their team to make sure they know what is going on with, say, any Denplan promotions or patient incentives. Because you hear about these campaigns in advance you'll have time to plan any marketing activities around the promotion.

The Consultants and the Practice Marketing team in Denplan are on hand to provide you with all the help you need to carry out your role successfully. Whether it's training, a reminder about the Denplan products or marketing support for any promotional activities being planned there's always someone to give you the guidance and advice you need.

As with any role, getting together with those in the same position is hugely beneficial. We try and organise as many sessions as we can so that you can meet up with other Champions, swap ideas and make sure you're up to date with all the products and services.

"Having a Denplan Champion provides focus and direction for the whole dental team. It's not just about patient recruitment, remaining focused on patient retention is just as important so that we retain a strong and loyal patient base. Having a Champion is certainly making a difference, but we aren't going to rest on our laurels or get complacent!"

Nick, Practice Manager



Denplan

At the heart of dental care

The products

Denplan Care

- a comprehensive dental plan

The plan covers all routine dental care such as check-ups, hygiene visits and dental x-rays. It also pays for some restorative treatment – normally fillings, extractions and root canal work – so for patients that may need a lot of treatment this is ideal.

For other treatments such as crowns, dentures or bridges patients only have to pay the laboratory fees – this saves them a significant amount of money.

Patients have to be dentally fit before joining the plan and will need to have an initial assessment from their dentist. They will then be placed into one of five categories – this will determine their monthly fee. The fee and category are based on how much dental treatment they will need.

Denplan Essentials

- a dental maintenance plan

This plan is suitable for patients who just want cover for their basic preventive dental needs and are happy to pay separately for any restorative dental treatment. Most dentists offer a discount off these treatments – it's entirely their choice. This is a wonderfully flexible plan and allows dentists to set it up in a way that best suits their patients' dental needs.

It's always important that we remind patients that regular check-ups and hygiene visits are essential. This can lessen the necessity of them having to undergo costly and complex dental treatment.

No initial assessment is necessary and patients can sign up there and then in the practice or directly online via Denplan Essentials Direct. Dentists who offer this service can be found on the Find a Denplan dentist website.

Plans for Children

- a flexible dental plan for children

Rather like Denplan Essentials, this is a pretty flexible plan and can be set up by the dentist in a way that is best for his younger patients and how much dental care they will need. The plan will allow dentists to spend time with children and their parents to talk about oral healthcare to ensure a lifetime of healthy teeth and gums. It's also important that children get used to the dentist environment at any early age

Membership Plan

- a practice-registration plan

Suitable for patients who value being able to see the dentist of their choice. It is the dentist's decision as to whether they offer discounts of dental treatments and check-ups as part of the plan. All routine and restorative treatment is paid for separately as and when it is needed. Like all the payment plans it includes worldwide dental injury and dental emergency cover (Supplementary Insurance).

If you feel that you are not completely comfortable talking to patients about any of our plans please talk to your Consultant or your Practice Support Advisor (PSA) – your PSA is happy to train you over the phone. If you need help with anything we do encourage you to always just ask us.

Why take up a dental payment plan?

When talking to patients about Denplan you need, not only to be able to explain the different products, but to give reasons as to why it's a good thing to do – here are some suggestions:

- It's an easy way to pay for your routine and restorative dental care. You pay monthly and the fee depends on how much dental care your dentists think you will need – this can vary quite a lot
- There are plans to suit most budgets and oral healthcare needs – Denplan Essentials, for instance, just covers check-ups and hygiene visits which are absolutely vital for keeping your teeth and gums in good condition. Denplan Care is pretty comprehensive so if you need more dental treatment this might be the best plan for you
- A number of surveys have shown that patients on a plan are most likely to keep up regular dental visits, thereby increasing their chances of remaining dentally fit
- You have a much wider choice of treatments with private dental care and more time with your dentist. This means they can really concentrate on you to take a preventive approach to your oral health. They'll have time to discuss the best way to keep orally fit, not just with an effective oral health routine, but talk about other factors, such as diet and lifestyle
- All the plans include worldwide dental injury and dental emergency cover

- And access to Denplan's 24-Hour Worldwide Dental Emergency Helpline – support wherever you are and whatever time of day. Patients on Denplan don't have to worry about getting treatment out of hours – all temporary emergency dental treatment is covered
- Denplan have a fantastic Customer Advisor Team who can answer any questions you might have about the plans

We've got a plan...

...that'll stop those little dental problems becoming big dental problems.

Denplan Care is a payment plan that makes it simpler than ever to enjoy the best private dental care and advice.
And we'd like to tell you all about it.

➔ Ask us about Denplan Care today
or visit www.denplan.co.uk

That's the world of Denplan for you.

Denplan
At the heart of dental care.

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How to introduce Denplan to patients

Starting up a conversation with a patient about joining Denplan is not always easy – here are a few suggestions.

- Make the most of any Denplan patient incentive – there may only be a few a year but they are a really effective way of talking to patients about joining a payment plan. It's a good idea to make sure that all members of your practice team are aware of the campaign and that you all agree on how you will talk to patients about it. Just having posters may not be enough to generate a response
- Have your own patient-incentive days or even weeks. You can just “do” Denplan for a day or a week. Have posters, banners, promotional items (you can get these from Denplan) or organise goody bags to give to patients who sign up to a payment plan. Or arrange a raffle for, say, an electric toothbrush
- On a day-to-day basis have prompts on reception – a tent card, a pad saying how much they could have saved that day if they had been on Denplan or a Fee Comparison guide

Chestnut Smiles
EXPERTS IN WIDENING YOUR SMILE

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web: www.chestnutsmiles.co.uk

Table of our fees for private patients and patients on Denplan Care

Treatment	Private Fee	Denplan Care
Recall Exam (inc Scale and Polish)	£XX	Included
Scale and polish	£XX	Included
Dental x-rays	£XX	Included
Fillings Amalgam (silver)	from £XX - £XX	Included
Fillings Composite (white)	from £XX - £XX	Included
Root Canal Treatment	from £XXX - £XXX	Included
Extractions	from £XX - £XX	Included
IV Sedation	£XX	Included
Crowns, bonded and gold	from £XXX - £XXX	Lab fee only
Porcelain Veneer	from £XXX	Lab fee only
Bridge, per unit	from £XXX - £XXX	Lab fee only
Emergency Call Out Fee	£XXX	£XX

Join Denplan Care from only £XXX per adult per month (xx pence per day).


Supplementary insurance includes:

- Temporary emergency dental treatment in the UK or overseas
- Worldwide dental emergency and dental injury cover
- Hospital cash benefit
- Out of hours consultation for dental emergency or dental injury
- Mouth cancer cover (cover not immediate)
- Access to Denplan's 24-Hour Worldwide Dental Emergency Helpline

For further information about the Denplan Care dental payment plan please speak with a staff member to see the Denplan literature or visit www.denplan.co.uk

*Terms and conditions

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Denplan
At the heart of dental care

The costs of the treatments you have had today are:

	£ Cost
As a Denplan Essentials patient, you have received the following discount today	Total

Your next appointment is:

Denplan supporting your dental health.



Denplan
At the heart of dental care

NDCS10 05-15

- Most importantly, your dentist needs to either initiate a conversation with a patient or carry on the conversation if you have already mentioned the payment plans. Dentists play a key role in talking with patients about Denplan

And, please remember, there is always someone here you can talk to for support and guidance — see contact details.

Contact Details

Practice Support Advisors (PSAs)

0800 328 3223 | psas@denplan.co.uk

Customer Advisors (CAs)

0800 401 402 | cae@denplan.co.uk

Professional Services

0800 587 1097 | ps@denplan.co.uk

Practice Marketing

practicemarketing@denplan.co.uk

Training and Events

0800 169 5697 | eventsandtraining@denplan.co.uk

Insurance and claims enquiries

0800 085 0960 | insurance@denplan.co.uk

Emergency Helpline for patients (UK)

0800 844 999

Emergency Helpline for patients (abroad)

+44 (0)1962 844 999

Dental Injury line

0800 587 6576 | trauma@denplan.co.uk

Correspondence Team

0800 169 7660



www.denplan.co.uk



[@Denplan](https://twitter.com/Denplan)



www.facebook.com/denplan



linkedin.com/company/denplan-for-dentists

Marketing in a nutshell!

Marketing is a lot less complicated than you may think – essentially it's:

What?

Identifying your target market

(ie. those people who want your services, that you can reach easily and who can afford you).

How?

Patient profile report

Available as part of your Denplan membership the report gives you a greater understanding of who your existing and potential patients are to allow you to accurately target your marketing.

What?

Finding out what your existing and potential patients want/need.

This is more important than what you want or need. Concentrate on your ideal patients and ensure you can deliver what they are expecting/wanting. Only promote your practice to your target market; this saves time and money.

How?

Research.

Ask your patients on a regular basis what they think about the products and services you offer. Make sure they know they are being listened to and that their feedback is valued.

What?

Create a relevant and unique service.

Always look to see what your competition is doing/not doing and offer something they don't.

How?

Know your competition.

Look at your competitors' websites or do some mystery shopping. If patients are leaving to go to the local competition try and find out why. Send patients who are leaving a survey – Denplan can help with this.

What?

Keeping your existing patients loyal.

Happy patients are your biggest asset. They will bring you new ones because they will tell others about you – and it's free!

How?

Look after them!

Always make them feel valued, reward their loyalty and keep in touch through emails, letters, social media or newsletters. Treat your patients how you would like to be treated.

We hope this is useful information. Please remember that the Denplan Practice Marketing team are always on hand to advise and support you in all your marketing activities. We also recommend you ask for a copy of Getting to grips with Marketing and Public Relations (PR).