

Writing your patient notice letter

When a Denplan patient list is transferred, both the Buyer and the Seller are contractually obliged to give the patients one calendar month's notice of the change.

Don't worry, your Correspondence Coordinator will help you write a notice letter to the patients, print it and post it for you free of charge.

Your Correspondence Coordinator will also help maximise the value of your notice letter. A good letter will remind your patients of the great service the practice offers, reassure them of the future of their care and minimise any patient impact.



Top Tips for writing your letter

If you're looking for some inspiration here a few simple ways you can help your letter add value to your sale.

01 Remind your patients of everything that's staying the same

Changes might concern your patients, so reassure them with the things they still see in the practice – the same reception team, the same treating dentist, the same high level of care etc.

02 Add a glowing review of any new dentists

If the patient will be seeing a new dentist after the transfer, a vote of confidence from their old dentist or the practice owner will go a long way to settle any worries they may have

03 Tell the patients a little bit about the new owner

A little detail goes a long way. A short paragraph about the new owner, where they've come from, what they do in their spare time can help the patient's welcome them to the practice

04 Announce an open evening or event at the practice

Patients appreciate the opportunity to meet the new owner, and any new dentists, and talk face to face. Even just inviting them to ask questions at their next appointment can do a lot

05 Share some of your plans for the future

Do you already have plans for improvements at the practice? Why not give the patients a sneak peek at the investments into their care that you plan to make

06 Invite the patients to connect with the practice on social media

So many patients use social media as their preferred method of communication, they're just waiting to connect with you

07 Try to keep your letter to one page

The greatest challenge of any written communication is keeping the reader's attention. The more concise your message can be, the more likely is that it will be read and retained

Making compliance easy

Just follow these steps to meet your contractual obligations and always stay compliant.

01 Be sure to give your patient's one full calendar month's notice. For example, to complete your transfer on 1st January 2019, the letter must land with the patients on or before 1st December 2018

02 Always include the following wording in your letter: *"Your Denplan contract will be re-registered to <<New Goodwill Owner Name>> on 1st <<Month>> <<Year>>. This is a contractual formality and requires no action on your part."* Just fill in the red fields with the details of your transfer

03 Always quote your GDC number, and the GC number of any other dentists you have named in the letter, as according to the GDC's guidance on advertising