

Telling the patients

The Denplan patients must receive one calendar month's notice of the change to their Denplan contracts before the Goodwill Transfer can be completed.

This is because the Buyer takes over the administration of the patients' Denplan contracts from the Seller as part of the Goodwill Transfer.

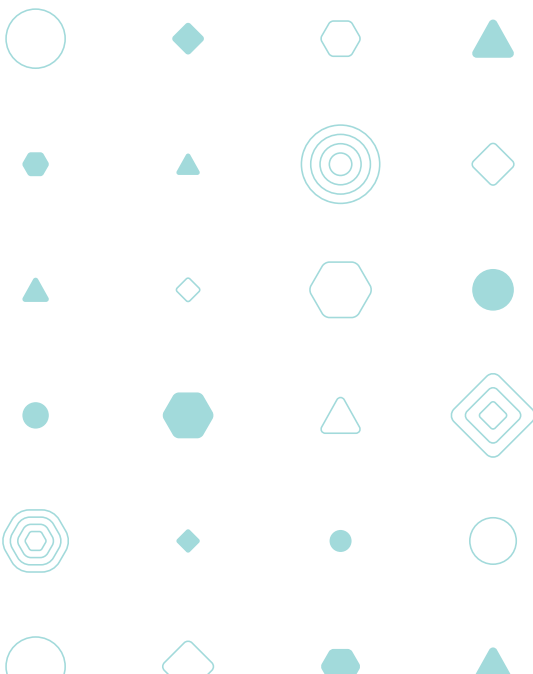
Simplyhealth Professionals can send your notice letter to the patients, FREE of charge. Our Correspondence Coordinators will even help you write the letter, not only to help you meet your contractual obligations but also help the Seller say goodbye and introduce the Buyer to their new patients.

Our Coordinators have everything you need, including best practice letter examples for a wide variety of circumstances. Here's a few of their tips for writing a notice letter that will help maximise patient retention and satisfaction:

- Answer the patients' most pressing questions, such as 'Who will be my treating dentist?' 'Will my monthly fee change?'
- Avoid using jargon or technical terms that patients won't understand
- Personalise your letter. We can do this for you, If you send us a practice logo and signatures, or the practice's letterhead.
- Tell the patients who their contract is being transferred to and the date that the transfer will take place
- Include some personal details about the buyer, such as interests and professional experience to help patients build a picture of their new dentist and any improvements or new skills they are going to bring to the practice

Some practices like to offer an open evening or coffee morning for patients to come and meet the new owner.

A great opportunity for the Seller to say goodbye and for the Buyer to introduce themselves



Call 0800 169 7660 to speak to your Correspondence Coordinator. They're ready to support you.

* Lines are open from 8.30am to 5.30pm on Monday to Thursday and from 8.30am to 5.00pm on Friday.