

What does the future hold?

In the last in this series, Rob Williams is crystal clear about the best way to ensure a continuous monthly income

Do you have control of your future? Can you increase revenue? Can you reduce costs?

The NHS provides a regular monthly income, with strings attached, and is many peoples comfort zone. The revenue is out of your control, what impact is it going to have on patient health if you cut costs further and what will happen to the contract in the future?

Golden

Many dentists are missing a golden opportunity to increase revenue by leaving the regularity of patient attendance to the patient. Anecdotally, fee-per-item patients visit once every 18 months. If this could be changed to once or twice a year, the revenue will increase.

Imagine a situation where you have total clinical freedom; your chosen patients attended at least one or twice a year, you had longer with each one; you received a regular monthly income and had total control over your fees; made more money, possibly worked fewer hours and were able to spend more money on developing your practice; not to mention less stress for the whole team. This is not a dream. It is being achieved by many of your colleagues who enjoy all the benefits of their own Membership Scheme, with their own practice brand.

Your patients benefit, too: best oral health through regular planned visits; peace of mind knowing that they have

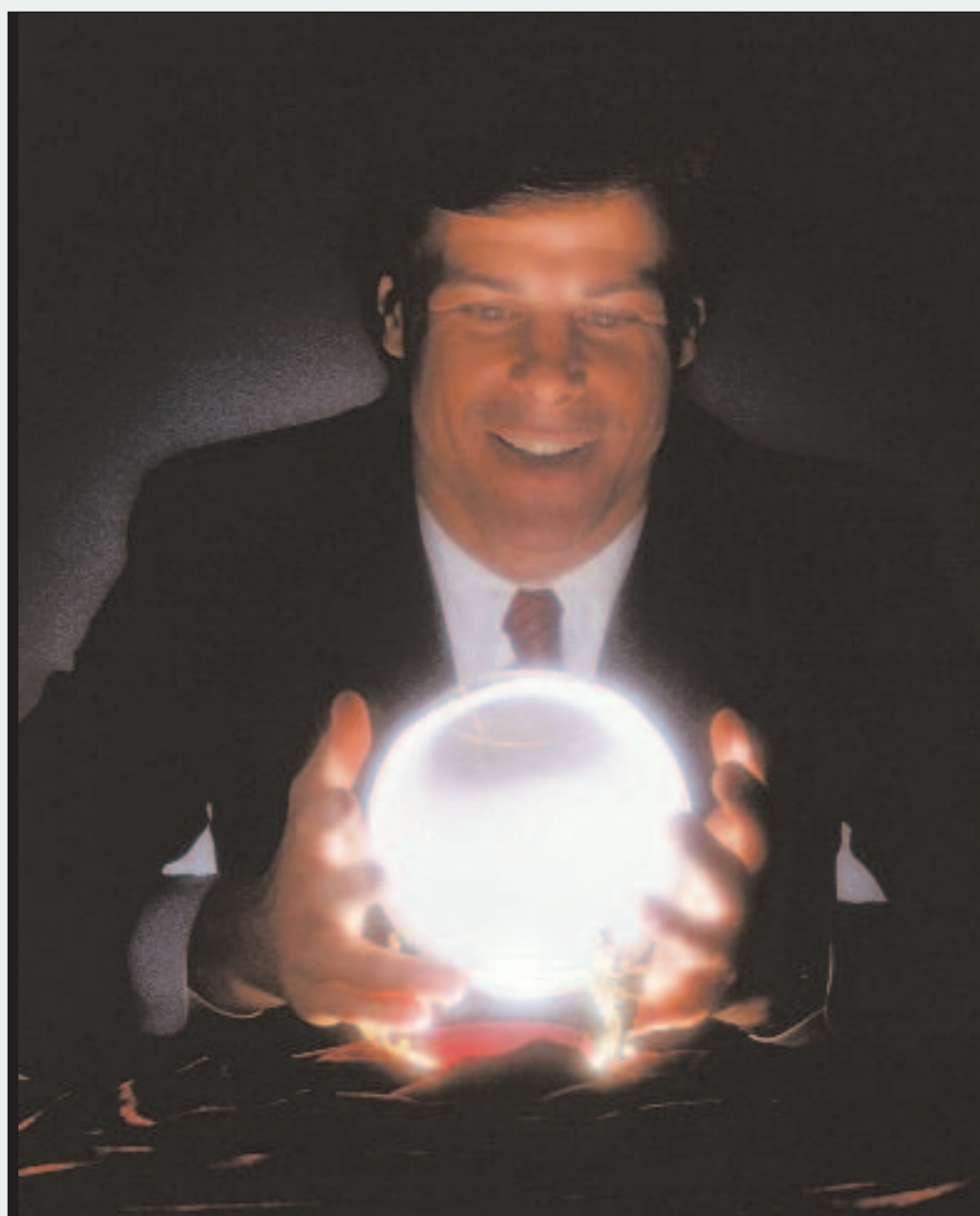
access to a dentist; they can choose if they want worldwide accident and emergency dental cover; typically a discount reducing the cost of treatments not covered by their plan and the ability to spread the cost of routine dental treatment.

There is a 'but': you must have the right partner to help you organise the plans you want to offer to your patients. Are the costs and charges best value for money? Very importantly, is the chemistry right between you and your contact at the proposed partner? Offering your plans to your patients one at a time, while they are in the surgery, carries no risk of losing patients – either at conversion or subsequently as they may have felt pressurised with a 'big bang' approach.

Flexible

Consultation and training are vital elements to a successful conversion. The service goes without saying; it must be reliable, speedy, accurate and personal – just like the service you give to your patients.

You can chose to use a low-cost partner such as Claremont which charges only 61p per patient per month including VAT, there are no set up or transfer costs and no fixed monthly charges. It is very flexible – any number of adult and children's plans can be put in place; patients can pay monthly or annually by direct debit and you or the patient can choose if you want accident and emergency dental cover at 50p per month.



Rob Williams is a director of Claremont Limited, a company he formed more than 25 years ago. The Claremont service helps dentist clients establish their own branded patient payment plans which Claremont then administers on their behalf. Rob Williams can be contacted on 01584 841300 or rob@claremontlimited.co.uk.



Only 61p per month
per plan patient.

Call 01584 841300

or e-mail rob@claremontlimited.co.uk to arrange an appointment.

CLAREMONT LIMITED
Patient Payment Plans

www.claremontlimited.co.uk