



Fair Pricing Policy.

Pricing is an important part of our ethos.

We want the fees that we charge you as a patient to be good value and also to reflect a fair price for our skills and experience.

We are committed to pricing fairly. The information below, sets out what we do to ensure that this happens.

1. We make you aware of our fees.

We want you to be fully aware of the treatment that we are proposing, the reason why we are proposing it and the fees that you will pay before your treatment begins.

We also want you to be aware of when your fees will be due. In most cases this will be at the end of each appointment.

To do this, we:

- Display a fee guide on our web site and make sure that it is also available at reception.
- Discuss with you the treatment that we think is necessary and the reasons why.
- Provide you with a written treatment plan which includes the estimated costs before treatment starts.
- Provide a new treatment plan for you, with updated fees, if the treatment needs to change for any reason.

2. Offer you options to reduce the cost of your dental treatment.

- Our patients can sign up to one of our dental plans. We think that they offer great value for patients as well as a way of spreading the cost of your maintenance care. We offer a patient membership plan known as DPAS essentials. Patients on our Essentials plan also benefit from a member's discounted price for certain treatments and worldwide accident cover.

You can read more about our plans on our website (terms and conditions apply).

- Apply for 0% finance. For treatment plans over £1000 we offer you the facility to apply for 0% finance over 6 or 10 months. Terms and conditions apply.
- All of our treatment is aimed at supporting you to be dentally fit and helping you to maintain your oral health. The aim is to help you to significantly reduce your treatment needs in the future.

3. Regular fee reviews.

We review our fees every year and based on our current costs and the current market conditions, we will decide whether or not to increase some, or all our fees. We will let you know the result of the fee review with an email if possible (if you are happy to give us your email address, this is the simplest and most environmentally friendly way of us communicating with you).

Any new prices are published on our website. If the payment plan fees have risen, this will also be communicated via our website. If you are already registered with our plan, you will be notified directly via DPAS in advance of any fee increase.

If we raise our fees and you have a treatment plan that is less than 90 days old, the prices on it will be valid for 3 months from the date of the rise. Treatment plans that are older than 90 days will be subject to the new fees if the treatment has not already started.

Why fee increases are a necessity.

There are two major factors that we take into consideration when adjusting our fees. Our costs and the market conditions. Our costs range from cleaning and insurance to energy and equipment and everything else in between. By far the biggest of these costs are wages, dental materials and laboratory costs.

We want you to have confidence in our team and to receive the best possible service and treatment. To do this we need the best people working for us. We want to pay our team a fair wage and for them to work in a pleasant environment which provides them and their families with a secure future. We take our responsibility as an employer very seriously.

The cost for materials and laboratories varies hugely. Fees could be reduced by using cheaper, poorer quality materials or by using a cheaper laboratory, but we think that this is a false economy and would not provide you with the best dentistry, ultimately meaning that our patients could end up paying more both financially and biologically.

Dental material costs also change based on the world market. Most of the items we use are manufactured in Europe and any changes to the relationship between Britain and its trading partners will cause costs to fluctuate.

We consider all of these factors when deciding if we should raise our fees.

What exactly does Fair Pricing mean?

More than just the outright value of our services, there are certain principles that we try to uphold.

We feel it an absolute necessity to minimise our impact on the environment and continue to strive to make favourable choices in this respect.

We want to make use of the fantastic local talent that we have in our area and to support our trusted technicians in whom we have confidence and a long-standing relationship. We do not want to compromise on workmanship or communication for our patient's care. We think that this provides you with a better service and a high-quality end result as well as minimising complications.

We want to have good relationships with our suppliers. Our suppliers share our ethos and provide us with excellent customer service. We are also part of a local buying group which collaborates with other practices to give us the best value and also gives a rebate which is then partly donated to charity and partly used for continued professional development of local practitioners, including those here at our practice.

We think that by following these principles we are giving you the best possible service at good value. This is what we mean by fair pricing.

Why our prices say 'from...', and our treatment plans are 'estimates'.

- It's hard to be completely accurate on our fee guide, for example for a white filling on our guide it says (depending on size) "From".

Why do we say 'from' and not just give a price? A small filling at the front of the mouth that is easy to get to and doesn't use much material will be cheaper. A big filling at the back of the mouth will take longer because it is more difficult to place and uses more material, therefore the cost will be more.

- Even when we have seen you and provided you with a treatment plan, the figures are an estimate. We will explain in person why there might be variation, but the main reason we have to be unspecific is that we just can't be sure of exactly what treatment is needed until we have physically seen it. A good example of this is where we may need to replace a failing crown. It is often impossible to know the extent of the problem until we have taken the old crown off. It may need us to use particular (more expensive) materials or treatments to give the tooth the best chance of healing. This is why we have to give just an estimate of costs. Sometimes it might be that what you pay is less than we were expecting for the same reason.

Why our prices may differ to another practice.

We regularly check the prices of other practices in the area to ensure that we are competitive and it is unlikely that we are a great deal different. When comparing prices it is important to ensure that you are comparing like for like.

Here are some things to check:

- Make sure that you are not getting 'partial pricing'. For example, if you see a low price for an implant make sure it includes the treatment planning, the implant and the crown. Quotes for implants that don't include these items, we believe are priced unfairly. The common understanding is that an implant means the implant and the crown as a total price. Implants sometimes also have other costs associated with them based on your own circumstances, bone grafts being the most common. We advise you to check and ask what additional costs there might be.
- As discussed above, the cost of materials varies considerably, and this will be the most difficult thing for you to assess, but this could be another reason why prices may vary.
- The skill and experience of the clinician and nurse matters just like in any other profession. At Wollaton Dental Care, our dentists, hygienists, therapists and nurses all have a similar ethos, high ethical and environmental standards and excellent dental skills. You will get continuation of care and not see a new clinician or nurse at every visit. Our front of house and management team are also willing to go the extra mile for our patients and we aim to provide customer service that we can be proud of. We care for all of our team and they have a long standing within the practice.

We have a wealth of experience in dealing with simple, through to more complex and challenging cases, with our dentists all being qualified for between 19 and 24 years. We feel that our people make the difference between us and other practices.

I hope that this fair pricing leaflet has answered any questions you may have. If you have any more queries then please do not hesitate to get in touch.

With our best wishes

The team at Wollaton Dental Care