



Patient Care Co-ordinator – The Way Forward?

Much of a recent Frank Taylor and Associates survey made interesting reading- there is a press release attached which comments on all of the survey, but one area that we found interesting was the fact that 78.2% of practices don't have a Patient Care Co-ordinator.

In these hard times a Patient Care Co-ordinator is invaluable to generating private fees in practice whilst at the same time offering your patients exceptional customer service.

A well trained Patient Care Co-ordinator will manage your patients around the practice efficiently and effectively making your services more desirable and present your treatment plans as solutions to your patients concerns resulting in a much higher case acceptance rate.

We have evidence that those practices that embark on professional training for this role are seeing very high conversion rates from prospective patient to new patient and because this is all traced and tracked the practice is able to measure the return on investment for the training.

The most common areas of stress in dentistry are communication and diary management, a Patient Care Co-ordinator can help relieve some of the clinical time through new patient consultations and finance presentation and with the entire team trained on communication you will notice an impact on being able to deliver the dentistry you enjoy. Part of our training programme involves sitting in with your fee earners and educating the clinical team how to deliver more of the higher valued treatment plans. Interestingly we are seeing family based dental practices in the suburbs generating more private fees than large city based cosmetic practices and they are able to do this through investing in professional training and consulting.

There are also practices that are really struggling to achieve their UDA target and in these cases we have been able to implement systems that enable the practice to deliver the UDA's consistently and at the same time build the private services in the practice.

The Patient Care Co-ordinator programme that Frank Taylor and Associates offer covers all the necessary areas to improve your case acceptance, profitability and at the same time ensuring a smooth running happy motivated practice. This training is available with 0% finance and comes with a full money back guarantee.

Our team of consultants have extensive practical dental management experience; they have implemented many of the US management systems into UK practices as well as developing two of the most successful squat practices featured on national TV makeover shows.

Listen to what our clients have to say

In the two months since training, the patient journey has been much smoother and team roles are much more clearly defined. The team are putting more into and getting more out of their work. I have more free time, am doing less general "stuff" and do more of the high-end cosmetic and restorative work that I enjoy. And the bottom line? Monthly profits have increased by 27% and are still rising! The investment in the training has easily paid for itself already.

Within a very short time we saw that the booking of new patient consultations increased from around 60% to over 95% of all enquiries

Since the course & the new front advertising takings have increased by approx £15-20k per month & during Dec we had 2 of the best days takings the practice has ever had & this week it was topped by an even bigger days takings + doing even more finance than we were.

This course proved to me that even after 28 years in dentistry there are still many things to learn. This is particularly true when it comes to dealing with people.

Survey looks into the future of NHS Dentistry

Frank Taylor and Associates, the leading Sales and Valuation Specialist to the UK dental profession, has provided a glimpse into the future of NHS dentistry. 180 dentists responded to the team's in-depth survey. Here are some of the results:

"Do you think you will be offering NHS Dentistry 1 year from now?"

YES: 58.3% NO: 22.8% NOT SURE: 18.9%

"Will you be Private or NHS in 5 years?"

TOTALLY PRIVATE: 34.4% MAINLY PRIVATE: 43.9%
MAINLY NHS: 21.7% TOTALLY NHS: 0%

"My professional body provides support for me."

AGREED: 61.1% DISAGREED: 38.9%

"Do you do the dentistry you want?"

YES: 55.0% NO: 45.0%

A reduction in the provision of NHS care is expected over the next few years, and there is concern that many dentists do not receive the support they need, or focus on the treatments they enjoy. Also, 78.3% of dentists do not employ a Patient Care Co-ordinator (vital in offering an excellent service) while 78.3% did not employ a dental therapist. This highlights real areas for improvement that can significantly boost practice performance and success.

Frank Taylor and Associates provides a comprehensive service, including practice sales and purchase, innovative consulting, tax advice and loan solutions.

**For more information please call 08456 123434 or email
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