



cap600

London

City Dental

Dental Fees... a sensitive issue

Dr. George A. R. Druttman, Cap600 London City Dental

Although fees can vary widely from one practitioner to another, many people still regard private dental treatment as expensive. What are the elements that make up the dental fee you are asked to pay?

By adding the value factor, you can judge objectively what quality you are buying, as well as how long dental restorations should last.



● High standards

When we think about the price tag, many of us are inclined to delay regular dental treatment. Why do prices vary so much? And are they exaggerated? To gain greater understanding, you have to appreciate that dentistry is a specialist field. You expect your dentist to be well trained and equipped, and to pay full attention to your needs. By definition, therefore, such services cannot be low-priced.

● Where does your money go?

Professional expertise

Becoming a dentist is expensive: a five-year university courses to start with and then a string of educational courses afterwards. To stay ahead in their fields, some dentists attend many more courses than the minimum required. Would you entrust your dental health and care to less expert hands?

Capital investment

In terms of high-tech equipment, a dental practice can resemble a mini-hospital.

There's the special dental unit and chair, x-ray unit, sterilizing autoclaves, special lights for hardening fillings and a host of other advanced equipment – all costing thousands of pounds. In addition, every treatment uses many disposables such as diamond dental burs (at £2-£5 a piece), anaesthetic needles, filling materials, gloves and more. All these contribute to substantial surgery overhead costs.

A skilled support team

When you buy dental services, you expect efficiency, courtesy and care from a skilled team of professionals. This will include a professional dental nurse and a practice manager/ receptionist, as well as the dentist – all of whom expect fair payment for their time. Now add highly qualified dental technicians who make your crowns, veneers and dentures. The quality of their work is reflected in the fees that they charge your dentist.

Convenient location

It's quite likely that you'll prefer visiting a dentist close to your workplace rather than your home. Any dental practice located in the city centre will need to charge higher fees to reflect the higher inner city rents. This is especially true of dental practices in high-cost areas such as the West End or City of London.

Personal care

Would you prefer to be one of ten patients that your dentist sees every day, or one of thirty? To give you personal attention during treatment, your dentist needs time – to listen to you, consider the choices and solutions to offer, wait for the anaesthetic to take effect and perform the procedure with precision. A dentist cannot look after your long-term interests if he or she is undertaking 'conveyor-belt' dentistry.

THE TRADE-OFF



You can only have two, not three!

No business can satisfy all three criteria. Consumers always need to choose a pair.

If you want an excellent product and good service, it won't come cheaply.

If you want low price, you'll have to sacrifice service or quality.

Why so much variation in fees?

The value of the whole 'package' – expertise, location, modern facilities and efficiency – determines why fees vary so much. All cars have four wheels, yet a Fiat gives you a different set of promises to a Mercedes. To a great extent, therefore, your value assessment depends on how important dental health is for you.

What to expect from the more 'expensive' dentist?

Latest expertise

Confidence and even evidence that your dentist knows about the latest technology and undertakes continuous educational training.

Thinking power

Time and intellectual thought about the best solutions and alternative choices appropriate for your specific needs and circumstances.

Connections

Having a network of the best specialists in related dental fields and making it easy for you to have access to them quickly.

Adequate time

Allocating the time to listen to you and explain. The dentist will discuss all options and provide you with treatment that is built to last.

Aesthetic sense

Aesthetics is a fundamental requirement for providing dental care. Today's top dentists need to have an 'artistic' eye!

Vocational passion

Without high energy and love for dentistry, the dentist cannot take pride and responsibility for the treatment he or she provides.

And finally... your satisfaction

Evidence that you have obtained a well functioning, healthy and comfortable mouth – and a confident smile.

Are your dentist's fees appropriate?

To find out, refer to your previous experience or do some research about dentists (also see our article about choosing a quality dentist). Don't be afraid to seek a second or even third opinion. Assess the 'dental package' that you are offered, and trust your instincts.

By looking objectively at dental fees, you can determine whether you are getting value – and a dental restoration that will last.

123 Cannon Street,
London EC4N 5AX

Tel. 020 7621 0600
Fax. 020 7621 0030
dental@cap600.com

www.cap600.com